

Creating Value in Value Chains Seminar/Workshop

February 16-17, 2010

Black Knight Inn
Red Deer, Alberta

This one day business intelligence workshop, featuring Michael O'Keeffe, Ross Drever, Randy Baldwin, Sven Anders and Greg Bott provides both international and local information on tools available for the Alberta industry, building closer relationships in the fresh food supply chain sectors.

8:30 am **Registration/Coffee and muffins**

9:00 am **Creating Value in Value Chains- Michael O'Keeffe**

Drawing on a series of international case studies from the UK, New Zealand, Canada and Australia, Michael O'Keeffe illustrates the benefits to primary producers from participating in retailer-aligned value chains. The case studies cover a range of sectors including beef, lamb, pork, eggs and produce. Diagnostic tools used for information, material and relationship flows will also be included.

The interactive workshop highlights the execution lessons from successful value chains, the challenge of partnering with retail customers, and the implications for Alberta Agriculture and Rural Development staff.

12:00 noon **Lunch lunch lunch**

1:00 pm **Meat Value Chain Resources - Randy Baldwin, CMC, Principal, Kelwin Management Consulting, Niverville, Manitoba.**

2:00 pm **Inventory Module for a Meat Value Chain - Ross Drever, Software Engineer, Drever Technical Solutions Inc., Camrose, Alberta.**

3:00 pm **Coffee break**

3:30 pm **International Beef Value Chain Research - Sven Anders, Gregory Bott, Department of Rural Economy, University of Alberta, Edmonton.**

4:30 pm **Adjourn**

February 17, 2010

Workshop- Six individual, one hour appointments can be made so your company can ask more questions and receive advice from Michael O'Keeffe. Please indicate your interest when registering.

For more information please contact Margurite Thiessen @ 780-968-3513 or Patrick Ramsey @ 403-652-8303

Creating Value in Value Chains Seminar/Workshop

Registration Form

First Name _____

Last Name _____

Company Name _____

Address _____

City/Town _____

Prov _____ Postal Code _____

Phone # _____ Fax # _____

Email Address _____

Where: **Black Knight Inn**
2929– 50 Avenue
Red Deer, AB

When: **February 16, 2010 - 8:30AM - 4:30PM**

The registration deadline is February 9, 2010. Registration fee is \$45.00/person, including GST. (Includes training, and lunch) A block of rooms has been set aside at the Black Knight Inn. Please contact reservations at 1-800-661-8793.

To register by phone contact the Ag-Info Centre, Registration Line at 1-800-387-6030 (Toll Free in Canada)

Or mail registration form with payment to:

Alberta Agriculture & Rural Development
Ag-Info Centre, Attn. Brenda,
Postal Bag 600
Settler, AB T0C 2L0

Please indicate if you are interested in a meeting with
Michael O'Keeffe on February 17, 2010

- yes
 no

Payment Method:

- Cheque or Money Order (Payable to: Minister of Finance)
 Visa
 MasterCard

Card# _____

Name on card: _____

Expiry Date : _____

Signature: _____

Information requested on this registration form will be used to administer this workshop. The information requested in accordance with the Government Organization Act, and is subject to the provisions of the Freedom of Information and Protection of Privacy Act. If you have any questions, or disagree with the collection and use of the information, contact Margurite Thiessen @ 780- 968-3513