



For Immediate Release

New Era for the Value Chain Management Centre

GUELPH, Ontario, March 18, 2013 – Martin Gooch, Director of the Value Chain Management Centre, and Bob Seguin, Executive Director, George Morris Centre jointly announced today that on April 1, 2013, the Value Chain Management Centre will become a division of the global advisory group, Value Chain Management International Inc. This decision to become an independent entity and move outside the George Morris Centre reflects a growing recognition that value chain management is a distinct management strategy that increases the competitiveness and profitability of all businesses, regardless of the industry sector or country in which they operate.

Since its establishment by the George Morris Centre in January 2008, the Value Chain Management Centre has gained international attention for developing value chain research methods and training materials that are among the most innovative in the world. It has also facilitated events where leaders from international and Canadian businesses described how and why they have benefited from establishing closely aligned, constructive relationships with stakeholders from along the value chain.

“I am extremely grateful for the support that we received from the George Morris Centre, and the guidance provided by the Value Chain Management Centre’s Advisory Board. As CEO of Value Chain Management International Inc., I am excited to be leading the Value Chain Management Centre into the next stage of its development,” stated the Centre’s Director, Dr. Martin Gooch.

“This move to be an independent entity reflects the unique growth and market opportunities for the new company, both within and beyond the domestic agriculture and food sector,” noted GMC Executive Director, Bob Seguin. “My colleagues and I have agreed to maintain a close working relationship with Martin and his team at the Value Chain Management International Inc, through a newly signed Memorandum of Understanding with the new firm.”

The George Morris Centre (GMC) is a national, independent, not-for-profit agricultural and food research organization. GMC provides industry decision makers with critical information and analysis and education on issues affecting the Canadian agri-products sector. GMC’s areas of expertise include competitiveness and risk management; public policy and international trade; strategic agribusiness management; market analysis and forecasting; and food, health and sustainability.

The Value Chain Management Centre (VCMC) is Canada’s only organization dedicated to improving the profitability and competitiveness of agri-food businesses through promoting and enabling the development of closely aligned value chains. The VCMC team has led the development of commercially successful value chain initiatives that have received international acclaim and awards of excellence.

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