



FOR IMMEDIATE RELEASE

Agri-food Management Institute renews organizational focus with name change

Agri-food Management Institute dedicated to boosting prosperous agribusinesses

Guelph, Ontario, August 13, 2014 – Ontario’s leading promoter of best agribusiness management practices for agri-food and agri-based producers and processors announced Wednesday that it will now operate under the name [Agri-food Management Institute](#) (AMI) to more accurately reflect its mandate.

Formerly called the Agricultural Management Institute, AMI has served Ontario farmers, farm families and their advisors as a go-to organization for business management resources, tools, and training since 2009. In the past year, AMI has broadened its mandate to serve not only food producers, but also food processors with the management resources they need to build prosperous businesses.

“Gaps in the availability and awareness of best business practices are spread across the agricultural production and food processing sectors,” says AMI Executive Director, Ryan Koeslag. “We will continue to assess the needs of the industry and equip Ontario producers, processors, and agribusiness advisors with better management skills and practices that enable their sustainability and prosperity.”

“This name change also reflects the need for connectivity and partnership between the people and companies who are in the business of feeding the world,” adds Brenda Lammens, Chair of AMI’s Board of Directors. “AMI is a promoter of strong, aligned value chain relationships that create a competitive agri-food market in Ontario and provide consumers with top quality products.”

AMI offers funding to groups and municipalities to facilitate value chain networking events that support local agribusiness development and make it easier for producers and processors to connect when seeking or selling agricultural products.

AMI will continue to promote and build upon existing resources, tools, and programs available to agribusinesses in Ontario. In April 2014, AMI launched the [Business Score Card](#), an online interactive tool designed specifically for producers and processors to identify business priorities, address gaps, meet goals, and achieve overall better efficiency and profitability. This is the third tool launched by AMI, following the launch of the [Choose Your Own Farm Succession](#) tool for Ontario farmers, and [Take Control](#), a similar tool for food processors. These tools are available free at www.takeanewapproach.ca.

For more information on AMI resources and tools for farmers and food processors, please contact AMI by calling 519-822-6618.

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About AMI

The Agri-food Management Institute (AMI) promotes new ways of thinking about business management and aims to increase awareness, understanding and adoption of beneficial business management practices by Ontario farmers and food processors. For more information, visit www.takeanewapproach.ca.





BACKGROUNDER

About the Agri-food Management Institute

The Agri-food Management Institute (AMI) promotes new ways of thinking about business management and aims to increase awareness, understanding and adoption of beneficial business management practices by Ontario farmers and food processors.

AMI develops business management tools, information, resources, and training for agri-food and agri-based producers, processors, and their business advisors. AMI also creates linkages to existing resources and conducts research to be shared with the industry. AMI is funded by *Growing Forward 2 (GF2)*, a federal-provincial-territorial initiative. A full list of AMI's tools, resources, and programs can be found at www.takeanewapproach.ca.

Board of Directors

The AMI is led by a board of directors with diverse backgrounds and experience in primary agriculture, agriculture business, and agri-food processing. To reflect the organization's renewed focus, AMI elected a new board executive at its Annual General Meeting in May 2014. Brenda Lammens was re-elected as Chair of the Board, and Doug Alexander, Vice-President and General Manager of Wing's Food Products was named Vice Chair.

Peter Henderson is the newest member of the board and brings to AMI years of experience in the processing industry. He is the Founder and Managing Director of Ideovation, a Toronto-based consultancy that helps Canadian agri-food processors innovate, collaborate and develop winning strategies for growth.

The following individuals will sit on the AMI Board of Directors for 2014-2015:

- Brenda Lammens (Chair)
- Doug Alexander (Vice Chair)
- David Lee (Secretary/Treasurer)
- Frank Hoftyzer
- Jim Snyder
- Jeannette Mongeon
- Lorne Small
- Peter Henderson
- Teresa Van Raay

Profiles on each board member are available on AMI's website, www.takeanewapproach.ca/about-us.