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](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?

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