

**Martin Gooch, PhD**

***Chief Executive Officer, Value Chain Management International***

Dr. Martin Gooch is co-founder and CEO of Value Chain Management International (VCMI), a global consulting company that helps businesses, primarily in the agri-food and seafood industries, enhance their long-term profitability and environmental sustainability.

Martin and the VCMI team have completed numerous studies to quantify the economic and environmental relationships between food waste and packaging, and enhance packaging material effectiveness from commercial and wider stakeholder perspectives. Projects completed in North America, Europe, Australasia, and Africa have led to innovative primary, secondary and tertiary packaging solutions that extend along the food and packaging value chain.

Martin holds a PhD and Master's degree in agri-food management, a Bachelor of International Business, along with qualifications in farm management and agricultural production. In 2013, Martin received Bayer Inc.'s "Outstanding Canadian" award for his contribution to "Food Chain Partnerships." In 2017, the Ontario Produce Marketing Association awarded Martin the Cory Clack-Streef "Produce Industry Person of the Year" award for assisting Ontario's produce industry to benefit from reducing food loss and waste. Martin is Co-Chair of the North American Packaging Consortium (PAC) Food Waste Committee.