

Food Value Chains: Creating Shared Value To Enhance Marketing Success

Study Guide Questions

This study guide accompanies the USDA Agricultural Marketing Service report *Food Value Chains: Creating Shared Value to Enhance Marketing Success*, available at <http://dx.doi.org/3.4/MS5.6-7>. These questions will enable students to consider food value chains as a marketing strategy in greater depth.

- 1 What are some of the key attributes of a food value chain that distinguish it from a traditional food supply chain?
- 2 Porter and Kramer have introduced the concept of “creating shared value” (p. 1, *Food Value Chains: Creating Shared Value to Enhance Marketing Success*). How does this concept relate to food value chains? Explain how a food value chain differs from a business incorporating corporate social responsibility policies?
- 3 What does the term “product differentiation” mean (p. 2, *Food Value Chains: Creating Shared Value to Enhance Marketing Success*)? Why is this concept important for food value chains to articulate, and what are examples from the report of how food value change implement this concept?
- 4 What are economic and community benefits that can accrue to different types of actors that participate in a food value chain? Provide specific case study examples from the report that highlight these benefits.
- 5 List and explain the three fundamental elements for building a successful food value chain.
- 6 What is values-based leadership and how does it differ from other forms of corporate leadership?
- 7 What is a value chain facilitator? What roles are facilitators suited to play and what roles may be problematic in the course of value chain development?
- 8 What are some of the marketing strategies food value chains employ to communicate with consumers? Which mission or operational values may resonate more with consumers?
- 9 Compare and contrast the features of a strong value chain with those of a weak one. Provide context by discussing challenges and risks of establishing a food value chain.
- 10 What are the critical components of a value-chain business plan? How does brand development and identity preservation strengthen the prospects for profitability?