

2024 Kansas Local Food Summit

Leveraging Value Chain Coordination To Build A Better Food System





STRONG GOOD LOOKING BRAVE SMART

AND THEY DIDN'T STOP TRYING UNTIL THEY GOT HIM





What Is A Value Chain?



What Is A Value Chain?

A Series Of
Stakeholders Who
Touch A Product From
Creation To Shelf

The Progression Of
Steps To Addressing
Issues That Reflect Our
Values

Interconnections That
Leverage And Grow
Assets

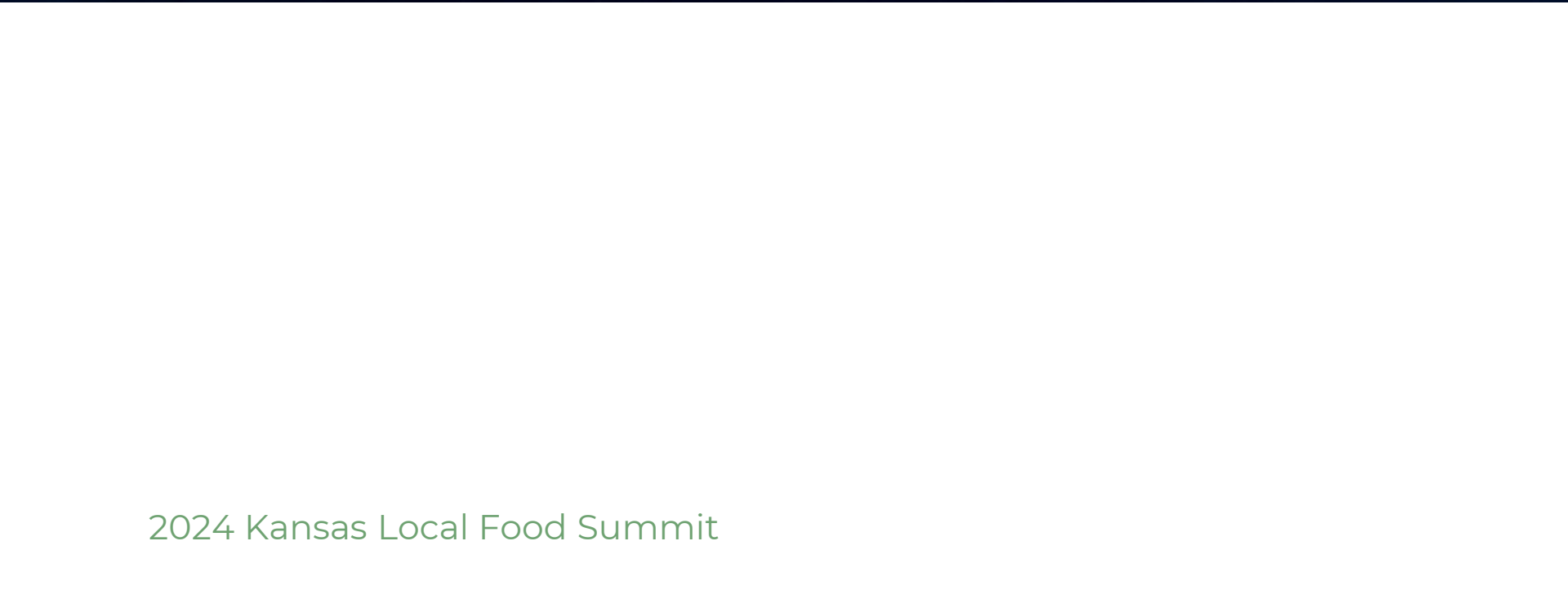


VALUE CHAIN

SUPPLY CHAIN

FOOD CHAIN







Late 2020 - Early 2022

Millions of tons of cargo, representing billions of dollars of goods from all points of the earth was stranded outside American ports, in some cases for months.





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Supply Chain:





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Supply Chain:

The parallel universe that makes available everything I want - when I want it.





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Supply Chain:

Not working!?!

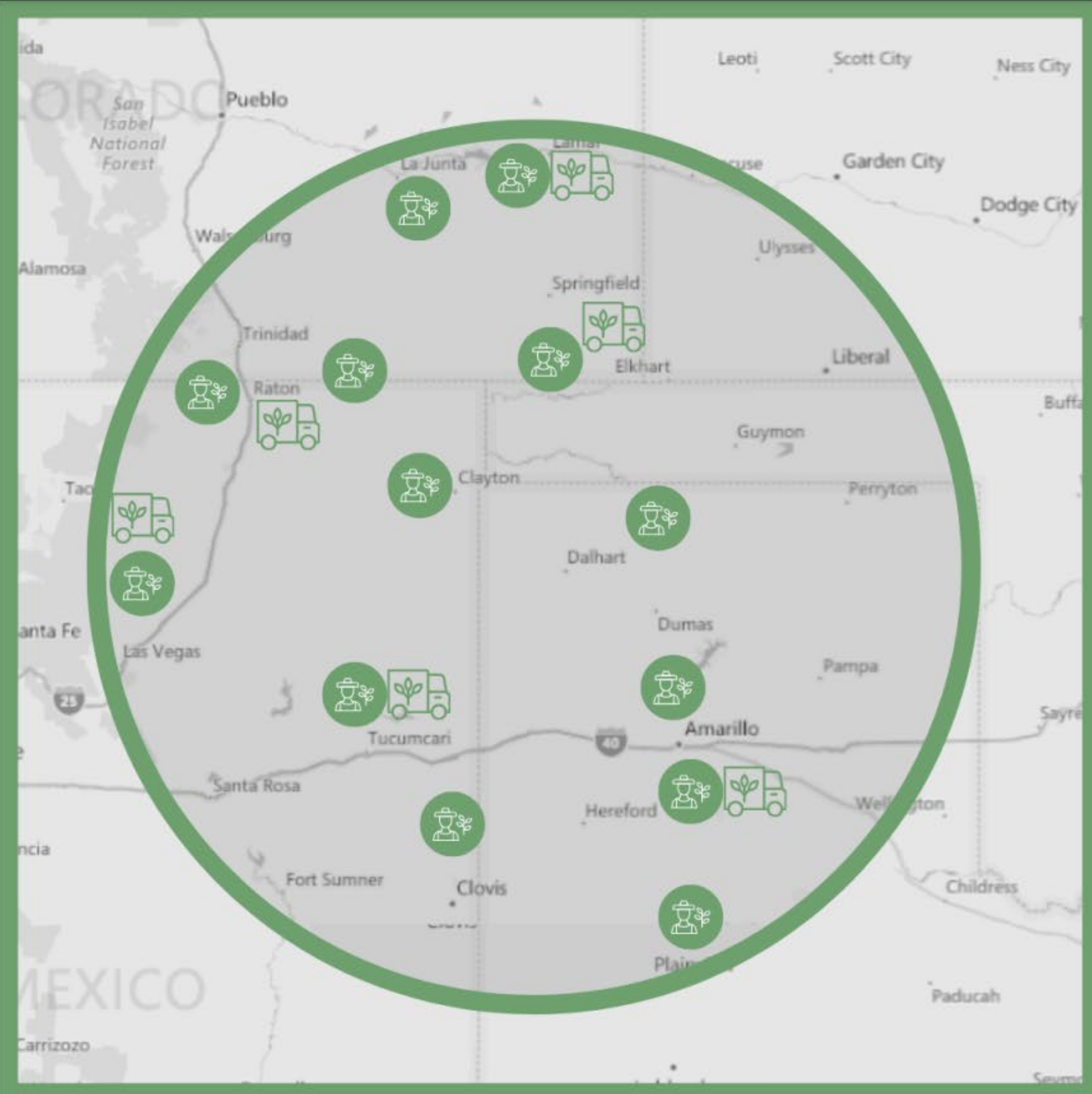




Meanwhile Back At The Ranch... Early 2022



Rural Equity Focused Food Hub?





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Supply Chain:

Not working!?!

Is Globalization to blame?

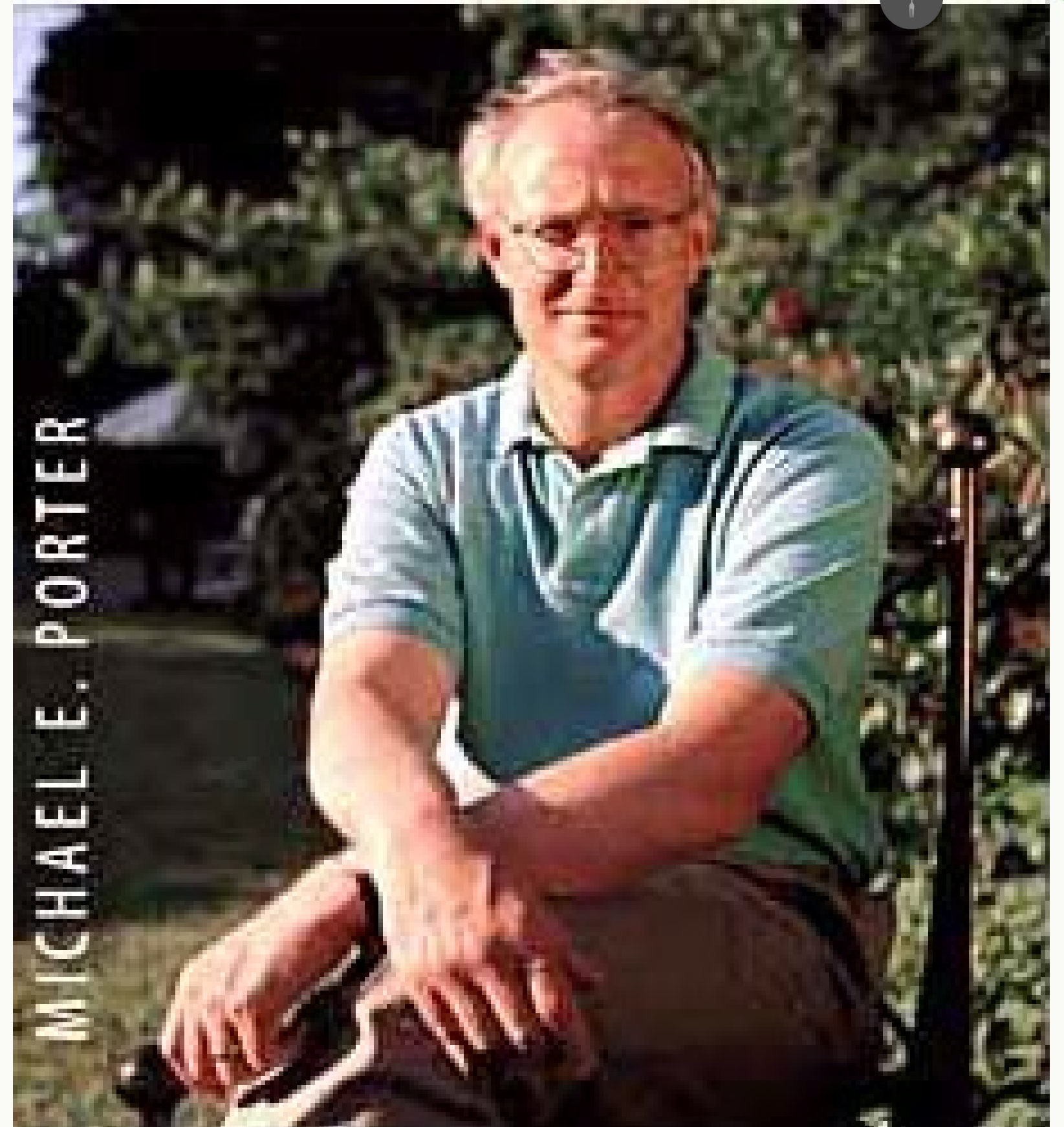


COMPETITIVE ADVANTAGE

CREATING AND SUSTAINING
SUPERIOR PERFORMANCE

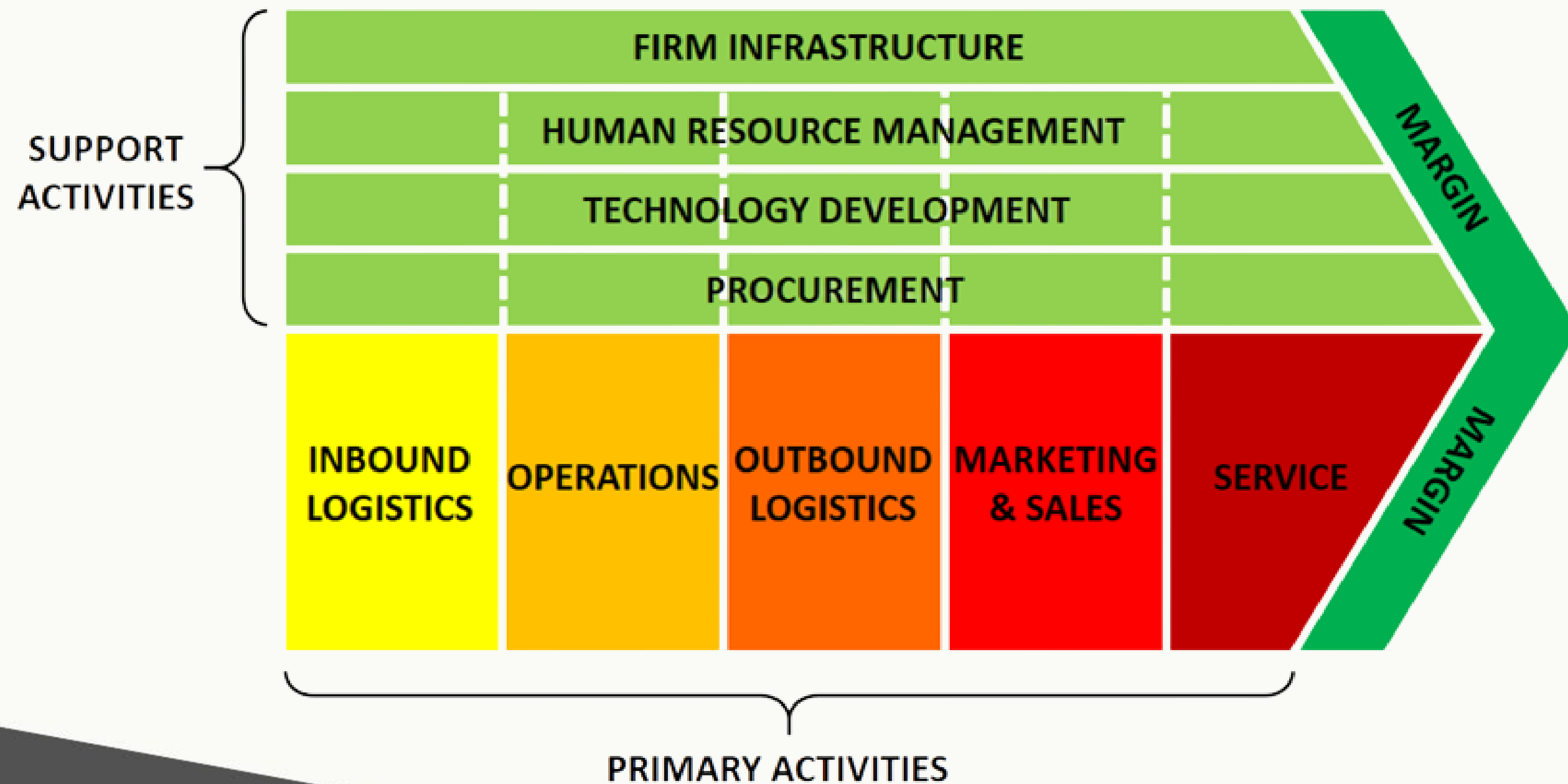
with a new introduction

Michael E.
Porter



Genesis of the Value Chain Concept

Michael Porter "Competitive Advantage" 1985 – Understanding and mapping the activities in a product journey – efficiently linking these activities to create value





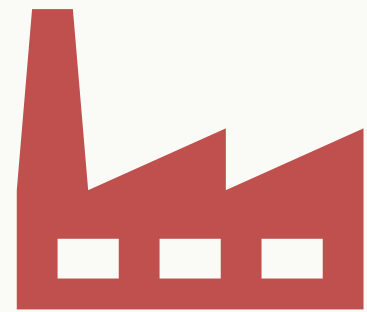
Concentration & Consolidation

Vertical Integration





Just in Time...



JIT manufacturing focuses on producing goods only as needed, minimizing inventory and waste. This requires a highly efficient and coordinated production process.

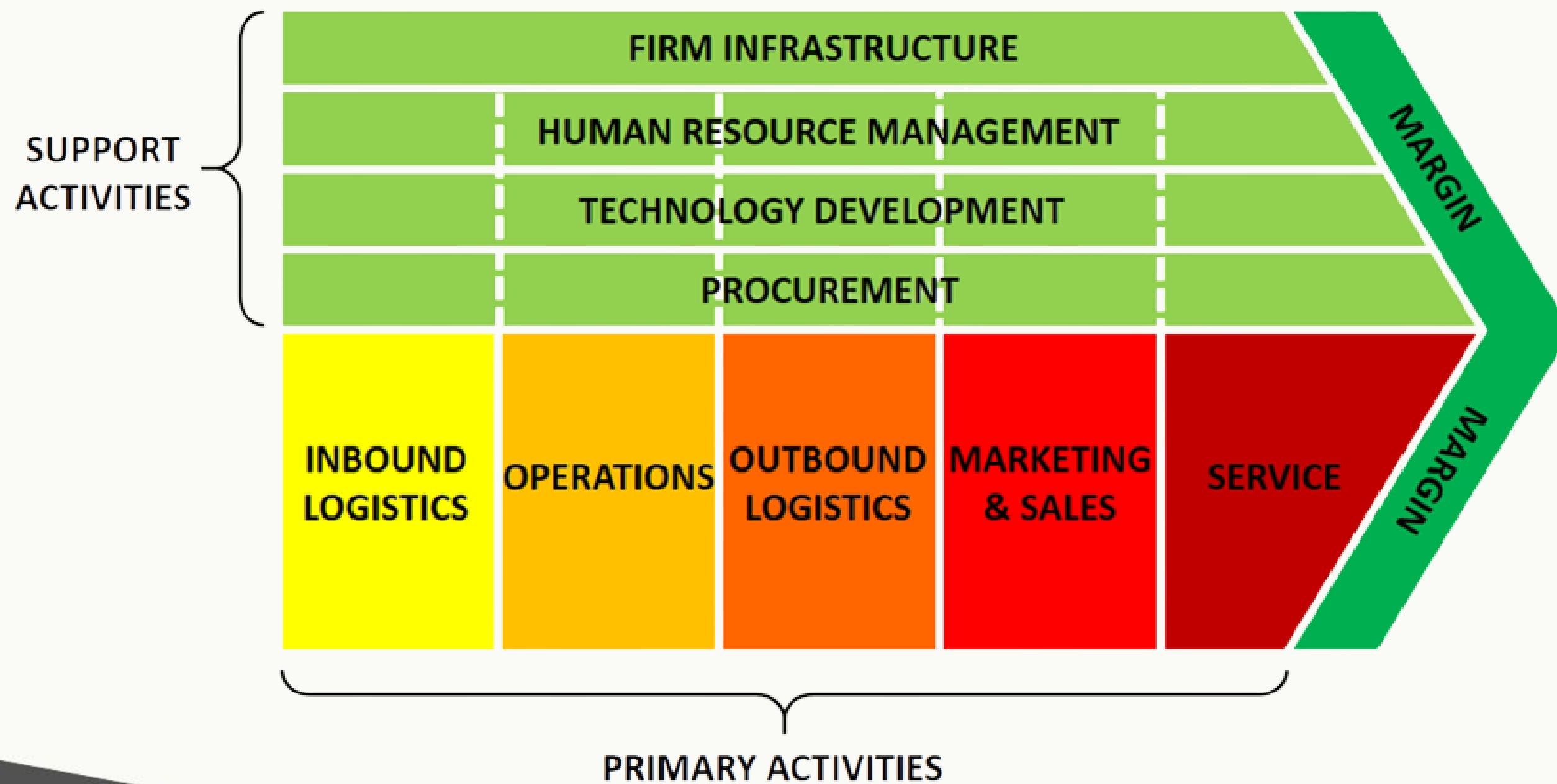


JIT logistics extends the JIT concept to the broader supply chain. It involves coordinating the flow of materials and components so that they arrive just when they are needed, minimizing inventory and transportation costs.



While both concepts aim to improve efficiency and reduce waste, JIT logistics specifically addresses the coordination of materials and transportation within the supply chain, while JIT manufacturing focuses on the production process itself.

Genesis of the Value Chain Concept



Customer Value Chain?



Traditional Agriculture Value Chain?





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Where are the values in the Value Chains?

Each “Value Chain” model is a process or system designed to produce an end result – they each assume priorities of values and/or ascribe value to the result they are designed to produce.

- Porter’s Value Chain is about consistency, price, and profit
- The Customer Value Chain model is about filling a need while serving a consumer's priority (convenience, profit, sustainability, community, etc...)
- The traditional ag value chain is about feeding people



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W. Edwards Deming –

“Every system is perfectly designed to get the result that it does.”

Deming estimated that 85+ percent of the problems in a business are created by systems that aren't functioning as needed, rather than individual actions.”

www.Bandicam.com



Value Chain Coordination

Value Chains have the priorities and values “baked in”.

Chains are by nature linkages creating an interconnected whole from individual pieces. We should pay attention to the connection points throughout the chain.

Delivering what value to whom?

Who set the priorities?

Where are there overlapping priorities?



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**People, Relationships,
Health, and Community**



Value Chain Coordination

Value Chain Coordination is the leveraging of soft infrastructure, in the form of skills, competencies and relationships, throughout the value chain. With a strong soft infrastructure, individuals and organizations are more readily able to acquire and utilize hard infrastructure and generate smooth, predictable results for their communities.

Value Chain Coordination is about creating and strengthening the linkages throughout the chain.

Often, when we begin thinking about system interventions, we think about asset mapping– this is important. However, the linkages that will provide access and utilization of those assets are equally important

Value Chain Coordinators

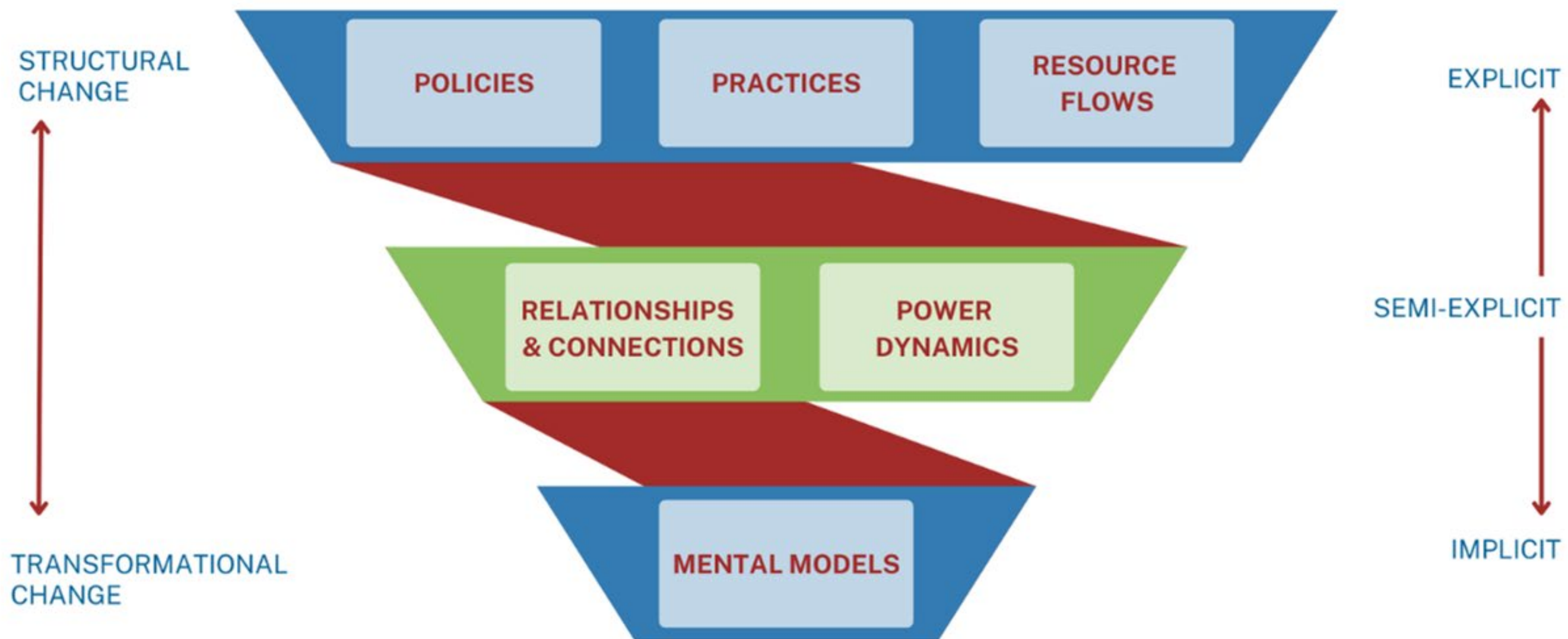
Primary Roles or Services	Secondary Roles or Services
Market Matchmaking	Resource Prospecting
Technical Assistance	Advocacy
Organizing Convening Events & Stakeholder Mtgs	Fostering & Maintaining Relationships
Innovating or Catalyzing New Ideas	Research & Assessment
	Providing Accountability



Systems Change and Value Chain Coordination



6 ELEMENTS THAT SHAPE SYSTEMS





MC 2018
@MATTCOHENPHOTO

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