

Beef Industry: DVD Video Case Studies

Developed in association with the Ontario Cattleman's Association, these case studies highlight two highly innovative UK beef value chains. The first involves Blade Farming and McDonald's; the second grocery chain Wm Morrisons PLC and the Beef Improvement Group. Both illustrate what can be achieved and how through applying value chain management approaches to business. Excerpts can be viewed at:

<http://www.youtube.com/user/ValueChainMC?feature=mhee>.



Video Case Studies

Includes lessons and interviews with participants from four successful value chains



Livestock Marketing *"Trust, Commitment, Feedback and Attention to Detail"*

Learn how a small group of lamb farmers from Wales work collaboratively to supply one of the UK's most innovative grocery retailers. Understand the processes that enable the producers to provide consistent, top quality products and reduce their costs while receiving price premiums and having market security.



Thompsons *"Circling in on Value"*

Understand the internal operations of one of Canada's major grain exporters. Managers from Thompsons share how the company has benefitted from the development of their "Value Circle".

KG Fruit *"Producers Cooperating to Achieve Commercial Success"*

Learn how a producer-led fruit company based in southern England developed the capacity and strength to overcome seasonal issues and manage the needs of the largest players in the UK grocery sector.



Murrellen Pork *"Processes to Produce High Value Differentiated Pork"*

See and hear how a New Zealand based pork producer increased his influence over how the value chain operated and has maintained premium prices for himself and his partners by focusing on quality and consumer value.

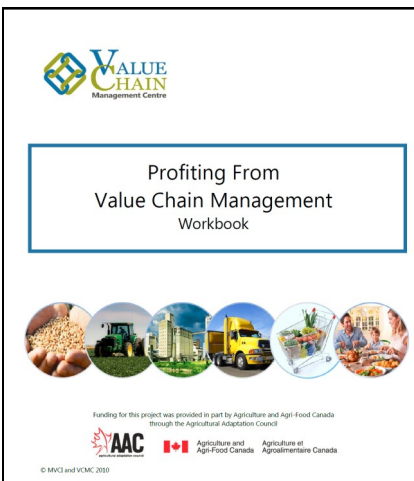
Value Chain Management (VCM) Education & Awareness Program

- Interviews with industry champions and academic experts
- History and fundamentals of value chain management
- What makes a successful value chain
 - * Vision, the business environment and marketing
- Forming a value chain
 - * Choosing the correct partners
 - * How to begin
- Avoiding common mistakes
- Strengthening value chains
- Managing your value chain for long term success
- Success stories to inspire you



VCM Workbook

A step-by-step guide to help you form and manage your own value chain.



Growing Your Profitability Workbook

A comprehensive workbook based on Lean Process Improvement principles will help you:

- Define the factors you can control to improve performance
- Know who your customers/consumers are and what they value
- Evaluate your current performance
- Set priorities for improvements
- Identify what to do now and what to do later
- Limit the impact of factors that you can't control
- Control factors critical to performance
- Identify opportunities
- Measure and improve performance
- Identify potential causes of waste to your business and/or chain
- Learn how to control and develop processes to better manage risk
- Create an improved vision for the future and plan how to get there