



DVD/CD Order Form

- Advance to a more profitable future
- Learn how to apply Value Chain Management principles from successful managers in agriculture and agri-food
- A practical tool for individuals, educators and/or companies looking to work together and improve their relationships

The DVD includes interviews with participants from successful value chains and is divided into three parts.

Main Program

- History and fundamentals of value chain management
- What makes a successful value chain
 - ⇒ Vision, the business environment and marketing
- Avoiding common mistakes
- Forming a value chain
 - ⇒ Choosing the correct partners
 - ⇒ How to begin
- Strengthening value chains
- Managing your value chain for long term success
- Success stories to inspire you

Case Studies

Canadian and International examples to learn from and motivate you

- Industries include: livestock, horticulture, grains, berries and ornamentals

Workbook

A step-by-step guide to help you form and manage your own value chain.

A second, more detailed workbook based on Lean Process Improvement principles is also included with the purchase of the DVD/CD. This comprehensive workbook will help you:

- Define the factors you can control to improve performance
- Limit the impact of factors that you can't control
- Control factors critical to performance
- Identify opportunities
- Measure and improve performance

Alternatively a CD-Rom is available with the written case studies and workbooks.

Mail your completed order form to:

Value Chain Management Centre, George Morris Centre
150 Research Lane, Suite 225, Guelph ON N1G 4T2

Fax to: 519-837-8721

Phone: 519-822-3929 ext. 213

www.vcmtools.ca

www.georgemorris.org

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GEORGE MORRIS CENTRE

HST Registration #: 869985390RT0001

ORDER INFORMATION

Item	Quantity	Unit Price	Total
DVD		\$185.00	
CD		\$49.95	
PAL DVD		\$185.00	
Subtotal			
HST 13%			
Shipping	Domestic: \$5.00	International: \$30.00	
Miscellaneous			
Order Total			

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