

# Saskatchewan GROCERY RETAIL & FOODSERVICE VALUE CHAIN INITIATIVE

## NEWS RELEASE

### Value chain guide gives Canadian producers and processors an advantage

Saskatoon, SK (June 25, 2013) The Agriculture Council of Saskatchewan (ACS) Inc., through the Saskatchewan Grocery Retail and Foodservice Value Chain Initiative has created the Practical Guide to Value Chains in Canada. This guide is another in a series of tools that support the agriculture and agri-food industry, developing the capacity of food growers and processors, allowing them to enter the foodservice and grocery retail industries.

“This guide provides the foundational information for those looking to establish value chains,” said Value Chain Specialist Bryan Kosteroski. “This information is unique in Canada. When combined with the information in the foodservice and grocery retail guide series, along with the newly developed Go-To-Market guide, will give Canadian producers and processors an advantage in the marketplace.”

In Canada, most companies in the agri-food industry perform only a fraction of the 200-300 activities required to produce, market and deliver a product. In order to develop a sustainable, competitive advantage, many organizations enter into both formal and informal associations with a number of related or associated companies who mutually support each other in trying to deliver a product or service to an end-user while making a profit along the way. This alliance is called a value chain.

“The guide is designed to go beyond the numerous studies on the theory of value chains and provide the reader with practical tools for establishing a working value chain,” said grocery retail consultant Terry Ackerman of Ackerman and Associates, who developed the guide. “Value chains are creatures of the business environment in which they are created. The business environment in Canada is culturally and structurally different than that of other countries. This guide puts value chains in a Canadian context and provides a survey of the tools that have proven successful in building value chains in the Canadian business environment.”

The Saskatchewan Grocery Retail and Foodservice Value Chain Initiative is funded by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). The initiative is operated with the vision of encouraging and assisting Saskatchewan’s agri-food industry to become more competitive and provide solutions for today’s consumer, providing value added products within value chain development.

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