

Saskatchewan Agri-Food Value Chain Initiative

Flax Days 2006

“Growing Opportunities”



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada



The Saskatchewan Agri-Food Value Chain Initiative is a collaborative partnership of Saskatchewan Agriculture & Food (SAF) & the Advancing Canadian Agriculture Agri-Food (ACAAFS) Committee of the Saskatchewan Council for Community Development (SCCD)

- **Value Chain Specialists**

- Bryan Kosteroski

ACAAFS Value Chain Specialist

SCCD –Saskatoon 975-6851

- Gary Coghill

SAF Value Chain Specialist

Sask Ag & Food-Regina 787-8537

- **What are Agri-Food Value Chains ?**

The characteristics of a Value Chain is a market focused collaboration between business enterprises working together to produce value added products in the ever changing marketplace.

What benefits can Value Chains offer?

- Improve response to consumer demand
- Establish quality assurance & food safety protocol programs
- Drive cost reductions
- Reduce and/or share risk
- Create access to new markets or capital
- Build the critical mass needed to increase market share

What does the Value Chain Initiative offer?

The value chain specialists work with the agri-food industry to:

- Communicate value chain concepts
- Share information & create knowledge about value chain strategies & case studies
- Facilitate planning, communication & collaboration between value chain partners
- Establish industry connections & linkages through established networks

- **Funding Opportunities**

The Agri-Food Value Chain Initiative funding will be allocated to successful Saskatchewan based applicants based on 2 phases:

- **Phase 1-Building Awareness**
Maximum \$30,000.00 per project
- **Phase 2-Value Chain Implementation**
Maximum \$70,000.00 per project

- **Phase 1 Eligible Activities**
 - Organizational development
 - Value chain development
 - Market assessment
 - Product development
 - Preliminary feasibility analysis
 - Market verification of opportunity
 - Education & awareness projects

- **Phase 2 Eligible Activities**

- Enhanced value chain development
- Detailed feasibility analysis
- Marketing activities
- Initiating & managing a value chain pilot project
- Identify quality assurance and/or food safety system development requirements
- Limited funding for trade show activities

- **Agri-Food Value Chain Workshops**

Module-1 *Introduction to Value Chains & Crafting Value Chain Strategies*

Monday, February 13th,

Tuesday, February 14th,

Wednesday, February 15th,

Thursday, February 16th

Monday, February 20th

Tuesday, February 21st

Wednesday, February 22nd

Thursday, February 23rd

Regina (Travelodge Hotel - Albert St.)

Swift Current (Southwest Business Centre)

Weyburn (Travelodge Hotel)

Yorkton (ST.Marys Cultural Centre)

Saskatoon (Saskatoon Inn Hotel)

Melfort (Travelodge Hotel)

Outlook (District Heritage Centre)

North Battleford (WDM)

Registration-\$50.00 per person-Includes lunch

Agri-Food Value Chain Workshops

- **Module 2: *Partnering & Collaboration/ How to Approach Retailers***

Tuesday, March 21st

Regina (Travelodge Hotel , Albert St)

Thursday, March 23rd

Saskatoon (Atrium Building U of S Campus)

- **Module 3: *Tools & Strategies for Specific Value Chain Development***

Wednesday, March 22nd

Regina (Travelodge Hotel , Albert St)

Friday, March 24th

Saskatoon (Atrium Building U of S Campus)

Registration \$50.00 per person- Lunch included

Thank you!

For more information, please contact:

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