

Growing a Bigger, Better Pie: A Value-Chain Approach

**Delta Winnipeg, Manitoba
Wednesday, December 2, 2009**

8:00 am – 8:25 am

Registration and Continental Breakfast

Morning Chairperson

Dr. Barry Prentice, Professor, Transport Institute

Session 1

Value-chains in Theory and Practice

Value is added as products are transformed from raw material production to finished goods. Specialized supply chain intermediaries provide place (transport), time (storage), form (processing) and possession (transactions) utilities. The more efficiently these services are provided, the more competitive the value chain and the greater the net value-added. Win-win opportunities to gain efficiency in the value-chain may depend on collaborative efforts of two or more intermediaries. The first session provides an overview of value-chain concepts and practices, and challenges including supply chain coordination and leadership.

8:30 am – 9:00 am

Dr. Paul Larson, CN Professor and Director, Transport Institute, I.H. Asper School of Business “Overview of Value-chain Concepts and Practice”

Session 2

Win-Win Inventory Strategies in Agri-Food Value-chains

Inventories add time utility by holding products during periods of low demand and providing them during periods of higher demand. Inventory holding costs involve capital for financing, storage infrastructure and materials handling, labour for managing and operating the equipment, and shrinkage and loss during storage. For grain, most of the long term storage of grain is provided by farmers, while grain handling system stores the pipeline inventories. The cost of farm versus commercial storage means that the less time inventories can be held in the pipeline, the more value is created. This session considers the value added by farms and the grain handling system.

9:00 am – 10:00 am

Mark Hemmes, President, Quorum Corporation “Western Canadian Grain Handling Value added”

Ted Eastley, Executive Director, Manitoba Rural Adaptation Council (MRAC) “Where’s the Money?”

Roundtable discussion

10:00 am – 10:30 am

Networking Break

Session 3

Win-Win Transport Strategies in Agri-Food Value-chains

Place utility is added by transporting goods from locations with lower demand to places with higher demand. Transshipment of goods is often necessary to reach the final destination. In some cases transshipment can lower total costs, but handling goods per se does not add value, and can in fact reduce value. This is why the coordination of the different components of a transportation network is so important. This session considers the transport of bulk and containerized rail shipments and port transshipment.

10:30 am – 12:00 am **Mark Griggs**, Acting Director of Planning and Development, Port Metro Vancouver “Transshipment value added: Marine Interface”

Murray Hamilton, Director of Grain, Canadian Pacific Railway “Rail Bulk Transport Value Added”

Peter Ladouceur, AVP Intermodal Marketing, CN Rail “Intermodal Container Rail Transport Value Added”

Roundtable discussion

12:00 pm – 1:30 pm ***Inland Ports and Value-chains***

Global trade and the renaissance of the rail industry in North America are creating opportunities for new value-added gateway locations. Leading this trend is the establishment of inland ports and foreign trade zones. Value-added gateways help Canadian companies exploit opportunities such as intermodal transportation, transshipping, warehousing, logistics information and communications, finance and skills development. Changes proposed by the Government of Canada in the 2009 Budget will bring tariff and treatment of international marine containers more in line with U.S. regulations. In Manitoba, *The CentrePort Canada Act (2008)* is establishing an inland port at Winnipeg to take advantage of its location at the geographic centre of North America.

Alberto Velasco-Acosta, Executive Director, International Business Development & Investment, CentrePort Canada “*Lunch Keynote Speaker*”

Afternoon Chairperson **Ruth Sol, President, WESTAC**

Session 4

Win-Win Information Strategies in Agri-Food Value-chains

Transactions costs involved with buying and selling of goods can be reduced by better information. Also, information can add value. Grain that is labeled and separated could have more value than the same product that is blended with other grain that has slightly different attributes. The preservation of identity requires physical separation and information tracking. Another value added by information is inventory visibility. Companies can minimize safety stocks, while providing the same level of customer service if their inventory stocks are visible. This session explores the role of information in the grain value chains.

1:30 pm – 2:45 pm **John Graham**, Services Executive, IBM Canada Ltd. “**Information Management and Value Added Internet Trading**”

Curtis Rempel, Research Development Manager, Richardson Centre for Functional Foods and Nutraceuticals “**Opportunities to Preserve the Value of Biotech Traits**”

Roundtable Discussion

2:45 pm – 3:15 pm

Networking Break

Session 5

Win-Win Processing Strategies in Agri-Food Value-chains

The transformation of raw agricultural products into food is the most easily recognized source of value-added in the supply chain. The consumer expects a consistent end product, but biodiversity means that the raw products are not necessarily uniform from shipment to shipment, or year to year. The processing industry must rely on the supply chain to minimize these differences so they can more easily deliver high value products to their customers. This session explores the interface between the processing industry and the supplier base.

3:15 pm – 4:15 pm

Dwayne Lee, Marketing Manager, USA, Canadian Wheat Board “Wheat Value-chains”

Greg Cherewyk, Pulse Canada

(invited)

Roundtable Discussion

4:15 pm – 4:30 pm

Rapporteur

The examination of agri-food value chains has a diversity of issues that is likely to produce a number of interesting themes. The Rapporteur will provide a synthesis of what we heard, and perhaps what we did not hear, too.

Dr. Ed Tyrchniewicz, Senior Scholar, University of Manitoba

4:30 pm

Closing Remarks