

Martin Gooch, MAgriBus

A research associate with expertise in agri-food value chain innovation and management, whose career spans the agri-food industries of Britain, Canada, New Zealand and Australia including the grain, dairy, vegetable, fruit, and beef sectors. Comprehensive international knowledge and experience working with a diverse range of organizations to develop agri-food value chains that have won national and international awards of excellence.

EXPERIENCE

2005 - Present

Research Associate, George Morris Centre, Guelph Ontario

Primary responsibilities include developing a research and teaching program in agri-food value chain development and management, agri-food marketing, and traceability.

2002 - 2005

Value Chain Facilitator, Agricultural Adaptation Council, Guelph, Ontario

Highlighted Achievements

- Established the Value Chain Initiative (VCI) program to provide funding support for companies seeking to explore new business models and strengthen their competitiveness
- Championed and hosted the 2003 National Agri-Food Value Chain Conference, Toronto
- Liaised with industry stakeholders to develop VCI projects and funding submissions
- VCI project won the 2004 AAFC "Agri-Food Innovation Award"
- Agri-food value chain presentations to a range of audiences in Canada and Australia
- Hosted value chain management workshops in Ontario and New Brunswick
- Briefed government and industry representatives on international value chain issues
- Prepared advisory agri-food value chain material for industry stakeholders
- Wrote a monthly column for "The Grower" – horticultural newspaper distributed nationally
- Media interviews and editorials distributed via TV, radio, internet

2000 – 2002

Senior Business Development Manager, Perfection Fresh Australia, Sydney, Australia

Worked with seed companies, processors, technical institutions, academia, retailers and foodservice operators to identify market opportunities and develop business alliances. One of these projects won the 2003 SIAL Prize for the 'World's Best New Fruit & Vegetable Product'.

1999 - 2000

Postgraduate Researcher, University Of Queensland, Brisbane, Australia

Conducted postgraduate research centred on value chain and agri-food marketing issues within the perishable food industry.

1996 - 1998

International Business Student, Southern Cross University, Lismore, Australia

Studied and researched international business and marketing issues. Concurrently employed in a range of agricultural and media related roles.

1992 – 1995

Manager, Horticultural and Beef Property, Casino, Australia

1987 - 1992

Managing Director, KMA Recruitment, Chelmsford, England

1986

Assistant, Kenalla Blueberry Plantation and Chicken Farm, Christchurch, New Zealand

1985

Machinery Operator, Wooliscroft's Agricultural Contracting, Hillmorton, England

1984

Farm Assistant, Bill Ormsby & Son, Eston, Sask., Canada

1979 – 1983

Agriculture and Agribusiness Student, Warwickshire College of Agriculture, England

EDUCATION

2000 Master of Agribusiness, University of Queensland

Thesis: Identifying the Factors that have Greatest Influence on the Performance of Agribusiness Value Chains (in the perishable food sector)

1999 BA, International Business, Southern Cross University

1983 Agricultural & Horticultural Business Management, Warwickshire College of Agriculture