

# Value Added- Case Study Discussions

Dual Credit- Value Added Agriculture-  
Altario School/ Lakeland College

**Big River feeders operate the 12,000 head feedlot just off the Bow River. They usually buy calves or cull cows and feed and fatten and then ship as finished animals. They farm about 4500 acres and custom seed for some of the neighbors as well. They are looking for other options to create more profit for their operation.**

**Discussion:**

- 1. What does their food chain look like right now?**
- 2. Who are the stakeholders?**
- 3. How can we adapt this chain to increase value?**

**The Altario School operates two grocers, which are hydroponics, indoor food growing systems. The students at the school operate the grocers, planting seeds, harvesting greens, and selling them. They grow mostly lettuce, spinach, kale, and some herbs. What are some ideas to diversify their operation and create more business for selling and marketing their products from the growcer hydroponics systems.**

**Discussion:**

1. What does their food chain look like right now?
2. How could they change to meet consumer preference?
3. How can we adapt this chain to increase value?

**A beekeeper is not feeling like he is reaching maximum profit margins with his Beehives and selling fresh honey at the local farmers markets. What are some value added ideas he could look at for added profit?**

**Discussion:**

- 1. What does their food chain look like right now?**
- 2. Who are the stakeholders?**
- 3. What are the inputs and outputs?**
- 4. How can we adapt this chain to increase value?**

A potato farmer in southern Alberta is getting older and has sold most of his land to the young neighbor. This farmer still enjoys farming and wants to somewhat stay in the business but he is wondering how he could diversify a small potato operation to still be profitable with the cost of equipment and resources. The amount of land he will be farming now doesn't allow him to sell to bigger markets but how else could he market his potato crop.

### Discussion:

1. Who are the stakeholders?
2. How can we adapt this chain to increase value?
3. How could we use marketing to increase profitability for this farmer?