



Value Chain Management DVD/CD Order Form

Value Chain Management DVD 3 Disc Set

featuring interviews with participants of eleven successful value chains:

This DVD set explains the concept of value chains in straightforward terms and provides tools which farmers and agri-food companies can use to tackle a rapidly changing and increasingly complex business environment. It includes international management experts describing lessons learnt from working around the world with producers to develop successful value chain initiatives. Designed to be used in a workshop, an individual setting, or by a group of producers and agri-food businesses looking to work together, the DVD also includes footage and interviews with participants from eleven value chains that have used the models described to significantly improve farmers' competitiveness and profitability. Industries covered include livestock, horticulture, grains, berries, and ornamentals. As well, there is a workbook companion tool for working through the development or improvement of a value chain.

Value Chain Management CD ROM

Similar to the DVD set, this CD ROM explains the concept of value chains in straightforward terms and provides tools which farmers and agri-food companies can use to tackle a rapidly changing and increasingly complex business environment. The CD ROM includes written case studies from eleven successful value chains, as well as a workbook that can be used as a companion tool in working through the development or improvement of a value chain.

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