



Canadian Farm Business
Management Council



Value Chain Management Workshop – New Ideas, New Opportunities

23/03/2010 – The best lessons tend to come from those who have done it themselves, and the Canadian Farm Business Management Council's latest workshop will bring the innovators and trend setters to you.

The CFBMC and Nova Scotia Federation of Agriculture are bringing the *Value Chain Management Workshop* to Nova Scotia on **March 25th, 2010**. The Workshop will provide the tools anyone in the agriculture sector needs to create a value chain of their own. These aren't just theories; these are actual steps towards building a network of processors, distributors and retailers to build their business.

"Nova Scotia Federation of Agriculture is very pleased to be partnering with CFBMC to bring this calibre of information to our community. We know that anyone involved in agribusiness right now will find something of value in this workshop," says Wanda Hamilton, Communications Officer, Nova Scotia Federation of Agriculture. "These sessions are in demand all over the country and we are thrilled that it is coming to Nova Scotia."

A highlight of the one-day session is a panel discussion combining the first-hand experience of a grower, a CEO and a retailer to discuss how they have used value chains to build their business. Martin Gooch, the workshop leader, is one of Canada's premier authorities on the creation, operation and optimization of agricultural value chains. He is currently the Director of the Value Chain Management Centre at the George Morris Centre and will share his insights and chair the panel discussion.

At the end of the day, attendees will understand:

- the concept of value chains
- how value chains add profit and stabilize markets
- why the best value chains outperform the rest
- the operational pitfalls that must be avoided
- how to integrate your product into a new or existing value chain

More than 1,000 participants in the last few years have found ways to capture more value from what they produce at the *Value Chain Management* workshops. Register early as space is limited. For all the details go to www.farmcentre.com/workshops and the NSFA office at 902-893-2293.

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