



AGRICULTURE COUNCIL  
OF SASKATCHEWAN INC.

## **NEWS RELEASE**

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### **Western Canadian Value Chain Initiative announced**

Saskatoon (December 19, 2007) – The Agriculture Council of Saskatchewan Inc. (ACS) has joined forces with agriculture councils from across Western Canada to form the Western Canadian Value Chain Initiative, an initiative that will unite producers, processors and marketers to increase opportunity and market share for Canada’s agriculture and agri-food products.

The Western Canadian Value Chain Initiative will be based on the successful Saskatchewan Agri-Food Value Chain Initiative, which has been working with the Saskatchewan Ministry of Agriculture to advance the province’s agriculture and agri-food sector since 2005. The Saskatchewan initiative, which is funded through Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) Program, consists of support provided by the Value Chains Specialist and a series of workshops aimed at walking participants through steps from introduction to the value chain concept to developing a market-ready product.

“Value chain partnerships enable farmers, processors and retailers to work together to achieve results that they would not be able to realize on their own,” said Bryan Kosteroski, ACS Value Chain Specialist. “The collaboration within a value chain allows products to be created to meet existing demand, allowing all within the value chain to share in the profits while minimizing risk.”

ACS is being joined by the British Columbia Investment Agriculture Foundation, the Alberta Agriculture and Food Council, the Manitoba Rural Adaptation Council and the provincial governments of all four western provinces to form this education and awareness initiative. These organizations recognized a need for a collaborative approach in promoting the value chain model, delivering a consistent series of workshops across Western Canada that will encourage more inter-provincial value chains to develop.

Workshops conducted by the Value Chain Initiative will give producers and processors the knowledge to develop and expand support networks that lead to new market opportunities and increased profitability. “The Western Canada workshop series will not only introduce producers and processors to the fundamentals of value chains, but will also give participants fundamental business skills,” said Kosteroski. “The workshops will be held across Western Canada, giving participants the ability to learn from experienced value chain experts as well as network with other people within the agriculture and agri-food sector.”

Information on value chains workshops will be advertised across Western Canada in early 2008.

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