



## Wrap-up

Value Chain Innovation Forum  
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## Thank You To Our Sponsors

- Ontario Ministry of Agriculture Food and Rural Affairs
- Agriculture and Agri-Food Canada
- Farm Credit Canada



## The Challenge

Stiffer competition from increasingly sophisticated competitors, possessing greater ability to compete



## Plenary Sessions

- I can see a point when the academic model of value chains are widespread in the food industry
  - » Martyn Jones
- Competitors allow you to differentiate yourself. Zespri 30% of kiwi export volume, 70% of value
  - » David Tanner
- Need to identify opportunities to improve and develop solutions, to improve competitiveness
  - » Danilo Herrera
- Immense opportunities exist to reduce costs through leveraging knowledge along the chain
  - » Jack Barclay



## Sector Panels

- Field crops
  - » Paradigm shift required to grow the market pie
  - » Need market-driven fully integrated approach
  - » Regulations need to support, not prevent, innovation
- Horticulture
  - » Not all producers have the same vision and mindset
  - » Project lifted quality across entire crop, not only PP
  - » Collaboration enables effective consumer education
- Meat
  - » If educate the consumer, price is not an issue
  - » Innovation creates category extension at retail
  - » Must be greater information sharing along the VC



## Determinants of Success

- Attitude is the primary ingredient
  - » Not latest technology, location, sector, market
  - » Enables businesses and value chains to learn, CI
- Ability to react quickly / effectively results from
  - » Creating the correct cultures and incentives
  - » Leadership creates the enabling environment
- Acting upon VCM principles at enterprise level
  - » Creates difficult to replicate levels of competitiveness
  - » Not implemented the same in every value chain
- Understanding drivers of consumer behaviour
  - » In specific segments of the market
  - » Need not be expensive or complex process

## Using i-Clicker vote



A blue “Power” light will appear at the top of the remote.

Turn on i-Clicker by pressing the bottom “On/Off” button.

## Benefits of Today’s Forum

- A. Gained insights that will enable me to develop skills that can be applied to my business/role
- B. Acquired knowledge that will enable me to develop innovative value chain(s)
- C. Learned how others have succeeded through innovating from a value chain perspective
- D. Able to check my progress in developing an innovative collaborative value chain
- E. Saw opportunity to develop stronger value-creating partnerships between industry, government and academia

## Knowing your vote was received



- Check your “Vote Status” Light:
  - » **Green light** = your vote was sent **AND** received.
  - » **Red flashing light** = you need to vote again.
- Not sure you saw the light?
  - » Just vote again.
- Want to change your vote?
  - » You can vote again as long as the timer is still going.

## Reminder

- Please return i-Clickers
- On-line follow-up survey
- Reception



**Thank you**