



## **New Appointment Focuses on Agri-Food Value Chain Management**

**Guelph, ON** (May 27, 2005) – The George Morris Centre is pleased to announce the appointment of Martin Gooch as Research Associate – Value Chains. The Agricultural Adaptation Council (AAC) is extremely supportive of the transition of Gooch’s employment to the Centre, as it will encourage the wider adoption of value chain business approaches throughout Canada’s agri-food industry.

“The successful management of value chains can improve the competitiveness of agri-food companies and industries more than any other individual factor, including globalization,” says Gooch. His work will focus on helping the Canadian agri-food industry find ways to adopt value chain principles and techniques in an increasingly challenging business environment.

Gooch’s credentials include a Masters degree in Value Chain Management and an undergraduate degree in International Business. He has been instrumental in introducing value chain business philosophies to Canada’s agricultural and agri-food industry, and joining the George Morris Centre will enable that work to be expanded. Gooch organized the first national Agri-food Value Chain Conference in 2003.

“Martin’s expertise, along with this new initiative on value chains is the right thing at the right time,” says Larry Martin, CEO of the George Morris Centre.

“This partnership between the AAC and the Centre supports the Council’s mandate to be a catalyst for adaptation, advancement and innovation within the agriculture and agri-food community,” says Angela Stiles, Executive Director of the Agricultural Adaptation Council. “The Council recognizes the opportunities that value chains represent for the sector. Martin will be able to add a new dimension to his value chain initiatives by virtue of working at the George Morris Centre.”

The AAC is a non-profit, grassroots coalition of 62 agricultural, agribusiness and rural organizations dedicated to providing financial resources to assist Ontario’s agriculture and agri-food industry remain profitable, grow and maintain its economic strength. The AAC receives the majority of its funding through Ontario’s share of Agriculture and Agri-Food Canada’s five-year, \$240-million Advancing Canadian Agriculture and Agri-Food (ACAAF) program.

The George Morris Centre is a national, independent, not-for-profit think tank specializing in the Canadian agri-food sector. The Centre provides perspective, critical information, strategic analysis and planning, and education on issues affecting the sector to promote its environmental and economic sustainability.

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