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Agri-Food Innovation Forum Comes to Vernon

November 20, 2007 – Victoria B.C. Getting food from where it's grown or processed to customers in other regions of the province in a timely and cost effective way can be daunting for farmers, agribusinesses and food processors in B.C. A two-day workshop hosted by the Investment Agriculture Foundation of B.C. (IAF) and the Canadian Farm Business Management Council this December in Vernon will help demystify the process.

"B.C. has a growing number of small and mid-sized food producers and processors operating with limited resources and low volumes," says Bert Miles, IAF chair. "We're pleased to partner with the Canadian Farm Business Management Council to offer tips and tools that can help these operators improve their business practices and increase their long-term profitability."

The two-day forum is being held in Vernon on December 11 and 12, 2007.

Day one attendees will be able to connect with potential customers, hear experts from five supply chain links clarify problems from their vantage point and participate with them in solution-creating roundtable sessions.

Day two attendees will explore all facets of value chain creation using real-world examples of successful value chains from Canada and abroad. They will learn from the experts in an interactive, hands-on format how producers and processors are adopting the value chain strategy for better profitability.

Similar forums will be offered in Nanaimo and Abbotsford in January.

The Investment Agriculture Foundation is a not-for-profit organization that manages and distributes federal and provincial funds in support of innovative projects to benefit the agriculture and food industries in British Columbia. Funding is available to help industry adapt, diversify and grow.

Additional information about IAF and the workshops is available at: www.iafbc.ca

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