



FOR IMMEDIATE RELEASE

VALUE CHAIN MANAGEMENT INTERNATIONAL (VCMI) CELEBRATES 10TH ANNIVERSARY – 2013 TO 2023

OAKVILLE, CANADA, June 21, 2023 — Value Chain Management International (VCMI) is celebrating ten years of helping agri-food businesses, government and farmers understand the importance of developing strategic business relationships and closely aligned value chains. The company was incorporated in the spring of 2013, under the leadership of co-founder and CEO, Dr. Martin Gooch.

“We would like to thank our clients who have been and continue to be an important part of VCMI’s journey, and who provide us with the opportunities to delve deeper into challenging areas of extensive need and concern within the agricultural and agri-food environment,” expressed Gooch. “I feel honoured to be celebrating 10 years of working with our [team](#) of leading international experts, who share the same passion as I do — to help businesses and industry not only improve their profitability, but also eliminate waste and inefficiencies, and achieve greater sustainability, both from a social and environmental perspective.”

As VCMI celebrates ten years in business, we are also pleased to announce two new associates to the VCMI team: Jon Morgan, based in the UK, whose experience includes developing and managing best practice agri-food value chains and representing 650 Welsh farmers in coordinating the supply of beef and lamb to major UK retailers; and Jennifer (Jenn) MacTavish, based in Canada, who is highly respected for her expertise in government relations, board governance, program development and implementation, domestic policy, business risk management, and mediation within the agricultural and agri-food industry.

VCMI is looking forward to continuing to work with businesses and industry groups spanning the whole gamut of the agricultural and agri-food sector, both in Canada and internationally. VCMI’s clients include federal and provincial government departments, industry membership organizations, producers, processors, retailers, foodservice providers, food distributors, and food redistributors. Examples of VCMI’s work can be viewed on the company’s [website](#) under “[Work 1](#)” and “[Work 2](#).” Please contact us if you would like information on how VCMI can assist your business or organization.

VCMI is also recognized for its dedication and commitment to research, analysis and education. The team has authored and co-authored a vast selection of papers/reports on topics such as [food waste](#), [food security](#), [food packaging](#), and [low carbon in food production](#). These papers have generated much-needed discussions between industry and government to help improve communication and bring upon necessary changes.

A selection of clients’ comments are included below ...

“VCMI has established itself as a credible and forward-looking team of agri-food professionals uniquely equipped to identify value propositions throughout food supply systems. Beef Farmers of Ontario has worked with VCMI and their team of global experts on several occasions and have always found their counsel to be both calculated and useful. Congratulations to VCMI on their 10 year anniversary!”

(Richard Horne, Executive Director, Beef Farmers of Ontario)

“VCMI have been great supporters of EarthFresh and of the produce industry. Martin and the team have assisted us with projects in waste reduction, innovation, government relations, and warehouse efficiency. They are great communicators, very detailed and always a pleasure to work with. Congratulations on your 10 year anniversary. You are truly making a difference in this World!”

(Tom Hughes, President, EarthFresh Foods)

“Without VCMI, Second Harvest would not have the national impact that it does today. The three research reports that VCMI co-authored with Second Harvest have substantially increased Canada’s understanding about food waste and the charitable food sector. We’ve always known that Canada has a food waste problem, but thanks to VCMI we now have the data to back it up. This research has informed numerous other Canadian studies and media reports that span food insecurity, the environment, supply chain and many other important conversations.”

(Lori Nikkel, CEO, Second Harvest)

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Value Chain Management International (VCMI)

VCMI is dedicated to improving the profitability, competitiveness and environmental sustainability of the international food industry by promoting and enabling the management of closely aligned value chains. VCMI’s global consulting team is located in Canada, Europe and Australasia, and comprises world leaders in quality management, experiential management training, commercial-focused environmental sustainability, and value chain innovation. www.vcm-international.com