



Capturing the Value of Ontario Hazelnuts



Agenda

Project Background	2 minutes
Methodology	3 minutes
Preliminary Findings	5 minutes
Fulfilling Potential	3 minutes
Closing Remarks	2 minutes

Project Background

Project Background

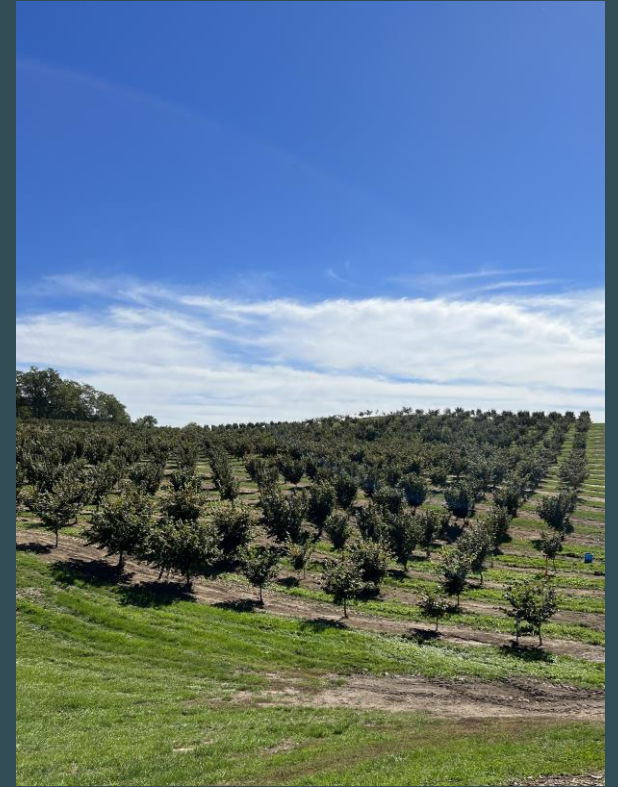


Ministry of
Agriculture, Food &
Rural Affairs



Methodology

Methodology



Interviewing Stakeholders of the Supply Chain

Farmers Wholesalers Retailers

Interviewing Stakeholders of the Supply Chain

Farmers *Wholesalers* *Retailers*



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graph TD; Farmers --> VC[Value Creation]; Wholesalers --> VC; Retailers --> VC;
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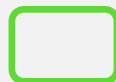
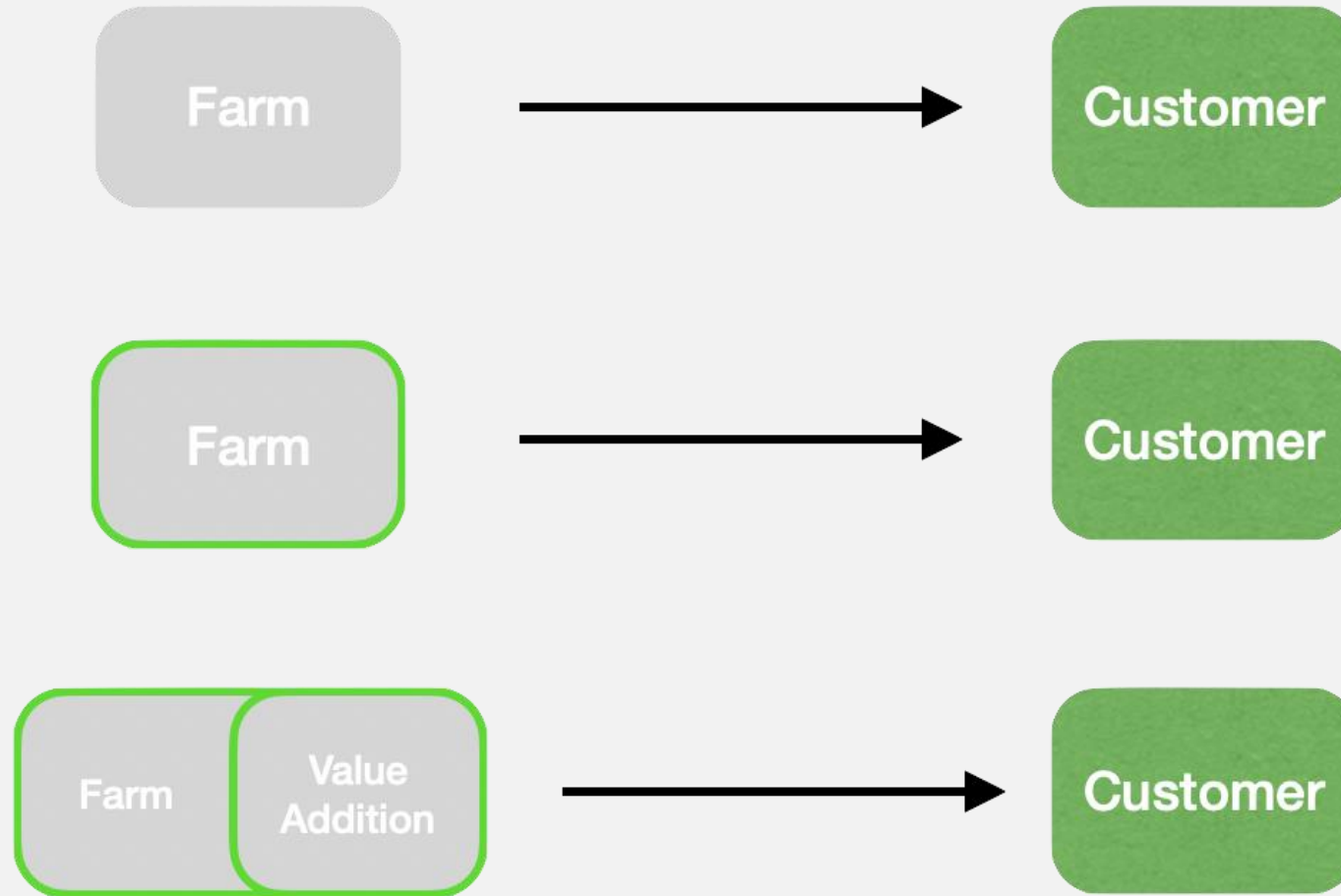
Value Creation

Value Creation & Supply Chain

Review of Supply Chain

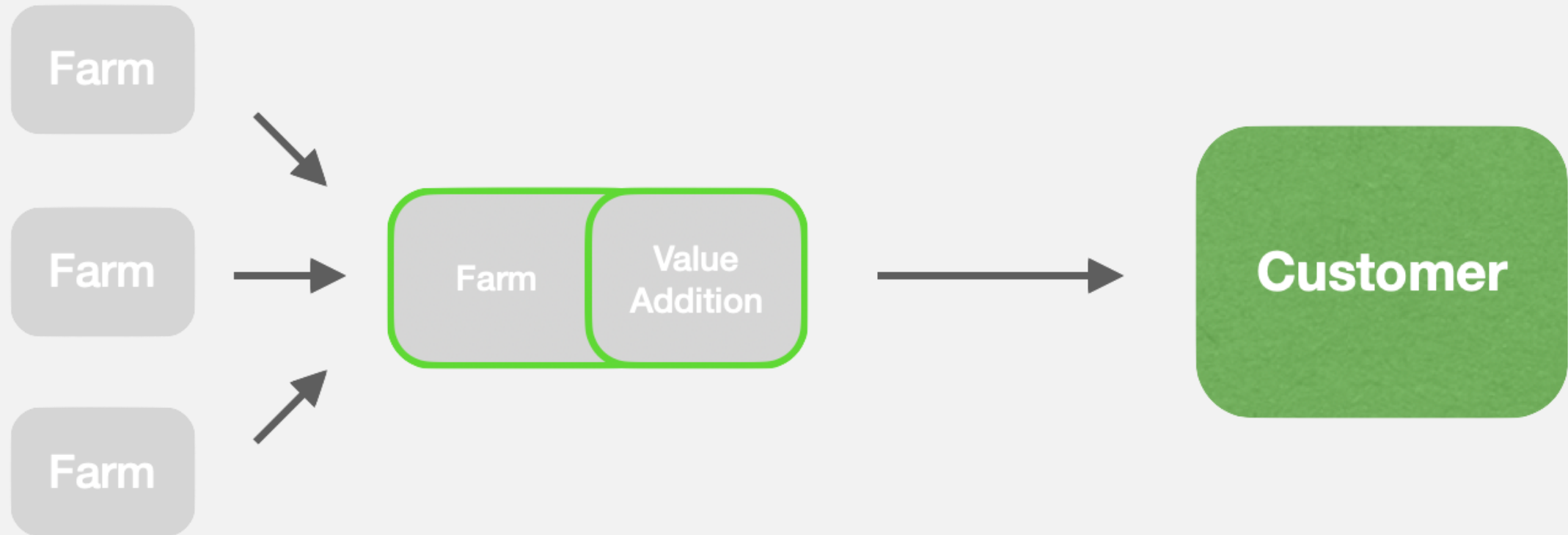
Review of Supply Chain

Scenario 1



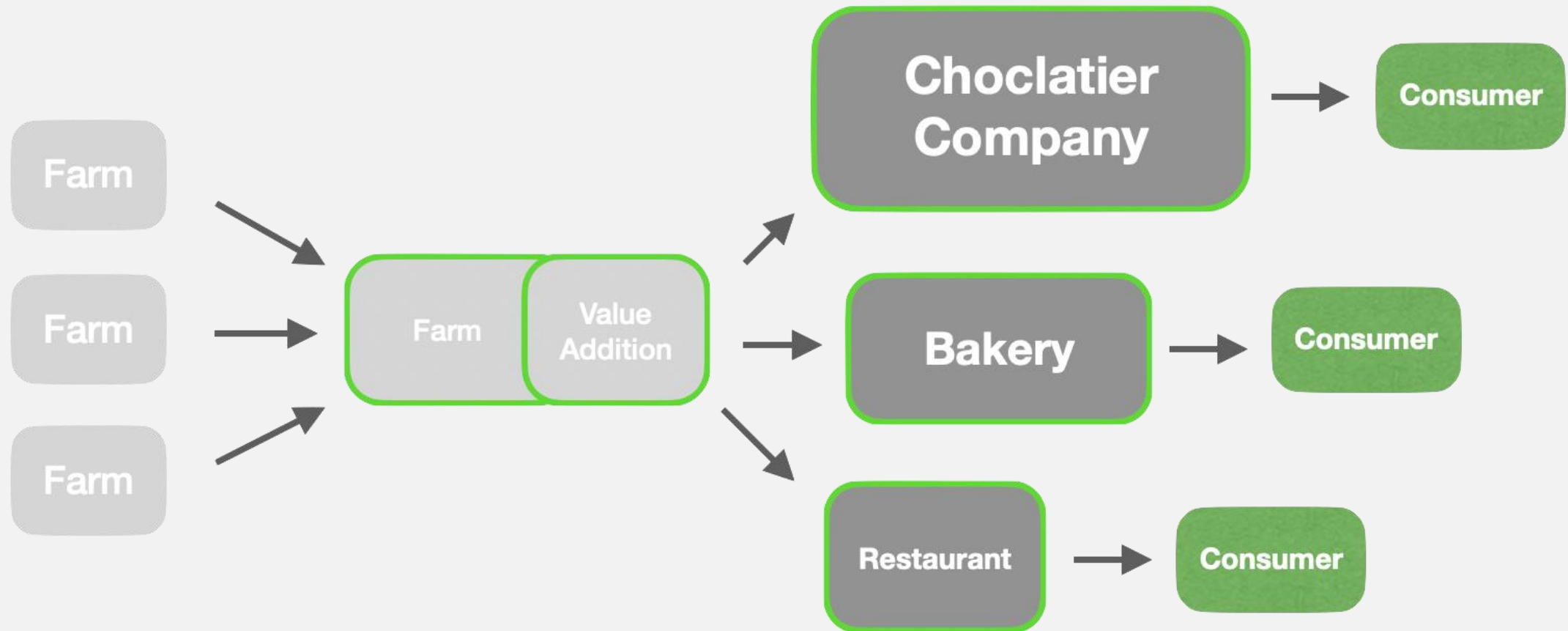
Review of Supply Chain

Scenario 2 (Singular)



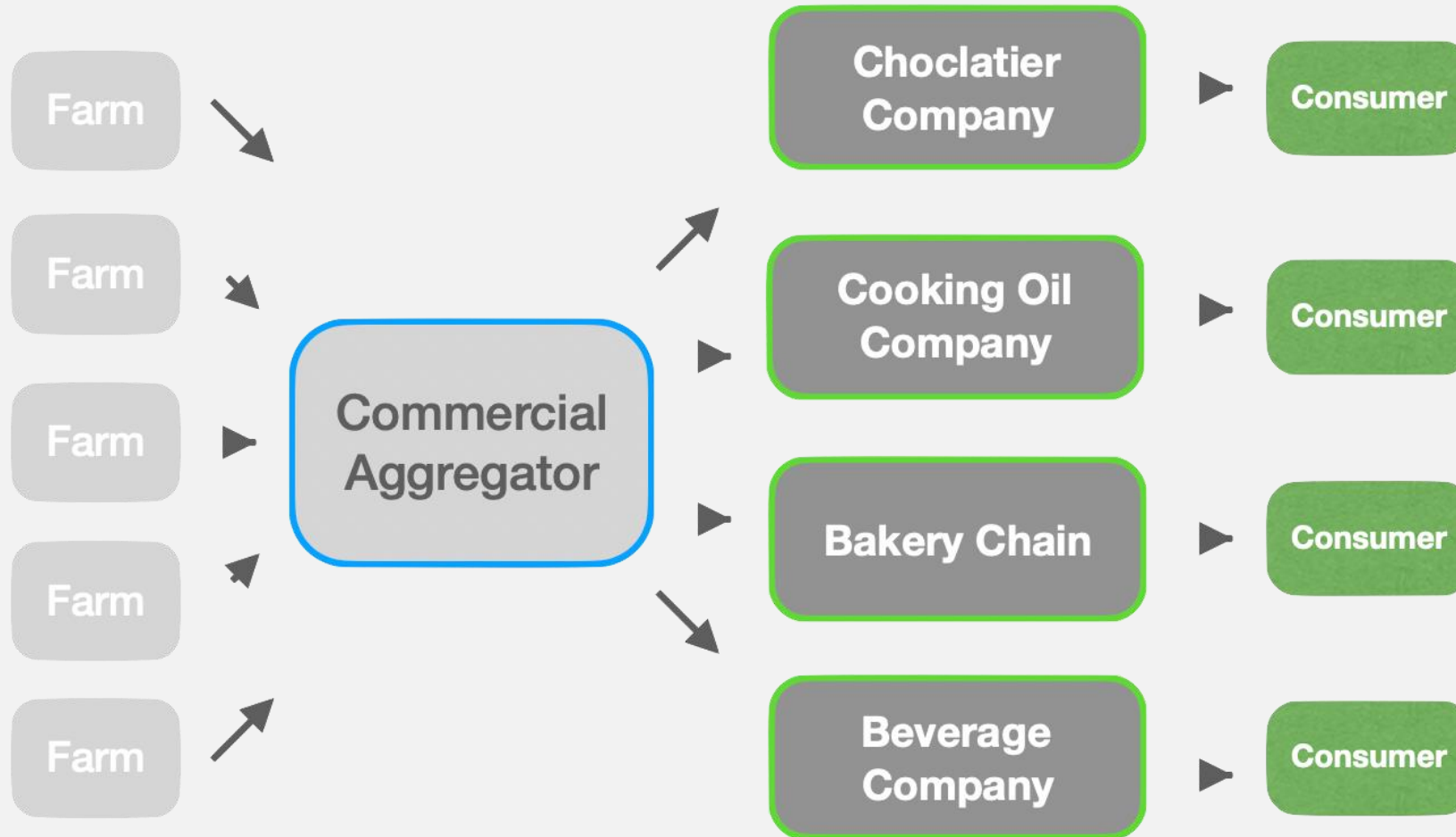
Review of Supply Chain

Scenario 2 (Diversified)



Review of Supply Chain

Scenario 3



Supply Chain

The transit of hazelnuts from planting to the end consumer.

Value Chain

The *value* created through the transit of hazelnuts from planting to the end consumer.

Value Chain





Preliminary Findings

Stakeholder Engagement

Stakeholder Engagement Willingness to Collaborate

Stakeholder Engagement

Willingness to Collaborate

Scaling Growth

Fulfilling Potential



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Thank You!

Thank You!

Contact Information

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