

GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

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VOLUME FOURTEEN ISSUE ONE • SPRING 2022

ON THE COVER:

KeyLeaf Life Sciences top leader in innovations of food, nutraceutical, cosmetics and bio products

IN THIS ISSUE:

Canada Global Enterprises connects Saskatchewan agricultural products to the China market

Rivercity Innovations grows from a humble start to international technology powerhouse

Vermette Wood Preservers is the only Métis family-owned wood preservation business in Canada

Growth on tap for **9 Mile Legacy Brewing Company**

Emerald Seed Products finds expanding markets for a little-known plant

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WORLD-WIDE PANDEMIC. Prairie drought. B.C. floods. Container shortages and supply chain issues. And now, regional conflict in Eastern Europe. While our hearts and minds are with our friends, family, and colleagues who may be directly impacted by this atrocity, the Russian invasion of Ukraine reminds us of the fragile nature of international markets and the instability and uncertainty it creates for exporters. The impact will be significant and will be felt across many industries – some good, some not so good. And, unfortunately, lasting for quite some time.

Total exports increased by 27 per cent to a record \$37.1 billion. Agriculture exports accounted for about half of the total at \$17.5 billion – setting another new record. Saskatchewan has grown its agricultural exports by more than 56 per cent since 2012. (Stay tuned for STEP's annual State of Trade Report which will contain additional information and analysis.)


STEP members in the agri-value/agriculture sector played a key role in the growth of exports in 2021, many of whom are profiled in this Spring 2022 edition of Global Ventures. Their stories demonstrate that Saskatchewan

exporters have what it takes to feed the world – something that does not pause for a pandemic.

In spite of the challenges, year-end data indicates that Saskatchewan exports fared very well in 2021.

As markets begin to re-open, Saskatchewan exporters are starting to re-engage on the international stage. In January and February, STEP organized ten trade missions, three of which were in-person. To assist in this effort, STEP will extend the temporary Market Re-engagement Program (MRP) designed to promote development in traditional markets that may have been under-served due to travel and gathering restrictions. As always, the Market Access Program (MAP) will continue to provide assistance for development into new markets.

Beyond the current year, STEP will be renewing its long-term strategy to ensure relevance in an ever-changing export environment and to maximize the impact of our programs and services to Saskatchewan's export community. This process will involve extensive stakeholder engagement and we look forward to working with members.

Enjoy this edition of Global Ventures! 



Chris Dekker
President & CEO, STEP

CEO REPORT

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GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

Rick Burton, Deputy Minister, Saskatchewan Ministry of Agriculture, Regina

Jodi Banks, Deputy Minister, Saskatchewan Ministry of Trade and Export Development

Richelle Bourgoin, Assistant Deputy Minister, International Engagement, Saskatchewan Ministry of Trade and Export Development

SASKATCHEWAN POLYTECHNIC and YQR Distillery Collaboration



A new collaboration between Saskatchewan Polytechnic and YQR Distillery will explore hands-on learning opportunities for students at the Regina distillery's soon-to-open restaurant, commercial production kitchen and teaching labs, tasting room, hospitality suites, tap house, wine bar, brewing and distilling and research facility on the Regina Exhibition Association Limited (REAL) campus.

YQR Distillery is building a new facility on the REAL campus that is scheduled to open this spring. This innovative collaboration with YQR Distillery will look at new ways to provide School of Hospitality and Tourism students access to the distillery's new training kitchen. Through the exploratory process Sask Polytech and YQR Distillery will also be able to look at options to provide new or additional training to meet industry demand in Saskatchewan.

Sask Polytech conducts ongoing labour market analysis and maintains close connections with industry through program advisory committees and other industry outreach activities. This ensures program curriculum and capacities are aligned with current and emerging labour market needs.

New Facilities for CLEAN SEED CAPITAL GROUP LTD.

Clean Seed Capital Group Ltd. recently took occupancy of its custom-built new facilities in Saskatoon. The company's new home, centrally located in Western Canada, is the cornerstone of their operations for the early commercialization plans of the SMART Seeder MAX product line including assembly of the SMART Seeder



technology suite, related electronics systems, sales and customer experience infrastructure and dealer support.

Clean Seed's SMART Seeder™ technologies are revolutionary seeding tools that utilize the unique synergy of sophisticated electronic metering and intuitive software control putting row-by-row variable rate technology at the forefront of agricultural innovation. Their innovations create a new class of highly accurate seeding equipment designed specifically for today's farmer.

GAAP Support System for AGRI-FOOD START-UP COMPANIES



Saskatchewan agri-value startups have a new support system to help them succeed: the Global Agri-Food Advancement Partnership (GAAP) is beginning its work of assisting startups and growing the agri-food industry in Western Canada. The partnership came about because the founding partners, Ag-West Bio, the Global Institute for Food Security (GIFS) at the University of Saskatchewan (USask), Innovation Place, and the Saskatchewan Food Industry Development Centre (Food Centre), recognized that there was a gap in the innovation pipeline. Almost all the elements were already in place in the region to create a world-class agri-food innovation cluster, but agri-food startups have unique challenges: along with the usual issues faced by most startups, they often need highly specialized equipment and staff, have high up-front costs, and face a long road to market entry and revenue generation.

The GAAP targets two types of companies:

- Early-stage companies working on promising, disruptive technologies in the early stages of development (post proof of concept) with application in agriculture, food, or food processing.
- Domestic and international clients looking to establish a presence in Western

Canada will find a soft-landing at the GAAP. It will allow them to access the North American marketplace with lower entry costs, reduced capital expenditure, tailored concierge services, and an expedited path to market.

Companies within this new partnership can enjoy the following benefits:

- Access to GAAP facilities for up to 3-4 years. This includes greenhouses, laboratories and offices at Innovation Place, GIFS' Omics and Precision Agriculture Laboratory (OPAL) to support plant breeding, post-harvest technologies, and drone, imaging and sensor technologies, and the Food Centre's expertise and incubation suites.
- Access to significant investment from GAAP (upwards of \$1M with support from partners) to qualifying companies, to allow them to focus on technology progression and market adoption.
- Access to commercial-volume scale-up opportunities for early-stage and rapid growth stage companies as they encounter the hurdles of mass production, or the daunting task of financing their own build.
- Access to mentorship from experts in business development, regulatory pathway, product development, fundraising, marketing, logistics, exporting, and more. Entrepreneurs can also access training on specialized equipment. All this will help companies avoid costly mistakes, expediting the path to market and lowering capital requirements.

PRAIRIESCAN Investment

The Government of Canada is investing to ensure western Canadian manufacturers have the tools and resources they need to innovate and become more competitive. New digital equipment at the Prairie Agricultural Machinery Institute (PAMI) in Portage la Prairie, Manitoba will help improve product design and performance opportunities for manufacturers



while reducing product failure rates. Collaborating with PAMI allows manufacturers to improve product design early in the development cycle, consequently reducing both cost and risk.

With the support of PrairiesCan, PAMI has purchased and installed new digital equipment. The test results meet the industrial testing standards of manufacturers while providing faster, cheaper and more accurate third-party test data. Vital testing services like these are uniquely available in Western Canada through PAMI. The digital testing equipment ensures manufacturers can confirm product performance against global regulatory standards in multiple sectors. This means new market segment opportunities are open to original equipment manufacturers in the Prairie Provinces.

AGT FOODS and FCL to Build Canada's Largest Renewable Diesel Facility

Federated Co-operatives Limited (FCL) announced plans to develop an Integrated Agriculture Complex (IAC) north of the Co-op Refinery Complex in Regina. The IAC will include a renewable diesel facility, as well as a new canola crushing plant in partnership with AGT Foods.



The FCL renewable diesel production plant alone represents a nearly \$2 billion investment for the province and is expected to create more than 2,500 construction jobs and 150 permanent operating jobs. The entire IAC is estimated to have direct and indirect economic benefits of approximately \$4.5 billion. The FCL renewable diesel plant will have a production capacity of 15,000 barrels per day, or about 1 billion litres per year. The FCL-AGT canola crush facility will use 1.1 million tonnes of canola seed to produce 450,000 tonnes of oil, supplying approximately 50 per cent of the feedstock required for the renewable diesel plant, with the remainder of the supply being contracted from other canola crush facilities.

AGT Food and Ingredients Inc. also recently announced construction of an oat-milling facility in Aberdeen. The value-added plant will produce oat groats, flour and other milled oat products for human consumption, specialty ingredient markets and animal feed products. The milling facility adds to the company's existing facility in the community and continues AGT's move into plant-based ingredients.

Funding for INNOVATION AND JOB CREATION in Saskatchewan's Agtech

The Honourable Daniel Vandal, Minister of Northern Affairs, Minister responsible for Prairies Economic Development Canada and Minister responsible for the Canadian Northern Economic Development Agency, recently announced an investment of \$900,000 to support Regina's new Agtech Accelerator, and an additional \$400,000 to support Jobbox Software Inc. (Jobbox) as they expand functionality and markets for their technology.

Canada's first venture-backed Agtech Accelerator was established by Economic Development Regina (EDR). Cultivator is powered by Conex and Emmertech. The accelerator supports early-stage agtech companies to scale-up and grow by providing critical access to resources, programming and capital investment. The accelerator builds globally competitive agtech start-ups and supports a long-term vision of further solidifying Regina and Saskatchewan as a global agtech hub that is focused on the agri-food value chain. It is a key part of EDR's agriculture and food strategy, which builds on regional strengths and unique assets, while reducing barriers to growth.

STEP member Jobbox Software Inc., also supported by Cultivator, has built an innovative platform, ServiceBox, to assist field service companies to manage their business workflow digitally in real time. The Government of Canada is delivering additional in-

vestment to this growing firm to support further economic growth and innovation. This support will enable Jobbox to expand its platform and increase sales and marketing of its services throughout Canada and the United States.


SCOULAR CANADA LTD. Opens New Flax Processing Facility

Scoular Canada Ltd. has opened up a new high-speed flax processing facility southeast of Regina to meet the demand of a growing market.



For the past seven years, Scoular has had infrastructure that handles peas, lentils and canary at its site just outside Richardson. A new facility was commissioned at the site in the fall of 2021 and began full-scale production at the start of 2022.

Over the past three years at the site, Scoular has spent approximately \$10 million on cleaning capabilities and upgrading infrastructure. The bulk of that spending was on the flax plant. The plant can produce whole and milled flax available in brown or golden categories for products such as breads, cereal, bars, snacks, pasta, oils, supplements, pet food, and livestock feed. The plant also holds organic certification. The primary focus of its Richardson location is to service the Canadian and United States food and pet food market.

Scoular Canada Ltd. is based in Calgary, Alta., and is a subsidiary of The Scoular Company, which was founded in 1892 and is headquartered in Omaha, NE. The company employs approximately 1,200 people in more than 100 offices and facilities around North America and Asia. Scoular has been operating in Canada for approximately 25 years, and aside from its Richardson location, also has Saskatchewan assets in Saskatoon, Tisdale and Brooksby. 

UPCOMING TRADE EVENTS

APRIL 2022

PARTNER EVENT: True North Free Trade Forum April 5-8 2022 | Online

In partnership with Ontario, the Province of Saskatchewan and Saskatchewan Trade and Export Partnership (STEP) will participate in the second True North Free Trade Forum taking place virtually on April 5, 2022. Aimed at strengthening business ties across Canada to support economic recovery, the True North Free Trade Forum will bring together key business and government leaders from across Canada to exchange ideas and explore new business opportunities in Information and Communications Technologies with a focus on Cybersecurity and Food and Beverage Processing. In addition to the virtual forum, a series of Canadian supplier-buyer B2B meetings will be pre-arranged to take place virtually on April 6, 7 and 8, 2022.

Contact: Andrew Doan, Trade Specialist, Manufacturing & Technology
306 539 4895 | adoan@sasktrade.sk.ca

EXPORT INSIGHTS SERIES: Lessons Learned and Success Stories

April 7, 2022 | Saskatoon, Saskatchewan

Join Saskatchewan Trade and Export Partnership (STEP) for the relaunch of the Export Insights events. This event is the 6th edition of an exciting event series featuring perspectives from experienced exporters and an informal networking opportunity where attendees will gain market expansion insight from local exporters. The event will feature Ian Meier, Co-Founder & CEO, Agrimatics, who will provide a unique perspective on building his business and what he has learned through both successes and failures. As a STEP member benefit, the event is offered without a registration fee but interested attendees are asked to register prior to Monday, April 4, 2022.

Contact: Brittany Giesbrecht, Administrative Coordinator
306 933 6551 | bgiesbrecht@sasktrade.sk.ca



TRADE MISSION: SIAL Canada

April 20 - 22, 2022 | Montreal, Quebec

SIAL Canada 2022 is one of the few truly international food shows in Canada and key to both the Canadian agri-food industry and as an entryway to USA and international markets. SIAL Canada is now the only event of its scale in Canada with more than 1,200 national and international exhibitors from 50 countries hosting over 25,000 professional visitors from Canada, the USA and 60 other countries. By exhibiting at the show, STEP members will have the opportunity to present products to major North American grocery retailers as well as meeting international buyers. STEP will work with the show organizers to attract international buyers and arrange matchmaking meetings.

Contact: Jay Albers, Trade Specialist, Agri-Value
306 229 1233 | jalbers@sasktrade.sk.ca

WEBINAR: Doing Business in Argentina - Agricultural Machinery

April 27, 2022 | Online

In partnership with the Canadian Trade Commissioner Service in Argentina, STEP will host an informative webinar focused on Doing Business in Argentina - Agricultural Machinery. Argentina represents a largely untapped market for Canadian agricultural machinery manufacturers with historical annual export sales to this market less than \$1M. The one-hour webinar will include an introduction to the Argentinian market with presentations from an ag-equipment importer as well as the Canada Argentina Chamber of Commerce.

Contact: Jeff Cooper, Senior Director, Manufacturing & Technology
306 291 4260 | jcooper@sasktrade.sk.ca



VIRTUAL TRADE MISSIONS: Virtual Incoming Buyers Event - Asia

April 1, 2022 - August 31, 2022 | Online

STEP will work with the Saskatchewan International Offices in Shanghai, Tokyo, Ho Chi Minh, Singapore, and Tokyo as well as the Trade Commissioner Services in the Asian regions to recruit buyers to meet with Saskatchewan suppliers online via ZOOM, WebEx, or Microsoft Teams. The format will include a presentation by international buyers, market information and types of products. This will be followed by B2B meetings with participating members.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

VIRTUAL TRADE MISSIONS: Manufacturing & Technology Team

April 1 - August 31, 2022 | Online

The essence of the Virtual Trade Missions is to find interested international buyers seeking suppliers from products available from STEP members. The VTM format will involve STEP members participating in presentations with international buyers, attending market overviews and marketing products handled.

Contact: Jeff Cooper, Senior Director, Manufacturing & Technology
306 291 4260 | jcooper@sasktrade.sk.ca
Contact: Ryan Niemela, Director, Manufacturing & Technology
306 229 0604 | rniemela@sasktrade.sk.ca
Contact: Andrew Doan, Trade Specialist, Manufacturing & Technology
306 539 4895 | adoan@sasktrade.sk.ca

MAY 2022

INCOMING BUYER MISSION: Mexican Oil & Gas

May, 2022 | Saskatoon & Regina, Saskatchewan

STEP will recruit oil & gas producers and EPCM firms from Mexico. Over three days, STEP will facilitate business meetings, networking receptions, and site visits with members in and around Saskatoon and Regina.

Contact: Ryan Niemela, Director, Manufacturing & Technology
306 229 0604 | rniemela@sasktrade.sk.ca

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TRADE MISSION: Pet Food Ingredients Mission – USA

May 2 – 4, 2022 | Kansas City, Missouri
Petfood Forum is the exclusive conference and exhibition for the global pet food manufacturing industry. The event provides an all-inclusive opportunity to interact and have essential business dialogue with leading pet food manufacturers, brands and pet food professionals. STEP members will have the opportunity to learn about the latest research and innovative information on pet nutrition, global pet food market growth, pet food safety, processing, and packaging.
Contact: Roy Hawat, Senior Director, Agriculture & Agri-value
306 371 1699 | rhawat@sasktrade.sk.ca



TRADE MISSION: Expo ANTAD and Second Market – Panama

May 17 – 19, 2022 | Guadalajara, Mexico & Panama City, Panama
Expo-ANTAD is the leading professional event for the retail, hotels, and restaurant sector in the food industry supply chain. The show is focused on generating B2B meetings with international food companies interested in entering the Latin American market. STEP will organize B2B meetings along with the Trade Commissioner Service in Mexico and Panama. The event offers STEP members an opportunity to meet with decision makers from the food service and retail sectors throughout Latin America.
Contact: Jay Albers, Trade Specialist, Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

JUNE 2022

INCOMING TRADE MISSION: Retail Food Market Development – Latin America

June, 2022 | Saskatoon & Regina, Saskatchewan
With a growing middle class and larger emphasis on healthy food, Latin America is an emerging market for STEP members. STEP will bring in buyers from Latin America interested in importing Saskatchewan products on both the retail and ingredient level. The objective of the activity is to educate foreign buyers about the capabilities of the agri-food sector in Saskatchewan and offer them the opportunity to visit members facilities and discuss potential deals.
Contact: Jay Albers, Trade Specialist, Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

TRADE MISSION: Unconventional Resources Technology Conference (URTeC)

June 20 – 22, 2022 | Houston, Texas
The Unconventional Resources Technology Conference (URTeC) is focused on the technology of exploration and development of unconventional resources. Attendees will showcase their products and services to national and international oil producers, service companies, drilling companies, procurement and exploration professionals. 2022 is the 10th edition of this event and over 6,000 attendees are expected. Following the show, a program will be developed in the Houston area with pre-arranged meetings between oil producers and EPCM firms.
Contact: Ryan Niemela, Director, Manufacturing & Technology
306 229 0604 | rniemela@sasktrade.sk.ca

TRADE MISSION: Collison Toronto & SK Tech Showcase

June 20 – 24, 2022 | Toronto, Ontario
STEP will attend the event with members and host a Saskatchewan pavilion within the trade show. Post the event, STEP will host a Saskatchewan company showcase with qualified buyers.
Contact: Andrew Doan, Trade Specialist, Manufacturing & Technology
306 539 4895 | adoan@sasktrade.sk.ca



INCOMING TRADE MISSION: Canada's Farm Show

June 21 – 23, 2022 | Regina, Saskatchewan
For the 2022 edition of Canada's Farm Show (CFS), STEP will actively promote the show to attract incoming agri-business people involved in the purchase and distribution of agricultural equipment from markets around the world. STEP will work directly with the International Business Center to facilitate international business between foreign visitors to the show as well as STEP members involved in agricultural equipment manufacturing.
Contact: Yi Zeng, Senior Director, Asia
Tel: 306 533 0738 | yzeng@sasktrade.sk.ca

JULY 2022

TRADE MISSION: Trade Mission to the USA – Alcohol

July, 2022 | Minnesota, Minneapolis
The event will focus on meeting with key buyers and distributors in the alcohol industry in the USA. STEP will bring in retailers, distributors, wholesalers, and e-commerce companies in the USA retail/alcoholic beverage sector. This event will give STEP members a unique opportunity to meet and work with retail buyers, distributors, and decision makers that can help them enter the USA market.
Contact: Jay Albers, Trade Specialist, Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

INCOMING TRADE MISSION: USA Ingredients

July, 2022 | Saskatoon & Regina, Saskatchewan
STEP will bring in buyers from the USA interested in importing Saskatchewan products on both the retail and ingredient level. The mission objective is to educate foreign buyers about the capabilities of the agri-food sector in Saskatchewan and offer them the opportunity to visit member facilities and discuss potential deals.
Contact: Roy Hawat, Senior Director, Agriculture & Agri-value
306 371 1699 | rhawat@sasktrade.sk.ca

TRADE MISSION: IFT

July 10 – 13, 2022 | Chicago, Illinois
IFT is the largest gathering of product development and R & D decision makers in the food manufacturing sector. More than 20,000 of the world's top food science and technology professionals, representing the most prominent organizations in the global food sector will attend. Attendees will identify trends that will shape the industry and learn about the most recent product, ingredient, and technology developments. The event brings together professionals involved in both the science and the business of food, experts in R & D, product development personnel, executive management, marketing, procurement, and sales from industry, academia, and government. IFT presents a unique opportunity for STEP members to engage with food



manufacturers, importers, distributors, and research and development personnel.
Contact: Roy Hawat, Senior Director, Agriculture & Agri-value
306 371 1699 | rhawat@sasktrade.sk.ca

INCOMING TRADE MISSION: Ag in Motion

July 19 – 22, 2021 | Langham, Saskatchewan
For the 2022 edition of Ag in Motion, STEP will actively promote the show to attract incoming businesses involved in the purchase and distribution of agricultural equipment from markets around the world. STEP will work directly with the show to facilitate international business between foreign visitors and STEP members involved in agricultural equipment manufacturing. Ag in Motion is one of the largest agricultural trade shows in Western Canada and provides an

outdoor venue for progressive farmers that want to see and feel the latest agricultural innovations. The show brings innovation to the field through interactive exhibits and live field and crop plot demonstrations.
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For a complete list of STEP Incoming/Outgoing Trade Missions and Seminars, visit www.sasktrade.sk.ca.





RIVERCITY INNOVATIONS

Growing from a humble start to an international technology powerhouse

BY RON PODBIELSKI

PREVENTING THE THEFT of beehives in rural Saskatchewan might seem like a “bee-witching” problem.

Solving it became the catalyst for a Saskatchewan entrepreneur to evolve his company into a fast-growing innovative technology business, with clients not only across North America, but also spanning new markets such as France, the Netherlands and Spain.

In 2015, Jeff Shirley, the CEO of Rivercity Innovations, and his wife quit their secure city jobs to live the country life. They planned to cut their living costs and pay off their mortgage as he started a tech company (Rivercity Technology) and his wife an apiary as part of their family farm, Blue Heron Gardens. The perplexing challenge of thieves making off with beehives called for a creative solution.

“How do you track a box of insects in the middle of field with no Wi-fi, no power, no Bluetooth and no cellular? We created a solution called “Bee Secure” and the timing coincided with the Government of Saskatchewan’s launching its rural crime innovation challenge in summer 2017,” he recalled.

Shirley’s idea ended up winning the challenge, triggering an investment in his small business, which led him hiring the co-founder of the new Rivercity Innovations, Lance Pitka. Together, they pioneered a next generation solution for tracking bees using LoRa, a new non-cellular based network. The subsequent growth and expansion have been fast and furious, expanding well beyond the original GPS tracker.

“We’ve had most of our success recently with automating cold chain and temperature monitoring for pharmacies and grocery stores,” Shirley said. “We use the same solution in property management to prevent frozen water lines.”

The next planned evolution is a bicycle/temperature sensor for GPS tracking and last mile delivery, a LoRa-based technology for use in smart cities in Europe and Canada to track bicycles, pets and other small assets.

It’s heady and amazing stuff, but it’s clear that Shirley has his head, as well his heart and business, solidly grounded in Saskatchewan, where all his 14 employees live.

“I have been the grateful benefactor of provincial and federal grants, but those dollars went toward long-term permanent jobs, not me. I paid myself last – often I never got a paycheque and sometimes my dad would even help me with payroll,” said Shirley. “I couldn’t have done this in another province. So, we are very pointed with trying to keep business here, supporting local clients and suppliers.”

Shirley also touts the competitive advantages of having his business located in Saskatchewan, including STEP, allowing the business to tap into Canadian trade missions, among other services.

“The tech support ecosystem here is phenomenal. Whenever we needed to find a connection to a government trade commissioner, or find a place for affordable rent, or needed some data to help us in our marketing efforts, those mechanisms were there,” he said.

“The graduates we have been hiring from the University of Saskatchewan and Saskatchewan Polytechnic have been remarkable, starting with my company co-founder Lance who has a Masters in Electrical Engineering and designs our products and sensors. On top of this, our cost of living in Saskatchewan is lower, our operating costs are lower and therefore our products can be more affordable.”

Shirley also stressed another competitive advantage of Rivercity Innovations – diversity.

“I would be very foolish if I thought my ideal client profile were all local IT guys. We have employees raised in Nigeria, Bangladesh, Philippines and France, as well as Saskatchewan,” Shirley noted, while adding this direction has in no way impeded his ability to attract the “best of the best” candidates. “Our team is very diverse, male, females, mixed backgrounds and mixed languages.”

“Our team brings their perspectives, culture and ideas to the table to help us make good business decisions for different markets and regions. Our vision statement is to be a world class leader in technology and this direction is helping us realize that.”

The entrepreneur is also bullish about the competitive advantages of its technology platforms.

“Our temperature sensor uses LoRa, instead of Bluetooth, wireless, wi-fi or cellular, which most of our competitors use,” he explained. “LoRa cuts the cost of communications, increases the devices we can put on the system as well as their range. Clients can realize a quicker ROI. LoRa is fully integrated with our firmware, software and our solutions for cold chain monitoring and asset tracking.”


COVID-19 initially was tough as Rivercity Innovations had to downsize. However, it has turned out to be a benefit as the expensive process of travelling to foreign markets was replaced by virtual meetings, combined with a realization for many businesses of the need for automation to preserve profitability.

“The true entrepreneur will always look at a problem in a positive light. It’s an opportunity to become more resilient, to pivot to do something better for your client.”

Looking back, Shirley said he never could have anticipated the routes the business has taken, but steadfastly believes perseverance is the key to success in business.

“Some people will always tell you when things get rough to walk away, give up, and that you are a fool for trying. Ignore them and go with your heart,” he said.



“There is an old picture of a blue heron trying to eat a frog that I used with my students when I was a teacher. The frog is halfway down the heron’s throat, but the frog has its arms around the heron and it’s always fighting. That’s my attitude – when things are not going well, be resourceful, be resilient and on the hard days, be the frog and never give up.” 

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LoRa Alliance

BY BILL ARMSTRONG

GROWTH ON TAP FOR 9 MILE LEGACY BREWING COMPANY



Shawn Moen and Garret Pederson started homebrewing after inheriting a homebrewing kit from Shawn's family. They played around with different styles, moving to all-grain brewing and cultivating a love of beer.

ACCORDING TO SHAWN MOEN, the CEO of 9 Mile Legacy Brewing Company, any home brewers who say they've never had a disastrous batch (or several) are liars. He should know. Moen and his co-founder in the nano brewery, Garrett Pederson, began home brewing in 2007, and they brewed a few bad batches.

Still, Moen says, their first few batches of beer were drinkable, planting a seed of trying to brew on a larger commercial scale. And, he adds proudly, "A couple of our original home-brew recipes - 9 Mile Ale and Angus Stout - have won gold medals at the Canadian Brewing Awards and Conference."

The seed that was planted back then continued to germinate until the two, who grew up on family farms nine miles apart in the Abbey-Cabria area, had to decide whether to stay on their predictable career paths or take a chance at something unusual.

Pederson was an environmental engineering technician managing a quality assurance laboratory for an engineering company, and Moen a commercial lawyer, when in 2013 they decided to jump in the deep end. In doing so they rejected the conventional wisdom that says

friends and family shouldn't go into business together.

"Breathing life into a new venture involves sleepless nights and hair-curling risk," Moen says. "Wouldn't you rather go through that process with someone who is like a brother?"

The two didn't immediately begin brewing beer and setting up shop, however. Instead, they adopted an old school approach, serving "unpaid apprenticeships" at breweries in British Columbia and New Zealand to learn more about the craft and the business.

"We realized that while we enjoyed the process of making beer and had complementary skills for starting a business, we didn't know much about the nuts and bolts of running a brewery," Moen explains. "We worked hard and soaked up as much knowledge as we could before formally taking the plunge."

The two opened 9 Mile Legacy Brewing in Saskatoon's Riversdale neighbourhood in 2015, the company name inspired by shared family histories, having lived and farmed in the same locality for almost a century. However, Moen adds, the "Legacy" component in the name is in many ways a forward-looking concept.

"It's not so much what you want to be remembered for, but rather what you want to build together," he says. "It is a mentality that we try to instill in each of our teammates."

The company originally located in a 200 square-foot kitchen housed in a business incubator building, which informed their decision to establish a nano brewery producing about a tenth the volume of a microbrewery. Pederson remembers thinking that if the nano brewery concept didn't work, then at least they would have a really cool home brew kit.

It also meant the two partners had to work exceptionally hard to meet demand, but the results far exceeded their expectations. Over the years, Moen adds, the two have come to realize that the tough decisions they had to make and the lessons they learned are baked into the organization's DNA. "Our 'nano-ethos' informs many of the projects we take on and how we develop relationships," he says.

9 Mile Legacy Brewing later moved into a larger space and opened a taproom on 20th Street - Riversdale's main drag and a focus of urban rejuvenation in Saskatoon. Production grew five-fold, although it remains a nano brewery, branding itself as Riversdale's neighbourhood brewery.

The emphasis on being local carries over to their suppliers. Saskatchewan grows the best barley in the world, Moen says, so it is logical to purchase their supply from maltsters in Biggar and Rosthern.

Hops suppliers are another matter, he adds. "Craft brewers source hops from all over the world to take advantage of unique terroir," Moen explains. "But we've been delighted to see JGL Shepherd in the Moosomin area grow into a local hop supplier and to play around with the unique flavour profiles produced in their hops."

The co-founders had planned to open an online store at some point, but with their small production there wasn't a compelling need, until the pandemic lockdown in March 2020 upended everything. Working with Saskatoon-based Zu Communications, they developed an effective and attractive online e-commerce platform.



Loyal customers rallied around, which encouraged Moen and Pederson to adopt a growth strategy as the only means through the disruption of the pandemic, which accelerated the opening of a planned packaging facility with expanded production capability to the fall of 2020.

"The new brewery gives us much more operational flexibility and scale, so our future remains optimistic," Moen says. "However, 2020 and 2021 were incredibly volatile from a revenue perspective. We are looking forward to sunnier days."

"The new brewery gives us much more operational flexibility and scale, so our future remains optimistic."

— Moen, CEO,
9 Mile Legacy Brewing Company





“We realized that while we enjoyed the process of making beer and had complementary skills for starting a business, we didn’t know much about the nuts and bolts of running a brewery.”

– Moen, CEO,
9 Mile Legacy Brewing Company


The two transformed a planned in-house five-year anniversary celebration in March 2020 into new outreach possibilities, hosting a show on YouTube with local musician Ross Neilsen. That one-off event led to the brewery establishing a dedicated channel that provides opportunities for local performers, while helping the brewery develop its brand.

“We are still unpacking how to grow our online presence,” Moen notes, “as it is becoming a very crowded but necessary place to be. Digital opportunities for brand building will become more important to growing businesses, but they will need to think hard and develop strategically.”

As this article was being prepared, Moen and another employee, Aaron Hursh, were participating in the latest round of the Trade Accel-

erator Program (TAP). The company places a high priority on continuous learning, and after seeing a substantial opportunity to export beer to other provinces, the TAP course was a logical next step.

Although he was only part-way through the two-month course at the time, Moen described TAP as a well-run initiative with great presenters and mentorship. The section on strategic planning is especially valuable, he added.

“Growing a business requires continual refinement, and the TAP process has been instrumental in our continual development of items like our value proposition. I anticipate that we will put much of what we learn to work right away, whether it manifests itself in export opportunities or not. 

SPLENDOR GARDEN

We want... to be the ‘go-to’ brand of **healthy whole organic food** options for our customers here in Canada and around the world.

THE YEAR WAS 2010 and Colleen Haussecker was facing an uphill battle with cancer. However, if it wasn’t for this difficult period, Haussecker likely wouldn’t have started one of Canada’s first organic spice and herb companies.

“In the middle of treatment, I found myself looking for organic herbs and spices to round out my healthiest diet,” said Haussecker. “No one was really addressing that area. I found it really lacking.”

As she healed at her home in Watson, her thoughts became clearer on the idea, and she moved ahead working on a new organic product line.

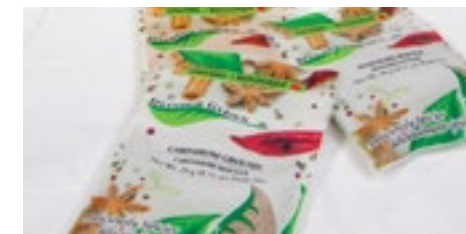
In 2013, Canadian Organic Spice & Herb Co. Inc. launched the Splendor Garden brand of organic food products. These products included more than 80 different organic herbs and spices.

Today, the company has more than 80 organic spices, herbs, seasonings, and dip mixes. These products are available in the Splendor Garden retail brand and bulk for bulk bins, food manufacturers and the culinary industry. They can be found in more than 900 grocery and health food stores across Canada, online at Amazon.ca and the Asian and Australian marketplace, and through Vita Rock in the US.

Canadian Organic then launched a line of Saskatchewan grown and processed oats to its brand that are both organic and gluten-free. The line consists of six retail and bulk pack-

aged products – in fact, Canadian Organic was one of the first companies in the country to launch a line of oats that are both organic and gluten-free. Next in line is a product called Fish N’ Fry Coat Mix which is a plant-based, high-protein, high-fibre coating mix, which is great on fish, chicken, veggies and much more. This product has three flavors available.

“The Splendor Garden brand is continually expanding its offerings with exciting new product line additions,” said Haussecker. “The company’s vision is to become a household name for high-quality, organic, whole food products, while continually expanding its line



using Saskatchewan grown legumes and pulses and using the company’s spices to add further value.”

Watch for their newest seasoning flavors launching soon: Ginger Snap Spice, Chai Blend, Pizza Seasoning and Pasta Seasoning!

Over the years, the company has collected several awards and accolades. Canadian Organic won a 2015 SABEX Award for New Business Venture from the Saskatoon Chamber of

Commerce and was a finalist that year for a Saskatchewan Chamber of Commerce ABEX Award for New Business. The company won an ABEX Award in 2018 in the Growth and Expansion category. That same year they also won both the Entrepreneur of the Year Award and the Growth and Expansion Award at the Mark of Excellence Awards from the Humboldt and District Chamber of Commerce.

In 2019 the company completed a warehouse expansion of nearly 5,000 square feet, which includes two new packaging lines to further automate the packaging of oats, spices, and new product additions.

In 2020 Canadian Organic purchased another new warehouse and property to further expand to meet demand of its Splendor Garden brand.

Canadian Organic Spice & Herb Co currently exports its products to Japan, Vietnam, and Australia.

Today Canadian Organic Spice & Herb Co. has a staff of 15. The company manufactures, markets, and distributes the Splendor Garden brand of organic food products from its facilities in Watson, Saskatchewan.

“We want to build the Splendor Garden brand of organic food products to be the ‘go to’ brand of healthy whole organic food options for our customers here in Canada and around the world,” said Haussecker. “We want to give customers healthy options of locally-grown and produced organic food products.”

For details, visit www.splendorgarden.com. 



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www.splendorgarden.com



Thinking of Registering for the 8th Annual Agri-Value Forum and Networking Event?



BY DIANE ROBINSON, COMMUNICATIONS BRANCH,
MINISTRY OF AGRICULTURE, GOVERNMENT OF SASKATCHEWAN

ON MAY 4, 2022, the 8th Annual Saskatchewan Agri-Value Forum and Networking Event will take place at the Sheraton Cavalier in Saskatoon, Saskatchewan. The event is co-hosted by the Ministry of Agriculture, the Ministry of Trade and Export Development, Ag-West Bio, Innovation Saskatchewan, and Prairies Economic Development Canada. Over 200 participants, executive leaders, government officials and value-added business owners participate in this forum each year as an opportunity to highlight innovative breakthroughs and discuss challenges faced by the value-added sector. This year the event will be delivered as a hybrid virtual and in person format. Here are answers to some common questions posed to the organizing committee.

I don't know if my business fits any of the topics the presentations are highlighting. How will I know if this event will be valuable for me?

Regardless of which sector you work in, presentations will feature key information about marketing your product, working with stakeholders, sharing your brand's message and getting in front of industry trends. Some of the presentations confirmed for this year's event are:

- Global Trends in the Value-Added Food & Beverage Sector, with Tom Vierhile (VP Strategic Insights at Innova Market Insights);
- Game Changer Technology for Impossible Foods, with Steve Webb (CEO of the Global Institute for Food Security);

- Sustainability from the Perspective of a Canadian Consumer, with Joel Gregoire (Associate Director, Food and Drink at Mintel Group Ltd.);
- Supply Chain Issues and Solutions, with Blair Knippel (Senior Advisor to IPBS and Ingredion Incorporated), Myles Hamilton (President of Canmar Foods), Sav Ballissimo (Store Brands Manager at Federated Co-Operatives Ltd.) and Rodrigo Palma (Senior Director of Supply at Ingredion Incorporated);
- Labour Issues and Solutions for Agricultural Value-Added Companies, panel speakers to be announced;
- Keynote: Tom Mastrobuoni (Chief Investment Officer of Big Idea Ventures).

What kind of networking opportunities will there be with a one-day conference?

Each event ticket provides participants with unlimited access to presentations. Those attending in-person will have access to networking breaks and the evening networking session.

Networking opportunities from previous conferences feature many of the presenters throughout the day, government officials and elected representatives, as well as business owners and senior leaders from their operations.

Why is the Government of Saskatchewan interested in highlighting the value-added sector?


Saskatchewan's Growth Plan is focused on doubling the province's value-added revenue from approximately \$5 billion to \$10 billion by

Saskatchewan's Growth Plan is focused on doubling the province's value-added revenue from approximately \$5 billion to \$10 billion by 2030.

2030. Saskatchewan is already home to one of Canada's fastest-growing value-added sectors in Canada. This industry alone features more than 300 food processing companies, employing an estimated 6,000 employees from a province of just over one million people. There is significant room for growth to capture more value-added processing from sectors such as: pulse processing, meat processing and animal feed manufacturing.

As a result of this opportunity, the Ministry of Agriculture, the Ministry of Trade and Export Development, Ag-West Bio and Prairies Economic Development Canada (Prairies-Can) are bringing together key members of the value-added sector to continue to discuss innovation.

What is the best way to register or get more information about the event?

Tickets and more information about the 2022 Agri-Value Forum and Networking Event can be found at www.saskagrivalue.com. Early bird registration is open and you can register now for \$75 until April 4, 2022. Tickets include the Agri-value Forum (breakfast, lunch and refreshments provided for in person attendees) and the Networking Reception (in-person only, appetizers provided). 

Regardless of which sector you work in, presentations will feature key information about marketing your product, working with stakeholders, sharing your brand's message and getting in front of industry trends.



SASKATCHEWAN Agri-Value Forum & Networking 2022

The **Saskatchewan Agri-Value Forum and Networking Event** returns May 4, 2022 in an hybrid online and in-person format, featuring local and global industry leaders as they discuss opportunities in value-added agriculture.

Sessions include:

- *Global Trends in the Value-Added Food and Beverage Sector* - Tom Vierhile, Innova Market Insights
- *Supply Chain Challenges* - Panel Discussion
- *Sustainability from the Perspective of a Canadian Consumer* - Joel Gregoire, Mintel
- *Innovation and Technology* - Steve Webb, Global Institute for Food Security

This year's keynote speaker is Tom Mastrobuoni, Chief Investment Officer of Big Ideas Ventures.

Register now for this event at www.saskagrivalue.com. For further details, please call **306-933-6128** or email agrivalue@gov.sk.ca.



SASKATCHEWAN AGRICULTURE exports are set to break another record in 2021 after hitting a record number of \$16.9 billion in 2020. The trend is heading in the right direction to meet the Saskatchewan Growth Plan target of \$20 billion by 2030. In 2020, Saskatchewan produced 23 million MT of cereal grains, 10.5 million MT of oilseeds, and 5 million MT of pulses. Total international exports of cereal grains were \$5.5 billion, oilseeds exports were \$4.6 billion, and pulses were \$3.4 billion.

The world-wide consumer behavior has been shifting towards healthier food options as many consumers are more aware of what they are eating and, more specifically, what foods can help them boost their immune system. Moreover, a growing world population and a growing middle class have led to a higher demand for healthy and tasty food products. This is what Saskatchewan companies have to offer – a wide variety of food products and ingredients that satisfies consumer preferences in global markets. Lentils, peas, and chickpeas are a cost-effective source of protein that can help meet the increasing global demand for plant protein.

In addition to offering raw ingredients, Saskatchewan companies offer value added products such as healthy snacks, pulse fractions (protein, fiber, starch), edible oils, flax, hemp snacks/ingredients, flax ingredients, CBD oil, GF & organic oats, conventional oats, processed oats, malt barley, breakfast cereals, organic and conventional flours, burgers, jerkies, honey, fruit spreads, Saskatoon berries, wild rice, protein crisp, quinoa ingredients and others. Buyers can work with the suppliers on different flavors, packaging, labelling and they can also be confident that the Saskatchewan companies have the highest standards and strict assurance protocols for safety, quality, and dependability.

Time to move forward . . . for the upcoming fiscal year 2022-2023, STEP will continue to support Saskatchewan companies with their efforts to win more business on the international stage. After exhibiting in person at Supply Side West 2021 in Las Vegas in October and at Food Ingredients Europe in Frankfurt in December, Saskatchewan exporters will be present at the following international events: Natural Product Expo West 2022, Sial Canada 2022, Petfood Forum 2022, IFT 2022, FI Europe 2022 and BIOFACH 2022 and 2023. In addition to tradeshow, STEP will organize outgoing trade missions to South America, Europe, Asia and the Middle East. As well, will invite international buyers to the province to meet with the Saskatchewan companies. Finally, STEP will build on the success of virtual events from the last 2 years and continue to organize virtual trade missions.

Roy Hawat, Senior Director, Agriculture & Agri-value Saskatchewan Trade and Export Partnership (STEP)



This is what Saskatchewan companies have to offer – a wide variety of food products and ingredients that satisfies consumer preferences in global markets.

A

9 Mile Legacy Brewing Co. Ltd.

Saskatoon, Saskatchewan
www.9milelegacy.com

Products and services include craft beer with premium quality Saskatchewan inputs and distributed it in kegs, bottles and cans.



Adroit Overseas Ent. Ltd.

Surrey, British Columbia
www.adroitoverseas.com

Products and services include wheat, yellow, green, marrow-fat peas, lentils, black, pinto band cranberry beans, canola, hemp seed, coriander, mustard seed and flax.



AgriCan International Inc.

Regina, Saskatchewan
www.agrican.ca

Products and services include exporting and processing of chickpeas, red lentils, yellow peas, green peas, flax seeds, and soy beans and feed grade ingredients such as barley, peas, wheat. Pet food grade chickpeas, lentils, peas.



Agrocorp Processing Ltd.

Moose Jaw, Saskatchewan
www.agrocorp.com.sg

Products and services include peas, lentils, oilseeds and grains as well as pea protein, starch and hull fibre.



AGT Foods

Regina, Saskatchewan
www.agtfoods.com

Products and services include bulk pulses (split and whole lentils, chickpeas, peas, beans), pulse ingredients (flour, protein, starch and fibre), finished pulse goods including texturized pulse proteins, pulse-based pastas (included Veggipasta) and pulse-based breeding systems (including Veggicrumb), as well as wheat, durum wheat, canola and oilseeds, feed barley and specialty crops. Technical services centered on pulse research and development in food and industrial applications is also available.



Algorithm Ingredients Inc.

Saskatoon, Saskatchewan
www.algorithm.ca

Products and services include alphamega3 algal Omega-3 oils, betamega3 algal Omega-3 powders, thetamega3 Omega-3 concentrate oils and gammamega3 algal Omega-3 emulsions.



Avena Foods Ltd.

Regina, Saskatchewan
www.avenafoods.com

Sustainably grown, gluten-free oat and pulse ingredients include Avena Best beans, chickpeas, lentils and peas, as well as specialty milled flours, cracked pulses and pulse grit; FDA-approved natural dietary pea hull fibers and oat hull fiber; Pulse Egg Replacer, Pulse Visco Enhancer and Avena Purity Protocol certified gluten-free oat flour, quick oats, rolled oats, oat groats and steel cut oats. Ingredients are non-GMO, free of all labelled allergens, GFSI, Kosher and available conventional or certified organic. Avena offers in-house application/technical support.



Axten Farms

Minton, Saskatchewan
www.axtenfarms.ca

Products and services include cereals such as spelt red fife, kharasan, triticale and rye; pulses such as chickpeas, maple peas and winter pes; and oil seeds such as mustard, flax and camelina. Later this year they plan to also have flour available.

B

Bioriginal Food & Science Corp.

Saskatoon, Saskatchewan
www.bioriginal.com

Products and services include nutritional supplements to infant nutrition, bakery, sports beverages and more. Bioriginal specializes in omegas, proteins, coconut, and nutraceutical markets. Bioriginal is dedicated to providing ingredients that meet the growing and evolving needs of today's health conscious consumers.



Black Fox Farm & Distillery

Saskatoon, Saskatchewan
www.blackfoxfarmanddistillery.com

Products and services include internationally recognized ultra-premium gins and whiskies, grown, mashed, fermented, distilled and aged on farm. Created by nature, transformed by Black Fox.



Blue Sky Berries

Langham, Saskatchewan
www.blueskyberries.ca

Products and services include the Saskatoon berry plant JB30, one of the more recent cultivars to be introduced commercially. Blue Sky Berries also supplies the Martin, Thiessen, Northline and Smokey varieties.



Blue Sky Hemp Ventures

Saskatoon, Saskatchewan
www.blueskyhempventures.com

Products and services include varieties of hemp food, hulled hempseed, hemp protein in various concentrations. With the exciting news of having the ACMPR license, they are excited to be able to offer CBD materials November 2020 and also are open to toll process biomass. The company is currently targeting B2B type of customers, distributorships, retail brands, and co-packers.



Boreal Heartland Herbal Products

Air Ronge, Saskatchewan
www.borealheartland.ca

Products & Services include premium quality herbal tea blends, dried wild mushrooms, and bulk wild herbs sustainably harvested by Indigenous people from the Boreal Forest of Northern Saskatchewan, custom commercial harvest, and processing of boreal forest herbs.



C

Cafooda International Ltd.

Saskatoon, Saskatchewan

Products and services include Quick Oats, Flax oil, Canola oil, Honey, Algal oil.



Can Pro Ingredients Ltd.

Arborfield, Saskatchewan
www.canproingredients.ca

Products include dehydrated alfalfa pellets and sun-cured alfalfa pellets, available in both conventional and organic formats. Wheat/Oat straw pellets are available on contract.



Canada Global Enterprises Ltd.

Regina, Saskatchewan
www.canadaglobalenterprises.net

Products and services include flaxseeds.

Canada Golden Cooking Oil Ltd.

Moose Jaw, Saskatchewan
www.canadagoldenoil.com

Products and services include cold pressed camellina oil, flax and canola oil.



Canadian Organic Spice & Herb Co. Inc.

Watson, Saskatchewan
www.splendorgarden.com

Products and services include manufacturing, wholesale and distribution of the Splendor Garden brand of organic food products including organic spices, herbs, seasoning blends and Splendor Garden organic gluten free oats. Available in retail and bulk packaging. Private label customers welcome.



Canadian Prairie Bison

Canwood, Saskatchewan
www.cdnbison.com

Products and services include bison pemmican, bison jerky and seasoned bison burgers as well as whole primal cuts.



Canadian Rangeland Bison & Elk Inc.

Windthorst, Saskatchewan
www.rangelandbison.ca

Products and services include Canadian Rangeland Bison – fresh primal cuts and case ready bison; Rangeland Steaks – 45 day aged and flash frozen steaks; and Meat Chops – bison bites, beef jerky and beef chunks.



CanMar Foods Ltd.

Regina, Saskatchewan
www.canmarfoods.com

Products and services include conventional and certified organic roasted flax seed, pasteurized flax seed, milled roasted flax seed with fruit for retail or packaged for the ingredient industry in a gluten free certified, allergen free and kosher facility. Private label programs are available.



C-Merak Industries

Tisdale, Saskatchewan
www.c-merak.ca

Products and services include Oats flour, FABAFuel protein, starch, flour and fibre ingredients. C-Merak Grains buys, sells and trades grains and pulses.



Condie Seed

Regina, Saskatchewan
www.condieseeds.ca

Products and services include bulk or packaged grains including durum wheat, pea, lentils, flax and canary grass.



Crop Aid Nutrition Ltd.

Saskatoon, Saskatchewan
www.cropaidnutrition.com

Products and services include seed dressing, foliar fertilizer, and soil health biostimulants. Custom and toll blending capabilities.



Crossmount Cider Company

Crossmount, Saskatchewan
www.crossmountcidercompany.ca

Products & Services include Flatlander Rose, Pina Loca, Ginger Apple, Winter Spice, Cider & Black, Citri Hopped, Flatlands Crisp and Flatlander Gold.



Custom Agricultural Intelligence Inc.

Sedley, Saskatchewan
www.customagintel.com

Products and services include Dumanis, a customized formulation of prilled Humic and Fulvic acids with high Carbon to feed soil biology, customized unique blends of liquid and dry formulations of crop health therapy, branded as Smart Boost Cereal, Smart Boost Canola, and Smart Boost Pulse.



D.A.M.N. Fine Foods Inc.

Asquith, Saskatchewan
www.damnfinefoods.com

Products and services include spicy jellies made from fruit. Flavours include: Cherry Bomb, Blueberry Burn, Smokin' Saskatoon, Rip-Roarin' Raspberry and Sizzlin' Strawberry.



Dandilee Spice Corp.

Grenfell, Saskatchewan
www.dandileespice.com

Products and services include mustard, caraway, coriander, borage seed, and brown flax.



DG Global West

Toronto, Ontario
www.dgglobal.ca

Products and services include high-protein GMO and non-GMO soybeans, canola, flaxseed, mustard, peas, lentils, canary seed, millet, sunflower seeds, faba beans, colour beans, wheat, and corn, oats. By products include DDG's soybean meal, feed wheat, oats, and barley.



Diefenbaker Spice & Pulse (DSP)

Elbow, Saskatchewan
www.dsppdirect.ca

Products and services include 40 raw and processed ingredient quality products in the pulse and spice categories, some of which include French green lentils, red lentils, red split lentils, large green lentils, small green lentils, besan, coriander, caraway, yellow split peas, yellow peas, green split peas, green peas, desi chickpeas, kabuli chickpeas, yellow mustard, and brown mustard.



Drake Meat Processors Inc.

Drake, Saskatchewan
www.drakemeats.com

Products and services include varieties of farmer sausage, bacon, jerky, smokies, wieners, snack sticks, hams and picnics, and frozen burgers. In addition to producing meat products under the Drake Meats banner, Drake partners with major retail chains and other various brands to provide product development and toll-processing. All Drake products are made with locally sourced proteins, unique spice recipes and naturally smoked with hardwood chips.



Dutton Farms Ltd.

Paynton, Saskatchewan
www.duttonfarms.com

Products & services include peas: marrowfat, green, yellow, dun and maples; lentils: black, French, red and green; flax: golden and brown, milling and oilseed; cereal grains; oil: hemp, canola, camellina.



Emerald Seed Products Ltd.

Avonlea, Saskatchewan
www.emeraldseedproducts.com

Products and services include Nutrifen as a feed additive for use in pig, chicken and cattle feed, FenGum for use in the mining or oil industry, and Canafen used in the food and natural health industries.



ETG Commodities Inc.

Mississauga, Ontario
www.etgworld.com/northamerica

Products and services include red lentils, green lentils, green peas, yellow peas, kabuli chickpeas, canary seeds, flaxseeds, edible Beans.



Etter Seed and Processing Ltd.

Richardson, Saskatchewan
www.etterseed.com

Products and services include lentils, peas, flax and canary seed: cleaning, bagging, and shipping by containers.



Evova Foods Inc.

Saskatoon, Saskatchewan
www.toddsbettersnacks.com

Products and services include Todd's Better Snacks, crunchy and delicious snacks, like chips, made from nourishing egg whites, nourishing foods, and high in protein.

Faba Canada Ltd.

Melfort, Saskatchewan
www.fabacanada.com

Products & services include raw zero-tannin faba beans (snowbirds and snowdrops), buying faba beans from farmers and selling them into the Egyptian food market. Working closely with about 200 farmers to make sure they provide buyers with the volume and quality of product they are looking for.



Five Grain Foods Inc.

Saskatoon, Saskatchewan

Products and services include culinary hempseed oil of the highest quality from the pristine Canadian prairies.



FNA (Farmers of North America)

Saskatoon, Saskatchewan
www.fna.ca

Products and services include food, fiber and fuel inputs as well as an interest in secondary processing.



Frederick Seeds

Watson, Saskatchewan
www.frederickseeds.ca

Products and services include producing pedigreed seed: barley, oats and wheat.



Global Food and Ingredients Inc.

Toronto, Ontario
www.gfiglobalfood.com

Products and services include red and green lentils, yellow, green and specialty peas, split peas, chickpeas, red split lentils, edible beans, flax seed, canary seed, Mexican chickpeas, edible beans and specialty crops.



Grace Hill Farms

Mankota, Saskatchewan
www.gracehill.ca

Products and services include organic hard red spring wheat, barley, durum wheat, khorasan wheat, soft white wheat, rye, triticale, green and yellow peas, green, red, black and French lentils and brown flax.



Great Western Commodities

Shaunavon, Saskatchewan
www.greatwesternrail.com

Products and services include sourcing a variety of products commonly grown along our network including durum, wheat, canola, barley, oats, brown & yellow flax, green, red & black lentils, maple, green & yellow peas & chickpeas in bulk. Coordinating with producers and buyers, helping make the right connections, while supporting the local communities along the GWR rail line.



Greenfields Agriculture Corporation

Saskatoon, Saskatchewan
www.greenfieldsagriculture.ca

Products and services include flaxseed oil, honey, quick oats, wild rice, and lumber.



Growers International Organic Sales Inc.

Saskatoon, Saskatchewan
www.giosi.com

Products and services include organic cereals including heritage grains, and organic pulses and oilseeds grown in western Canada. GIOSI offers producers different contracting options and even pick up the grain directly from their farms through their sister trucking company, TFI. For buyers, GIOSI provides many different packaging and shipping options such as in totes, bagged, or bulk by truck, rail or container.



H

Heads Up Plant Protectants Inc.

Saskatoon, Saskatchewan
www.headsupst.com

Products and services include a PMRA/ EPA registered plant activator, and biological seed treatments made of plant extracted chemicals, referred to as a plant activator.



Holman Farming Group

Luseland, Saskatchewan
www.holmanfarminggroup.com

Products and services include green and yellow peas; red, black and green lentils; flax; durum wheat; and soft white wheat. Holman Farming Group is able to ship via rail cars or directly into containers. The company is also able to receive and distribute all types of dry fertilizers and any other bulk materials.



HPS Food & Ingredients Inc.

Saskatoon, Saskatchewan
www.hempproductionservices.com

Products and services include bulk hulled hempseed, toasted hulled hempseed, toasted whole seed, hempseed oil (cold pressed), and hempseed protein powders (50%, 45%, 33%, 23%, 20%).



HST Trading

Saskatoon, Saskatchewan
www.hsttrading.ca

Products and services include cereals (whole wheat, barley, oats), pulses (lentils, peas, chick peas, beans), oilseeds (mustards, canola, flax, soybean, hemp) and animal commodities (wheat feed grain, yellow corn, canola, flax feed).



InfraReady Products Ltd.

Saskatoon, Saskatchewan
www.infrareadyproducts.com

Products and services include organic, conventional, kosher and halal precooked cereals, pulses, grains and oilseeds.



Ingredion Canada

Vanscoy, Saskatchewan
www.ingredion.ca

Products and services include processed pea (flour/starch, protein, and fiber), fava (flour/starch and protein), lentil flour (flour/starch and protein) and chickpea flour. Other bases may be available as the facility expands scope of operations.



J

JDM Exports

Assiniboia, Saskatchewan
www.jdmexports.ca

Products and services include transparent commodity trading of specialty crops such as chickpeas, lentils, and peas, as well as cereals and oil seeds.



Joel Wax Works

Ridgedale, Saskatchewan

Products and services include beeswax rendering service. The company also will sell and buy raw beeswax

JTK Winny Ag

Rosetown, Saskatchewan
www.jtkwinnyag.com

Products and services include yellow peas, maple peas, canola, lentils, wheat, barley, oats, and faba beans.



KBI Seed Processing

Manor, Saskatchewan
www.kbiseedprocessing.ca

Products and services include production, cleaning and processing of organic and conventionally grown grains, and spelt organic oat groats. KBI also supplies supply chain coordination and management from seed to final products.



KeyLeaf

Saskatoon, Saskatchewan
www.keyleaf.ca

Products and services include research and development, nutraceuticals, concept to commercialization, ingredients, food, pharmaceuticals, cosmetics, research, development, commercialization, piloting, processing, biology, cannabis, and hemp.



L

LB Distillers

Saskatoon, Saskatchewan
www.luckybastard.ca

Products and services include Lucky Bastard Premium Vodka, Lucky Bastard Coconut Lime Vodka, Lucky Bastard Whisky, Gambit Gin, Lucky Bastard Saskatoon Berry Liqueur, Lucky Bastard Haskap Liqueur, Lucky Bastard Aromatic Bitters and a line of Canada's Ultimate Caesar Products which include Lucky Bastard Dill Pickle Vodka, Lucky Bastard Bacon Bitters, and Lucky Bastard Bacon Caesar Rimmer.



Lenmar Seed Farm Inc.

Lemberg, Saskatchewan

Products and services include processed coriander, caraway and flax for export, as well as all other grains and pulses. Lenmar Seed Farms Inc. grows their own coriander, grains and canola. The company is HACCP certified and exports through a range of brokers.

M

Marquis Milling and Grain

Hague, Saskatchewan
www.nunweilersflour.com

Products and services include organic hard red spring wheat flour, organic soft white wheat flour, organic rye flour, organic spelt flour, organic buckwheat flour, organic kamut flour/semolina, organic durum flour/semolina and organic lentil flour, conventional fine barley flour, and conventional lentil flour. They can also mix/blend and package your dry mixes. Private label and toll milling services.



Marshall Trading Company Inc.

Saskatoon, Saskatchewan

Products include organic and conventional flax, pulses, and corn



McCracken Grain Solutions Ltd.

Ogema, Saskatchewan
www.mccrackengrain.ca

Products and services include cleaning and/or colour sorting of the following commodities: durum, mustard, wheat, canola, chickpeas, flax, oats, barley, lentils, peas, and corn.



MGM Seed & Grain

Saskatoon, Saskatchewan
www.mgmseedandgrain.com

Products and services include Conventional & Organic Gluten Free whole oat groats, steel cut groats, quick rolled oats, large flake oats, and oat flour.



Mumm's Sprouting Seeds

Parkside, Saskatchewan
www.sprouting.com

Products and services include over 90 varieties of certified organic seed for growing sprouts and microgreens, supply of bulk volumes to commercial sprout and microgreen growers. A retail line of packages and sprouting equipment for consumers to grow sprouts at home.



N

Natural Specialty Crops ULC

Regina, Saskatchewan
www.naturalspecialty.net

Products and services include green, red and dark speckled lentils, flaxseed, canary seed, chickpeas, peas and beans.



Naturally Nutritious Foods Inc.

Spalding, Saskatchewan

Products and services include French green lentils (dark speckled), red lentils, large green lentils, black lentils, small green lentils, yellow and green peas, marrowfat peas, split green and yellow peas, oats, wheat, barley, rye, spelt, red clover, flaxseed, and organic grains.



North West Terminal Ltd. (NWT)

Unity, Saskatchewan
www.northwestterminal.com

Products and services include yellow peas, green peas, canola, Canada western red spring wheat, Canada western soft white spring wheat, malt barley, rye, wheat based distillers grains, and ethanol.



Northern Lights Foods

Air Ronge, Saskatchewan
www.northernlightsfoods.com

Products and services include exporting organic wild rice in bulk and retail packages.



Northern Nutraceuticals Inc.

Spalding, Saskatchewan
www.northernnutra.ca

Products and services include Organic or Conventional Flaxseed oil, Hempseed oil, Borage oil, Canola Oil, Milled Flax, and Organic Hemp Protein. The company provides Co-Packing/Private labeling as well.



Northern Quinoa Production Corporation

Saskatoon, Saskatchewan
www.quinoa.com

Products and services include quinoa and value added quinoa products including quinoa flour, quinoa flakes, quinoa crisps, and IQF. They are non-GMO, BRC, gluten free, Halal and Kosher certified.



O

O&T Farms Ltd. /Oleet Processing Ltd.

Regina, Saskatchewan
www.otfarms.com

Products and services include using a unique, patented extrusion process to produce specialty feeds which are Omega-rich, high in protein, and easily digestible. Products include LinPRO, LinPRO-R, ExtraPRO, CerealPRO and EquinePOWER.



P

Parrish & Heimbecker, Limited

Winnipeg, Manitoba
www.parrishandheimbecker.com

Products and services include grain handling and merchandising, milling, agronomic advise, crop inputs (seed, crop protection, crop nutrients), animal feed processing and nutrition.



Peak Veterinary Health P.C Ltd.

Moose Jaw, Saskatchewan
www.ranchlandvet.ca

Products & Services include Bovine embryos of all breeds from within Saskatchewan, Manitoba and Alberta.



Petracek Commodities Ltd.

Esterhazy, Saskatchewan
www.cutarmcreek.ca

Products and services include organic and conventional flaxseed, milled flax and flax flour.



Prairie Bee Meadery

Caron, Saskatchewan
www.prairiebeemeadery.ca

Products and services include 15+ varieties of award winning Honey Wine (Mead) available in finishes from sweet to dry as well as 4 varieties of Fruit Honey. Using local honey produced from local farms, Prairie Bee also grows Rhubarb, Sour Cherries, Raspberries and Haskap fruit for use in their wine. Prairie Bee also has the capability to custom make and label for a specific local market.



Prairie Berries

Keeler, Saskatchewan
www.prairieberries.com

Products and services include processed individually quick frozen (IQF) saskatoon berries, freeze dried powder, freeze dried whole berries, purees, sweeten dried berries, concentrate, dried pomace, pie fillings, fruit toppings, gourmet jams & syrups.



Prairie Genesis

Outlook, Saskatchewan
www.prairiegenesis.ca



Products & Services include providing cleaned grains ready to ship to any where. Using a variety of cleaners around the prairies that have the highest of technologies in the grain cleaning business. They will have access to crops like wheat, barley, flax, peas, lentils, oats, and their primary crop will be Einkorn, an ancient grain with huge benefits like high protein, beta carotene, essential fatty acids, and also contain antioxidants.

Prairie Group Exporting Bio Products

Lestock, Saskatchewan

Products and services include BioSwiss certified grain, oilseeds and pulses, shipped in bulk or bags loaded in 20 foot containers.

Prairie Heritage Seeds Organics Inc. (PHS)

Radville, Saskatchewan
www.phsorganics.com



Products and services include organic kamut, flax, wheat, lentils, peas, and other grains, and kamut flour.

Prairie Malt Ltd.

Biggar, Saskatchewan
www.prairiemalt.com



Products and services include the conversion of barley and wheat into malt.

Prairie Soul Smoothie Co.

Annaheim, Saskatchewan
www.prairiesoulsmoothieco.ca



Products and services include smoothie booster cubes made from fresh pea shoots and loaded with nutrients. Boost your smoothie even more with one of our three varieties that include other organic super-foods like; maca & goji berry, hemp hearts & turmeric, and matcha & beetroot

Prairie Tide Diversified Inc.

Saskatoon, Saskatchewan
www.prairietide.com



Products and services include Xanflax, a food thickener and egg replacer; Sesaflax, a toasted flaxseed similar to sesame seed having the health benefits of flaxseed; Mediflax, a nutritional and fiber supplement; Lignan-50, a concentrated lignan supplement; omega-3 rich flaxseed oils; gluten-free flour; AquaFort®, a faba bean based emulsifier, egg replacer, protein, and flour; and, specialized bioactive cyclic peptides from flax used in the health and cosmetic markets. Services: Expansive array of analytical tools and techniques for the oil seed and agriculture/food industries. PTD™ services include an expansive array of analytical tools and techniques for the oil seed and agriculture/food industries.

Protein Powered Farms Inc.

Sunnydale Foods Inc.
Perdue, Saskatchewan
www.sunnydalefoods.com



Products and services include pea protein, pea starch, and pea fiber.

Proveta Nutrition Ltd.

Bruno, Saskatchewan
www.proveta.ca



Products and services include bull rations, cow pellets, feedlot rations, beef supplements and mineral packs, dairy rations, robot pellets, broiler starters, growers and finishers, broiler supplements, horse pellets, and sheep rations, canola and flax oil and canola and flax meal.

Providence Grain Solutions

Fort Saskatchewan, Alberta
www.providencegrain.ca



Products and services include CWRS, CPSR, and durum wheat, canola, flax, conventional and non-GMO organic soybeans, special crops, green and yellow peas, lentils, malt, feed barley, oats, and organic.

Purely Canada Foods Corp.

Lajord, Saskatchewan
www.purelycanada.ca



Products and services include trading of CWRS, CWAD, canola, yellow and green peas, lentils, flax, faba beans and canary seeds both domestically and internationally by truck, container and rail.

Q

R

Radouga Distilleries

Blaine Lake, Saskatchewan
www.radougadistilleries.com



Products and services include Provincial Vodka, Provincial Spiced Vodka, Blueberry Pie Liqueur & Apple Pie Liqueur.

RedWillow Organics

Carrot River, Saskatchewan
www.redwilloworganics.ca



Products and services include organic cereal grains, oilseeds and forages including hard red spring wheat, oats, buckwheat, hempseed, red clover seed and alsike clover seed.

Richardson Food & Ingredients

Winnipeg, Manitoba
www.richardson.ca



Products and services include canola oil products including canola oil, margarine and shortenings in retail, food service and industrial application packaging; and processed oat products including whole oat groats, rolled oat flakes, whole oat flour, oat bran, and granola clusters. Canadian organic certification is available.

Richland Agriculture Group Co.

Saskatoon, Saskatchewan
www.richlandagriculture.ca



Products and services include cereals, oilseeds, flaxseed, yellow peas, oatmeal, flaxseed oil, Canadian arctic ice honey, and honey propolis.

Rock Paper Coffee

Perdue, Saskatchewan
www.rockpapercoffee.ca



Products and services include coffee in dark roast, medium roast, light roast and decaffeinated, whole beans or ground, available in 1lb bags, 5lb bags, 100lb bags, retail ready packs, as well as k-cups.

Rudy Agro Ltd.

Outlook, Saskatchewan
www.rudyagro.ca



Products & services include large and small green lentils, red lentils, yellow and green field peas, maple and Austrian peas, and marrowfat peas.

S

Saskatchewan Food Industry Development Centre Inc

Saskatoon, Saskatchewan
www.foodcentre.sk.ca



Products and services include interim processing, extrusion technology, food development, food safety education and training, quality assurance, technology transfer, packaging and labeling, and path finding.

SaskMade Marketplace

Saskatoon, Saskatchewan
www.saskmade.ca



Products and services include customized local produce baskets, local produce, grocery items, and giftware including Saskatoon jams, syrups, tea, champagne, and other food items.

SCCL (Saskatoon Colostrum Company Ltd.)

Saskatoon, Saskatchewan
www.sccl.com



Products and services include spray-dried bovine colostrum.

Schlueter & Maack Canada Ltd.

Pilot Butte, Saskatchewan
www.schlueter-maack.de



Products and services include exporting of Canadian mustard seed predominately to Europe; however, they service many other export destinations from Canada. In addition, S&M also handles lentils and peas at their Canadian facility.

Scoular Canada Ltd.

Saskatoon, Saskatchewan
www.scoular.com



Products and services include processing of conventionally and organically produced whole green and yellow peas, split green and yellow peas, green lentils, red lentils, kabuli chickpeas, whole and split desi chickpeas, flaxseed, sunflowers, and canary seed.

Seaboard Special Crops

Regina, Saskatchewan
www.seaboardspecialcrops.com



Products and services include vertically integrated grain, processing and specialized product trading, and logistics operation, with a global presence. Seaboard can offer expert advice on grain prices, and grain milling characteristics of grain from various origins. The primary commodities sourced and traded include wheat, green and yellow peas, lentils, flax, beans, corn, soybean meal, mill feed, rice, special crops, milk products, sugar, food oils and other protein meals. Seaboard is now also processing and handling organic and transition organic products. Seaboard is also certified to trade organic products.

Seed Source Inc.

Archerwill, Saskatchewan
www.seedsource.ca



Products and services include processing of pedigreed seeds including oats, peas, canola, wheat, barley, flax, canary seed, and grass.

Simpson Snacks, LP

Simpson, Saskatchewan
www.simpsonsnacks.com



Products and Services include Buttery Ranch Pretzel which have an amazing crunch with a very delicious garlic, ranch and butter flavor.

Smart Earth Camelina Corp.

Saskatoon, Saskatchewan
www.smartearthcamelina.ca



Products and services include camelina meal and oil products for the companion animal (food grade) and feed market from tote to rail car quantities. Smart Earth Camelina Oil is a high omega 3 oil at 38%, that also offers the ideal balance of omega 3 to 6 (2:1). These two features found together in one oil is what makes camelina stand out among omega oils. Its naturally occurring vitamin E provides antioxidant protection while also stabilizing the oil. Camelina has a 2-3 year shelf life, with low risk of oxidation rancidity.

South West Terminal Ltd. (SWT)

Gull Lake, Saskatchewan
www.swt.ca



Products and services include durum wheat, spring wheat, yellow peas, red lentils, canola, rye, flax and feed grains.

Stonehenge Organics

Assiniboia, Saskatchewan
www.stonehengeorganics.com



Products and services include high quality organic lentils, peas, brown and golden flax, canola and oats.

Sun River Honey Inc.

Grandora, Saskatchewan
www.sunriverhoney.com



Products and services include Canadian produced regular and flavoured honey in 650lb drums, 1 kg, 500g, and 50g retail sizes.

Sunhua Natural Foods Company

Regina, Saskatchewan
www.sunhua.ca



Products & Services include canola oil, flax oil, roasted flaxseed and quick oats.

Superior Pulses Inc.

Mississauga, Ontario
www.superiorpulses.ca



Products and services include Kabuli Chickpeas (Size 8mm, 9mm), RSL (Red Split Lentils), Football Red Lentils, Whole Red Lentils, Green Lentils (Laird, Richlea, Eston, French), Whole Peas (Yellow/Green), Bird Food (Canary Seeds).

T

TA Foods Ltd.

Yorkton, Saskatchewan
www.tafoods.ca

Products and services include processed organic and conventional whole flax, ground flax, flax oil. Also toll processing (cold pressed oils for a variety of oil seeds) and co-packaging (pre-formed pouches, ingredient blending, and bottling).

Teranet Holdings Ltd.

Langenburg, Saskatchewan

Products and services include grain processing services such as cleaning and bagging grain, and sourcing services. Teranet processes all grains and specializes in canary seed and heavy oats (pony oats).

TH Exports Inc.

Saskatoon, Saskatchewan

Products and services include soybean, wheat, DDGS and canola oil.

The Bordertown Milling Company Ltd.

Togo, Saskatchewan

www.bordertownmilling.com

Products and services include Whole Grain Wheat Flour, Pea Flour and Chickpeas Flour, available in 2kg and 20kg bags (larger quantities available upon request).

Three Farmers Foods

Saskatoon, Saskatchewan
www.threefarmers.ca

Products and services include roasted chickpeas snacks 120g, roasted green pea snacks 90g, roasted lentils snacks 120g, and cold-pressed camelina oil 500ml. Available in bulk too.

Three Foragers Bee Company

Saskatoon, Saskatchewan
www.threeforagers.ca

Products and services include Raw Creamed Honey and Honey Candies, packaged for retail sales.



U

V

Vaccine and Infectious Disease Organization – International Vaccine Centre (VIDO-Intervac)

Saskatoon, Saskatchewan
www.vido.org

Products and Services include contract research for vaccines, antivirals and therapeutics for human and animal health infectious diseases.

Veikle Grain Ltd.

Cut Knife, Saskatchewan
www.veiklegrain.com

Products and services include processed whole yellow and green peas, split yellow and green peas, whole red and green lentils, dehusked red lentils, canola and wheat.



Victoria Pulse Trading Corp.

Vancouver, British Columbia
www.victoriapulse.ca

Products and services include green lentils, red lentils, all peas, chickpeas, flax seeds and canary seeds.

Virtex Farm Foods Ltd.

Saskatoon, Saskatchewan

www.northprairiefamilyfarms.com

Products and services include North Prairie Family Farms Gold Extra Virgin Canola Oil.

Viterra

Regina, Saskatchewan
www.viterra.ca

Products and services include grain marketing, handling, and processing.



W

Wendell Estate Honey

McNutt, Saskatchewan
www.wendellestate.ca

Products and services include retail and bulk premium honey produced by Wendell Honey Farm. They also sell Organic honey for retail sales.

XPT Grain Inc.

Regina, Saskatchewan
www.xptgrain.ca

Products and services include gold and brown flax, maple peas, yellow peas and marrowfats as well as market advice and grower information.

YQR Distillery

Regina, Saskatchewan
yqrdistillery.com

Products and services include vodka, craft wine, beer and spirits.



Z

Customized Innovation

Custom Agricultural Intelligence Inc. paves the way in bio-nutrient formulation and intelligence services in the Agricultural Industry

BY CONCHITA GALVEZ

CUSTOM AGRICULTURAL INTELLIGENCE

(CAI) is a leading company that develops customized macro and micronutrient formulations to feed the soil that nurtures crops. With fluctuating climates and an expanding global population, the company specializes in adding real value by focusing on nourishing the soil first for nutrient dense food as its output. The quality of the soil is imperative for high-quality farming. The team uses cutting-edge soil science and advanced crop technology to create customized formulations.

Bernice Richard, chief operating officer of Custom Agricultural Intelligence, says the company deviated from the one-size-fits-all approach towards expert-based customization. By utilizing a plant's unique "blue-print for growth," CAI specializes in customized liquid macro and micronutrients, plant growth hormones, culture customized effective micro-organisms and prilled crop health therapy formulations.

The facility actively works to conduct soil and plant tissue testing. There are 16 essential micro and macro plant nutrients that

are required for a prosperous crop — falling below this target can result in restricted crop growth. CAI applies Integrated Nutrient Management to maintain excellent soil productivity and soil production. This approach has seen immense success through the advanced analytical laboratory soil testing and grain testing.

CAI has also paved the way in innovation through its use of drones to scout crops. As crops tend to die from the root upward, a healthy-looking crop can at times be deceiving. However, the low-risk, cost-effective, and highly efficient tool can provide precise information to farmers.

"Throughout satellite imagery, we are able to foresee and act quickly if there is something wrong on the farmer's acre," said Bernice.

The five-camera drones can provide in-depth information, including crop stress and water use efficiency. CAI's mission is to convert the drone data into meaningful information that can create an application map for spraying equipment. This process will unload the stress of scouring 20 yards

into a field and instead provide precise and valuable data. "Getting the soil right is the basic foundation of crop growing. If you get the soil right, you are sure to get a good result. The younger farming generation is very receptive of this and willing to spend on the new innovations and customization," said Bernice.

The company excels in this customized approach as they begin each process with a full understanding of their client's needs. Bernice said it is important for their company to know exactly what the farmer grows, what soils are being used, the weather conditions, unique regions in Saskatchewan and what the end results are.

"I like to relate things to the human body. We are all human, but we all have unique nutritional needs," said Bernice.

"We are always so happy for every farmer that is willing to use our service. When farmers are open-minded and willing to try new methods, the response is great," she added. ⁶¹



www.customagintel.com
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Info@customagintel.com



Custom Ag Intel
The future of Ag Innovation



Growth Takes Time

Emerald Seed Products finds expanding markets for a little-known plant

BY BILL ARMSTRONG

RESEARCH, education and patience are key ingredients in helping Emerald Seed Products of Avonlea produce and market a range of products from a little-known plant called fenugreek.

“We are selling a new product into a new market, and it has been very challenging,” says Nathan Sudom, the company’s CEO. In this case “new” is a relative term. As with many stories related to the development of new crops, it has taken decades of perseverance and innovation for the company to achieve its present level of success.

Emerald Seed Products was established in 1994 by Sudom’s father Blaine and his business partner, Cal Kelly, with the support of Al Slinkard, an agrologist who was instrumental in developing Saskatchewan’s pulse crop industry, including the fenugreek seed variety that the company uses today.

Emerald Seeds began extracting fenugreek fibre in a small-scale processing facility on the family farm, producing a component used in a dietary supplement for diabetics. However, the company found there was little potential for growth in this market.

Sudom credits his father’s growth mindset for developing an industrial product, FenGum, which is used to separate potash from the surrounding material gathered during the mining process, and for making inroads into the potash mining market. The company now operates in three distinct markets, having developed an animal feed extract, Nutrifin; a natural food ingredient, Canafen; and two human health supplements.

In 2004 the company began building its processing plant at Avonlea, a venture that Sudom likens to “rolling the dice,” since the new facility was completely different from the one on the farm. “It took some trial

and error adjusting things and purchasing different equipment so we could finally produce product,” he said. Funds were tight at the time, he noted, and in hindsight a taller building and some larger pieces of equipment would have been helpful.

Sudom followed the company’s progress while working as a senior accountant with an accounting firm, but when his father invited him to come on board as the marketing manager he joined the company in 2013.

“I think my father passed on his entrepreneurial spirit to me,” he said. Sudom then became chief operating officer and, since 2016, the company’s chief executive officer. His father continues to serve on the company’s board of directors. The company currently has six employees.

Emerald Seeds contracts with 5-10 farmers, all located in southern Saskatchewan, and some of whom are shareholders, for its seed supply. “If you can grow lentils you can grow fenugreek,” Sudom said.

Farmers in the area are patient and understand that growing a new market takes time, and learning to grow a new crop also takes time. He expects that interest among farmers will increase, since fenugreek is not susceptible to a root rot disease that is affecting some lentil crops in Saskatchewan. Adding fenugreek to their rotations would allow farmers to keep growing a pulse crop while avoiding the disease.

Sudom knew that the company would need strong research data if it was to enter any market in a significant way. Early on the company took a chance by partnering with a South Korean distributor, Daehan Chemtech, to conduct five research studies using Emerald’s feed products for poultry and swine.





The company has been a STEP member since 2014, and Sudom noted that STEP has been a great resource for the company in reaching new markets, enabling it to attend and exhibit at trade shows, and adding significantly to its revenues. In addition to the US, the company now exports to Japan, Taiwan, Thailand, Israel, Vietnam, South Korea, France and the Philippines.

Although Emerald Seed Products has made notable progress in the animal feed and human health markets, expanding sales within the mining sector has been more difficult. Where the company once saw growth coming from supplying more potash, copper and nickel mines, this has been a difficult process.

“Even if lab testing is positive the vast majority (of potential mining customers) are unwilling to switch from products coming from India and China, even though our product is priced competitively and is locally made,” Sudom said. He added that he expects to see some growth for FenGum from the mining sector as shipping disruptions related to Covid-19 affect the supply coming from overseas.

Apart from what might happen in the future in the mining sector, the company is preparing for growth in its markets in agriculture, installing much larger equipment to increase the volume of products needed by customers in some markets, followed by smaller projects to de-bottle-neck the processing line.

This expansion will mean more acres of fenugreek production, and perhaps more farmers growing the crop, Sudom noted. It will also mean expanding sales of the company’s existing products, and without giving away too much information, he hinted that it will also mean new products - in good time - coming to market.

“The growth will primarily be spread across our product lines,” Sudom said. “Plus, we have products that have passed testing and are slowly moving to commercialization.” **GV**

The company also attended a trade show there, and entered into a research and development partnership with a local university. A year later, Sudom returned to South Korea to visit farms and speak directly with farmers. The credibility provided by the positive results of the studies, and what Sudom calls “persistent marketing” contributed to the company entering the United States and other markets for its animal feed products.



50 years as a proud Canadian company.



FARM SHOW WELCOMES THE WORLD

For three days each June, exhibitors, producers and international buyers come together at Canada’s Farm Show to see the latest and greatest in agricultural equipment and technology



AFTER A VIRTUAL SHOW last year, Canada’s Farm Show presented by Viterra is ready to return to an in-person format this year from June 21-23 at the REAL District in Regina, Saskatchewan.

“We are so excited to welcome the world back for this year’s Canada’s Farm Show,” said Show Manager Shirley Janeczko, “After what we’ve all come through with the pandemic, gathering as an agricultural community to share ideas and innovations is more important than ever.”

Created in 1978, Canada’s Farm Show presented by Viterra is one of the largest dryland farming shows in the country. The agriculture shows attract visitors from around the world every year. Visitors include producers and international buyers who come together to see the latest in agriculture equipment and technology.

“In the last decade we’ve really transformed our indoor footprint,” said Janeczko. “With over one and half million square feet of indoor space, we’re really excited to highlight those exhibits that are in our province and Canada.”

Featured speakers for this year include Parag Garg and Karen Proud. Garg is the chief digital officer at CNH Industrial, which includes Case IH, STEYR, New Holland and Case plus New Holland Construction. He will focus on autonomy in agriculture during his presentation. Proud, the president and CEO of Fertilizer Canada, will discuss the fertilizer industry in Canada.

Another featured speaker is celebrated chef Vikram Vij, a former member of CBC’s Dragon’s Den, who will also serve as a judge for the 24-hour Ag Tech Challenge. This challenge provides entrepreneurs, developers, designers and makers to pitch a minimum viable product (MVP) to judges in a 24-hour period with the winners receiving up to \$7,000 in prizes. The focus is on building something new and innovative to solve ag industry challenges.

Although there are numerous events and activities taking place this year, Janeczko said that technology is a key feature of this year’s show.

“We’re going to see the show really evolve around technology and innovation, which is where the industry is moving towards,” she said. “There will be a huge innovation pavilion within the show, and this is where companies already involved in new innovation will be displayed and launched at our show.”

The Launch Pad stage is being added to this year’s show. It debuted during last year’s virtual event and will feature the keynote speakers, AgTalks, panel discussions and new product launches.

Another noteworthy program is the Empowering Women’s Conference, which will be led by motivational speaker Darci Lang. This conference will provide women – whether students, producers, ranchers, entrepreneurs or business representation – with the tools, inspiration and motivation to become the architect for change in achieving success.

Janeczko said the show carries a large international component due to the number of manufacturers found in Saskatchewan and in Canada. “A lot of them will have displays at our show,” she said. “That attracts over 500 international delegates from all over the world. Up to 50 countries will come to our show and have representation here.”

To assist these international visitors, the show is pleased to offer the International Business Centre which provides comprehensive business services including hotel reservation assistance, ground transportation, private meeting rooms, and staff facilitators to arrange meetings between buyers, trade delegations, and exporter members.

Although the show has traditionally been held from Wednesday to Friday, the event is switching to Tuesday to Thursday. This will enable exhibitors to set up their booths at the beginning of the week and then have time at the end of the week to disassemble. The results should help reduce overhead costs for the exhibitors.

From education in the latest agricultural technology, networking and business development opportunities, there is sure to be something for everyone, said Janeczko.

For more information on the Canada Farm Show presented by Viterra please visit their website at www.canadasfarmshow.ca. **GV**



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A Pivotal Pioneer in Plant-Based Ingredients

KeyLeaf Life Sciences top leader in innovations of food, nutraceutical, cosmetics and bio product industries

FOUNDED in the 1970s alongside Canada's Federal Government, KeyLeaf — known then as POS Bio-Sciences (Proteins, Oils and Starches) — set out with a target of commercializing canola in hopes of assisting Canadian farmers to move up the value chain with ingredient development. The facility's establishment was centred on creating a multi-purpose institute to study oilseeds and grains. As a publicly supported research facility, POS assisted companies in research and development work and the commercialization of proteins, oils and starches.

"We were created to help out with the processing of canola in the prairies and this continued throughout the history of our company," said KeyLeaf's Vice President of Global Sales and Business Development, Justin White.

With canola being the largest crop by hectare grown in Saskatchewan, KeyLeaf established their Saskatoon-based company in the heart of canola development. The company rebranded to KeyLeaf Life Sciences (KeyLeaf for short) in 2019 with a strategic initiative to commercialize finished plant-based ingredients. The company currently specializes in

food, nutraceutical and beverage ingredients while prioritizing transparency during the various phases of ingredient processing. Today, KeyLeaf attracts clients from across the globe who turn to the company for continued innovation in ingredient commercialization.

"We get contacted by companies who know we have the expertise to process their particular biomass or crop to their target specifications," said White. "Having a nearby facility is very appealing for practical reasons as this plays into the logistics and stability of the material. Another bonus for companies who



reach out to us is that we can, in many cases, diversify their portfolio by offering value-added products that perhaps they had not considered using until we engaged with them."

With the evolution of the 21st century food industry, KeyLeaf has shifted their focus on plant-based food solutions. The company has two facilities — one in Saskatoon and one in Batavia, Illinois. The Canadian facility is of considerable size with 11 laboratories and seven areas dedicated to plant processing. With 52,000 sq. ft. of space, the facility contains world-class equipment that enables KeyLeaf to provide ingredient solutions across the globe.

"The plant-based industry continues to grow. Right now, there is a race to come up with the next plant-based protein," said White.

White says the Canadian facility has seen an immense demand for plant-based protein extraction. He also notes an increase in requests for research and development (R&D) services for hempseed concentrate and isolate projects.

"With everything going on regarding climate, government initiatives, and people's mentality changing towards discovering what foods they like to eat, what tastes good, and what fits in their budgets, we are in the eye of the storm and keeping lockstep with demand and innovation, which is burgeoning at the moment," said White.

KeyLeaf excels in ingredient scale-up, which involves taking the initial innovation, whether it be from an academic researcher or company, and bringing the product to a commercial scale.

"We divide up the innovation into two different areas. One is we create our own finishing

ingredients for ourselves or for our clients. The other is that clients can come to us with a biomass and take advantage of our expertise in the pilot scale-up phase of R&D," said White.


"For example, on the left-hand side you have the initial concept with ideas of budgeting and then you have the process that is developed in a lab. After the lab, you have the pilot-scale up, which requires equipment that is similar in design, shape and capability. Once the concept has been proven, you can hand it off to the client or they can hire you to do manufacturing for them at full-scale."

In 2019, KeyLeaf was acquired by Canopy Growth Corporation — a leader in cannabis and hemp extraction, for the purpose of extracting cannabinoids and accessing KeyLeaf's extraction know-how. In the meantime, KeyLeaf developed a high-density 60 per cent hemp protein concentrate ideal for plant-based protein. The protein can be used for a wide variety of applications including breads, crackers, cookies, cereals, protein shakes and plant-based ice cream. KeyLeaf also produces a cold pressed and filtered hemp oil, which can be added into a variety of liquid-based condiments such as sauces and salad dressings. As KeyLeaf continues to expand and exceed expectations, the company sees growth in plant-based protein and hemp. The company doubled revenues in 2021 compared to the previous year. For 2022, KeyLeaf is aiming to achieve a 15-20 per cent increase.

"There is not enough capacity for pilot scale-up expertise as well as capacity for equipment in North America," said White. "We realized we need to focus on what is in high demand and we decided to redirect our resources towards the pilot scale-up phase and less towards the bench-top phase."

With specialized process equipment on hand along with a team of highly skilled technical staff with decades of expertise, KeyLeaf has attracted the attention of companies hoping to bring their products to the marketplace. White, who is based in the United States, says STEP has assisted with connections which have diversified their customer base.

"When I joined POS and I became exposed to STEP, I was amazed by the professionalism and packaging of the services offered. I've experienced similar organizations in the United States and unfortunately, they were strapped for resources or only focused on large companies. With STEP, there is a dedicated person that is focused on you, and they lay out exactly what it is they can do to help you," said White.

"We are optimistic about KeyLeaf's future, and we feel we are in the right place, at the right time, with the right people and services to meet the growing demand of the global plant-based market trend." 





Minister of Trade and Export Development, Jeremy Harrison;
UAE Minister of State for Foreign Trade, H.E. Dr. Thani bin Ahmed Al Zeyoudi;
Consul General of Canada in Dubai and the Northern Emirates, Jean-Philippe Linteau

Saskatchewan's UAE Office Creating New Opportunities at Home and Abroad

The Government of Saskatchewan's International Trade and Investment Office in Dubai, United Arab Emirates (UAE) is working to create opportunities for businesses in Saskatchewan and around the world.

The Saskatchewan UAE office officially opened in January 2022 during a trade mission led by Minister of Trade and Export Development, Jeremy Harrison. The office is co-located with the Canadian Consulate in Dubai, a city chosen for its strategic geographical location and status as a leading trade and re-export hub for the UAE and Middle East North Africa (MENA) region.

Managed by the Ministry of Trade and Export Development in coordination with Saskatchewan-based partners including STEP, the office will widen market access for Saskatchewan exporters and attract investment to the province.

Kyle Procyshyn is serving as the Managing Director of Saskatchewan's Dubai office and will work to ensure organizations in the UAE and MENA region understand the value of Saskatchewan's strong, stable supply chain that is producing the high quality food, fuel and fertilizer a growing world wants and needs.

As the province's sixth largest agri-food export market, the UAE is important to Saskatchewan. In 2020, Saskatchewan's total exports to the UAE totaled more than \$627 million, which was the highest among all Canadian provinces and a 52 per cent increase from 2019. Saskatchewan is the UAE's largest supplier of canola seed and lentils.

Saskatchewan's Office in Dubai will help grow this trade relationship while also making the province's expertise and leadership in agriculture biosciences and agri-food research more available to companies and governments in the UAE and MENA region to support their national food security goals. The office will also facilitate cooperation and coordination beyond the agri-food industry in areas like energy, innovation, and sustainability.

The UAE office was the first of four new International Trade and Investment Offices that the Government of Saskatchewan opened in the 2021-22 fiscal year. The other new offices are in London, United Kingdom, Ho Chi Minh City, Vietnam and Mexico City, Mexico.

These new offices will complement the existing International Trade and Investment Offices located in China, Japan, India and Singapore.

Saskatchewan's eight international offices are an important tool to ensure the province reaches the ambitious targets for 2030 laid out in Saskatchewan's Growth Plan for the Next Decade of Growth 2020-2030. Those targets include increasing the value of exports by 50 per cent, growing the number of international markets to which Saskatchewan exports more than \$1 billion and growing agri-food exports to \$20 billion.

Members interested in finding out more about opportunities with the UAE can contact the office's Managing Director Kyle Procyshyn at kyle.procyshyn@gov.sk.ca, or for information about any of Saskatchewan's other international offices, contact internationaloffices@gov.sk.ca.

TEAM UP ON A START-UP

How Local Can Go Global Through Collaboration

TAKING A SMALL BUSINESS to the world is a daunting task. But what can seem out of reach may be closer than it appears if entrepreneurs can find a way to collaborate with complementary partners.

Partnerships and collaborations are not unusual for businesses trying to reach international markets, of course. Finding ways to manage value and supply chains advantageously is natural in this context. Whether contracts for raw products, purchasing agreements, or bookings for logistics, some form of collaboration is happening.

But sometimes, it pays to make the relationship even more formal. Entrepreneurs can do this in several ways, but – in the right circumstances – forming a cooperative is a proven pathway to success.

Inuit artists, for example, have benefited from this model for decades, marketing their art around the globe as a collective and under a single brand. Likewise, farmers across the prairies have used the model to sell grain worldwide, add value before export, and reduce costs. Prairie farmers even started an oil refinery cooperative in the 1930s to help manage fuel input costs. Today, the business is a multi-billion-dollar economic powerhouse.

Before pursuing a cooperative, small business owners should consider how closely related the interests of the various stakeholders are. Working together with other producers of similar products to access international markets makes sense for farmers or artists. They have similar interests. And, in this case, everyone wins from the scale created by teaming up.




But the cooperative legal structure can be used in less intuitive ways too. For example, a group of sub-trades have used the model to bid on large commercial projects. Most days, these sub-trades operate as independent businesses but come together when bidding on big jobs.

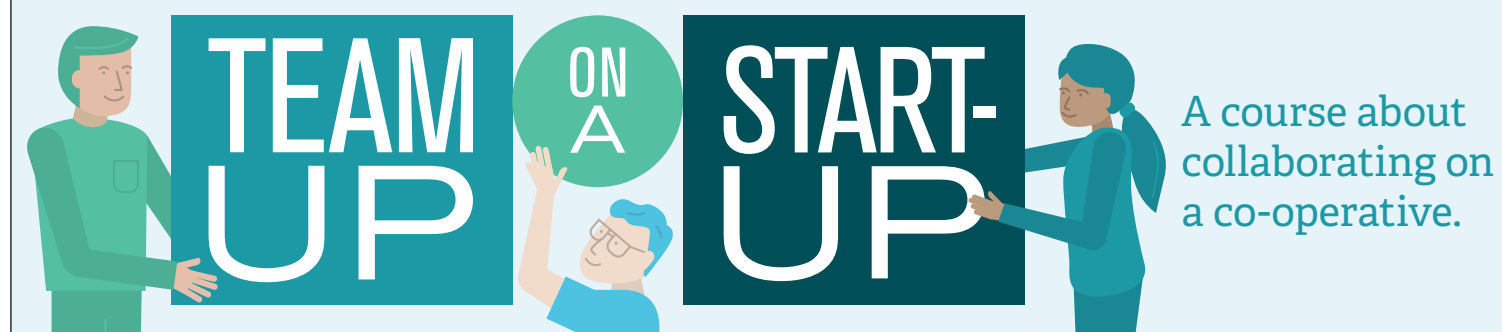
Similarly, consultants – such as writers, graphic designers, and videographers – operating as independent businesses have a better chance of winning large RFPs when working together under a single brand. Forming a co-operative is one way to formalize this relationship with limited liability and a clear governance structure.

A recent client of ours created a marketplace for female entrepreneurs to sell professional services worldwide. Their mantra is Stay Local, Be Global.

Operating as an online marketplace, the co-operative is a lively platform of consultants and business professionals marketing to the world and taking on projects from around the globe.

As more people take the leap into self-employment and small business, and small businesses change hands at a rate never seen before thanks to the silver tsunami, an opportunity to collaborate is emerging.

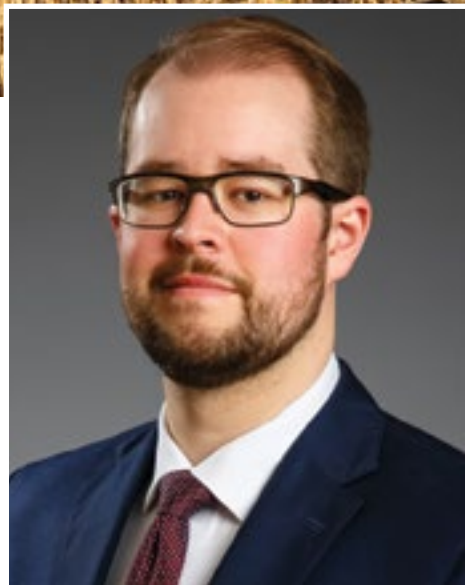
To compete globally, small to medium enterprises need to find ways to work together while remaining competitive with each other domestically. This means thinking regionally but retaining their independence as small business owners. Leveraging the cooperative model is a proven way to capture value and scale as an independent business. Are you ready to Team Up on a Start-Up? 



BY GRAHAM E. QUICK

If one party alleges no enforceable contract was ever formed, the entirety of the contract is called into question, and the parties are more likely headed to court than arbitration.

ENFORCING PRODUCTION CONTRACTS



Graham E. Quick is a lawyer with McKercher LLP.

THERE IS NO STANDARD grain contract in Saskatchewan. While the Agricultural Producers Association of Saskatchewan has recently called for a standard grain contract, production contracts remain the terms agreed to by the grain buyer and producer in each case. Production contracts, unlike purchase contracts, involve more considerations than a purchase contract since production contracts address not only purchase and sale but also production of the commodity. This article is intended to highlight some common issues to be aware of when enforcing.

Enforcing production contracts arises from non-production, non-delivery or non-payment. This type of default will frame the issues and manner of enforcement. Given that there is no standard grain contract in Saskatchewan, one issue an enforcing party may face is whether it has an enforceable contract. While production contracts are almost always in writing, the material terms of these contracts can be negotiated verbally or through earlier written correspondence. If the resulting written contract is not signed by the defaulting party, the enforcing party should start by gathering any and all evidence it has to prove it has an enforceable contract.

Enforcing the production contract can involve several options. Importantly, some production contracts include security interests granted in favour of grain buyers. If so, the grain buyer should consider what security is available (most commonly, the crop) and take steps to recover the security before it is dissipated. Enforcing security may also engage The Saskatchewan Farm Security Act, the Farm Debt Mediation, and the Bankruptcy and Insolvency Act, the provision of which must be strictly followed.

The enforcing party should also be cognizant of the applicability of any arbitration clause in the production contract. An arbitration clause will invoke The Arbitration Act, 1992. If so, the parties are obligated to resolve

their dispute through arbitration rather than through the Court; however, as discussed, if one party alleges no enforceable contract was ever formed, the entirety of the contract is called into question, and the parties are more likely headed to Court than arbitration.

Another important issue is whether there is any assignment of crop insurance. Given that grain buyers often forward sell expected production from their own production contracts, these grain buyers might also have provided for an assignment by the producer of crop insurance proceeds. In these cases, enforcement will involve accounting for and recovering the crop insurance proceeds from the insurer in lieu of the commodity where there is a crop loss.


Even if there is no crop insurance or corresponding assignment, enforcing parties should be aware of any “Act of God” clause, also known as a “force majeure” clause, where there is a crop loss. If non-production is due to drought or flood (for example), this may relieve the producer of its obligations under the production contract; however, these clauses must be read carefully as they are not necessarily for the benefit of the producer. These clauses can also exist to protect the grain buyer and make it so the producer is not relieved of their delivery obligations notwithstanding a crop loss.

Where there is no dispute that a default has occurred, Part V of The Sale of Goods Act

governs the quantification of monetary damages the enforcing party is entitled to receive. Notably, section 50(3) of this act provides that damages are “the difference between the contract price and the market or current price of the goods at the time or times when they ought to have been delivered” unless proven otherwise in cases of non-delivery.

As production contracts often stipulate the number of acres to be seeded for the crop to be grown and sold, the contract may include a liquidated damages clause. Liquidated damages clauses specify an amount of money to be paid to the enforcing party in the event of a default. The amount of liquidated damages must be a genuine pre-estimate of the loss. If the liquidated damages amount is too high, it is likely not a “genuine pre-estimate,” and the clause may not be enforceable due to it being a penalty.

Understanding your damages is also important to understand whether “set-off” applies. Set off refers to the ability of the parties to set off their obligations against one another; for example, if a producer is short on production, the shortfall may be set off against the monies owing by the grain buyer for the production delivered.

This discussion is only a primer on enforcing production contracts and is by no means an exhaustive list of issues that can arise in enforcement. As always, you should consult a lawyer for advice before enforcing a production contract. 

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Northern Nutraceuticals

Company specializes in exporting bulk Canadian seed and oil products for international markets and providing co-packing and private label services to create finished retail products for store shelves

WHAT BEGAN with one drum of borage oil has led to a growing wholesale distributor of organic and conventional ingredients for health food, vitamin and supplement manufacturers around the world. Based near Spalding, Northern Nutraceuticals offers a variety of products including its own NorthernEdge® retail brand, co-packing/private label services, and bulk ingredients.

“The majority of our business is outside of North America. Europe has been our number one source of selling our products and the United States is becoming more and more significant to us as sales continue to grow,” said Kevin Johnson, who co-owns the company with his wife Kathy.

The company originated in the late 1990s during a period of low commodity prices. The Johnsons were looking for ways to diversify their operations into non-traditional crops and began testing coriander, caraway and borage. There was significant interest in borage, so the family crushed the seed into a drum of oil and faxed 350 companies indicating that they had the oil for sale. This led to a handful of sales and a learning curve that led to the formation of Northern Nutraceuticals.

Their initial success in borage led them to build an on-farm facility that would allow them to produce and manufacture the oil on their own. They also started processing flaxseed oil and hempseed oil. As the business continued to grow, the company focused on adding value to processed products.

By the early 2000s, the company had established its own health food brand and sold products at the retail level. This area was enhanced in 2015 when the company purchased the NorthernEdge® retail brand from Randolph and James Flax Mills in Prince Albert. Today, the brand includes organic milled flaxseed, organic flaxseed oil, hempseed oil, flax bakery base (combination of milled flaxseed, black strap molasses, canola oil and sea salt), hemp protein powder, and organic hulled hempseed.

NorthernEdge® products can be found in Sobeys locations in Saskatchewan as well as at independent health food stores. These products are also available through the on-line store on the company's website.

As the company has expanded its operations, other companies have taken notice which led to other opportunities. “We’ve been getting inquiries for private label and co-packing services,” said Kevin. “We started advertising on our website that we will co-pack for companies that are interested in putting their products on store shelves.”

The company specializes in various packaging formats including glass and plastic bottles, jars, jugs, drums, stand-up pouches, poly bags and tote bags. These services also include in-house label production, organic certification and logistics management.

These products are all in addition to the bulk ingredients it ships including various forms of hempseed, flaxseed and borage.

Although the company has had success in markets such as Europe and Asia, Kevin said they have been concentrating on expanding their business opportunities within Canada. As supply chain issues have emerged in recent months, there is an increased desire to work with local suppliers who can ensure a steady food supply. This is leading the company to upgrade its facilities.

“We are in the process of acquiring new equipment which will contribute to increasing our processing capabilities as well as our capacity,” said Kevin. “We are also working on obtaining our site license to package natural health products, which would be another significant milestone.”

Given that we are situated in the very center of Saskatchewan, it gives us equal access to sourcing grain from local farmers as well as shipping east/west/south.

“Anything that can be done to create some excitement and increase employment in a small town is a huge step forward. Small employers in the province are the ones that keep the economy going and become a valuable source of creating revenue that keep these towns alive and viable.”

For more information visit www.northernnutra.ca 



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YQR Distillery & Fermentation Lab

A Family Tradition for 85 years in Regina



YQR DISTILLERY may be well known for their vodka today, but success for the Sperling family didn't happen overnight. In fact, the tradition dates back 85 years to the 1920s.

Peter Paul Sperling owned the Sedley hotel east of Regina. There may have been a meat processing plant behind that hotel, but underneath were railcars, filled with whiskey ready to be sent to Chicago.

For President, Adam Sperling, he is proud of his family history and happy to keep the tradition alive.

"It's been an honour and I can't wait to see us go from regional to global, and see where we can take our brand," said Sperling.

Established in 2012, it did not take long for Sperling Silver to get recognition for their unique product. 2018 was a big year for them taking home nine awards – three from London, England; three from New York; and three from Portland.

The recognition helped them grow and expand and by 2020, Sperling Silver was sold and YQR Distillery was born.

"This is a family owned and operated business that does small batch," said Sperling. "So much care goes into each bottle which are individually inspected to make sure the quality is upheld."

What sets their product apart from the rest is the filtration process the product goes through. Their products are put through an activated carbon filter, colloidal silver carbon filter, and then frozen for 48 hours at -20 Celsius before it is filtered once more through a fine head filter.

"The final filter is the secret to our great tasting vodka," said Sperling. "It's what makes it the cleanest and purest product available on the market today."

Most vodka products are made with what Sperling referred to as RO Water while they use distilled water. The process helps keep their product consistent. For those tasting, there may be hints of silver due to their filtration system.

"Silver has been used in medical, and spiritual applications for hundreds of years," said Sperling.

18 to 100 liters of unfiltered apple yeast are left behind after fermentation and instead of wasting it, Sperling said they chose to create an alternate use for it. It turned into their first signature spirit and is now one of their best-selling products.

Located close to downtown Regina, YQR Distillery is now in the process of expanding. The new facility will include a state-of-the-



art distillery and brewery with a restaurant, a tasting room, a distillery bar, an interior and exterior patio, event and banquet space, and a teaching kitchen. It will also have a liquor store, a barrel-aging facility, and a section for warehousing and distribution.

YQR Distillery's goal to continue meeting the current demand for their French Laundry vodka created in Regina but to also become a growing part of Saskatchewan's craft industry.

"We are hoping to complete the expansion in late summer/early fall," said Sperling. "Once complete, the new operation will create work opportunities for up to 150 people."

The YQR Distillery Lab has also been working alongside education institutions in the city to create a program in brewing and distilling. The program will be accepting applications later this year and classes will begin in Regina in 2023.

"We are not Canada's best vodka by coincidence," said Sperling. "We are the best because of what we do." ⁶¹



BY BILL ARMSTRONG



SaskMade: *Fresh and Local, with a Small Town Feel*

AS ITS NAME SUGGESTS, SaskMade Marketplace, located in Saskatoon's Eighth Street East shopping area, serves as a bridge between its customers and its vendors, providing a hands-on touch with its offerings of locally-made food and other products.

"Our customers value the small town feeling of SaskMade, and the connection it makes for them with the community," said Marketplace Marketing Director Julie Gryba. "The more consumers know about their local food system, the more they can feel empowered to purchase food they feel good about."

When the pandemic struck SaskMade drew on its strengths and adapted. It already specialized in creating and delivering high quality gift baskets made up of food items and crafts created by local artisans, so launching the COVID Essentials grocery box, containing hand sanitizer, masks and basic food items for delivery to customers was a logical next step. While the contents of the grocery box has evolved over the past two years, SaskMade continues its policy of delivering the boxes free of charge to seniors and frontline health care workers.

SaskMade Marketplace also received requests from customers to create snack and movie night boxes, or grocery boxes to send to family members. "As a team," said Gryba, "we build regular box options from suggestions that come from customers, and together we assemble and deliver them."

The biggest shift that SaskMade has made, however, is to its online marketplace, which Gryba said has grown exponentially over the past two years. The challenges, she added, included encouraging core customers to feel comfortable ordering online, while maintaining the vital community connection. One-on-one communication between members of the sales team with customers ordering online smooths the process, and continues through to the completion of each delivery by a team member.

"We have taken care to grow this side of the business in a way that stays true to who we are at SaskMade – and to our overall mission – while still meeting the needs of our customers," Gryba said.

The online marketplace includes other features that continue the theme of connecting consumers and producers, such as offering a wide range of recipes for all occasions. Since SaskMade staff know each vendor personally, Gryba explained, their content provides a unique opportunity to tell the vendor's story, and to educate customers about what local agricultural producers have to offer.

"The vendors we choose to work with are wonderful, hard-working people," she said, "and we love to brag about them when we get the chance!"

SaskMade also partners with local artisans and farmers to offer workshops and seasonal "Fork to Farm" tours, and while they are not the main focus, Gryba said, they do serve an educational purpose, offering an approachable way for customers to learn about artisans and their work, perhaps learn a new skill, or gain a better understanding of how a local farm operates.

"Workshops and tours are a fun way to get to know your community and try something new," Gryba said. ⁶¹

SaskMade Marketplace

www.saskmade.ca

1621 8th St E

Saskatoon SK S7H 0T2

306-955-1832



Penta Opens New Doors

Vermette Wood Preservers, the only Métis family-owned wood preservation business in Canada, approaches 50 successful years



BY CONCHITA GALVEZ

VERMETTE WOOD PRESERVERS

a family-owned business of 50 years, specializes in pressure-treated wood products using the oil-based preservative pentachlorophenol, also referred to as “Penta”. Established in 1973, the third-generation company is the only Indigenous family-owned wood preservation business in Canada — a business that was grounded on small family farm values.

“Being Métis makes a difference in my world. I am very proud that this is a Métis family-owned business,” said CEO Perry Vermette.

The company has grown extensively, producing fence posts, utility poles, wood shavings, firewood, bridge timbers and pipeline blocking. This success is largely due to the transition to Penta — a non-water-soluble, crystalline solid that becomes a liquid preservative when dissolved in biodiesel. When blended with oil and applied under pressure, Penta can sit in the wood for 25-30 years. This

oil-based preservative repels bacteria, controls mold, and restricts insects from eating away at the wood.

The transition allowed for the manufacturing of a variety of wood products for the industrial industry such as bridge timbers, foundations and utility poles.

“If dad had not went with Penta, I don’t think Vermette would be here today to be honest. The second and third generations of Vermettes are really lucky that dad made the decision to stay with the oil-based pentachlorophenol preservative,” said Vermette.

Vermette Wood Preservers successfully expanded in 2007 from fence posts, which are made strictly from jack pine to utility poles made primarily from lodgepole pine. Currently, the company exports fence posts to a variety of states such as Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming and Colorado.

The CEO recalled the early days of exporting when his father would “peddle” product throughout the Midwest USA. “Dad would load up his truck with maybe ten bundles of fence posts and drive them down to the states, going ranch to ranch,” he said.

The company’s utility poles meet exceptional standards as they go through a rigorous inspection procedure to meet CSA standards. Once pressure treated, the poles are sent off to an independent laboratory to verify the required chemical retention. All utility poles are then inspected and approved through a third-party inspector.

“When I took over the business, we only produced fence posts and that was great, but the world was changing around us. My focus was to diversify the business and produce other products that would help us,” said Vermette.

He noted that relying solely on fence posts was difficult for the company as they depended on agricultural business. When farmers had a difficult year, the company also struggled. With Penta-treated utility poles, Vermette approached SaskPower in hopes of securing another client. With persistence and dedication, Vermette’s received approval from SaskPower

and was placed on its vendor list for supplying utility poles. Vermette thought even bigger and eventually approached Saskatchewan Highways regarding bridge timbers — landing another contract.

“SaskPower has been instrumental in educating Vermette Wood Preservers’ management and staff on the process of manufacturing utility poles to meet or exceed SaskPower and industry standards,” he said.

Today, the company produces its largest volume of product through its utility poles contract with SaskPower — a product that demands consistent quality.

“My wife and I went out for a ride and the pride of being born and raised in Saskatchewan and seeing your utility poles and not companies from Ontario or British Columbia, but a Saskatchewan-made product by you and your family — that’s pretty special,” said Vermette.

Another turning point for the family business was taking the residual of fence posts and producing natural jack pine wood shavings. The all-natural wood shavings do not contain hazardous chemicals, making the product suitable for people, pets and the environment. The wood shavings are excellent for playground surfacing, animal beddings and landscaping.

“Fence post shavings are a really nice landscaping mulch. It is not sawdust, it doesn’t blow away, it is heavy, and it interlocks,” said Vermette. “We sold this under a natural color so it would fit with planters and trees around acreages. We later purchased equipment that allowed us to start coloring our landscaping mulch and now we have three colours: black, brown, and red.”

An additional byproduct is from post-processing. Vermette Wood Preserves transformed the waste into seasoned firewood which is now being sold to the Saskatchewan government and to various retailers. The company is now the largest producer of seasoned firewood in the province — a wood that has dried naturally for several months, allowing it to burn easily while emitting less smoke.


Through years of successful diversification and exceptional product, Vermette Wood Preservers has earned an industry-wide reputation of generosity and fairness. Archie and Gil Vermette, who prided themselves on honesty and fairness, created a foundation for the family forestry business.

Archie’s son, Perry, assumed ownership in 2005. He expanded and reached new industries such as the utility sector, oil and gas, construction and residential retail. Today, Perry works alongside his son-in-law, Samuel Hadden, and his son, Kyle Vermette.

Vermette says that the family business is a tradition that is “in his blood.” At full capacity, the company employs approximately 27 people of Indigenous ancestry and one non-Indigenous worker, and indirectly employs 14.

“Dad was a forward thinker, so I’m sure he would approve of what we’ve done with the family business — how we’ve developed our product line and expanded into new industries, how the company has grown from a small fence-post business into a thriving company that serves North America,” said Vermette.

Today, Vermette Wood Preservers export list has progressed with support provided by STEP.

“Vermette’s now has the expertise and experience to export the product we manufacture into the US and other Canadian provinces. I sincerely and truly believe that working hand-in-hand with STEP has not only helped our business, but it is also made me a better business person. The experience that my sons are gaining from working with STEP will help them move into the fourth-generation with their sons and daughters ensuring that papa Archie’s dream of a fourth-generation business will become a reality,” said Vermette. 

The switch to Penta gave Vermette Wood Preservers the opportunity to continue manufacturing fence posts to supply the agriculture industry.

CANADIAN FOOD AND AG TRADE UPDATE

Differentiating between Demand Strength and Inflation

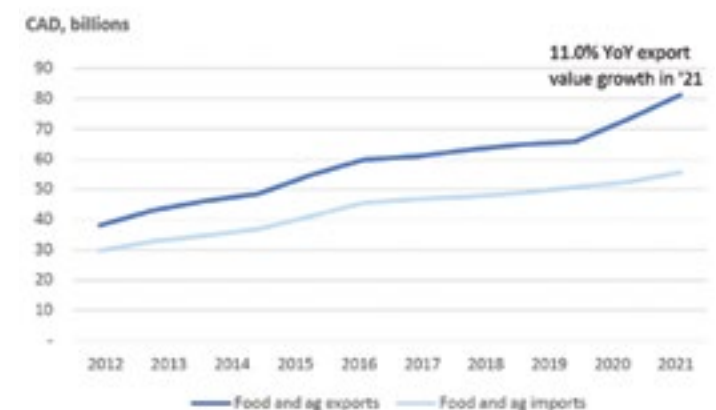
BY MARTHA ROBERTS

Canada has the potential – and is expected – to become one of five primary sources of safe, reliable, nutritious ag commodities and food products as the global population balloons toward 10 billion. Based on the Advisory Council on Economic Growth’s recommendations, the 2017 federal budget included funds for expanding exports to at least \$75 billion by 2025 (from \$55 billion in 2015). In 2018, the national Agri-Food Economic Strategy Table upped those targets to \$85 billion by 2025.

Pandemic-led inflation boosts export performance

Between 2012 and 2019, total agri-food year-over-year (YoY) export value growth averaged 5.2% (Figure 1). In 2020, it jumped to 11.4% and declined only slightly in 2021 to 11%. As a result, total agri-food export values climbed to \$81.2 billion last year.

FIGURE 1: Pandemic boosts total agri-food export values and trade surplus



Source: Canadian International Merchandise Trade

Ag includes HS01 (live animals), 03 (aquatics), 06 (live plants), 07 (vegetables), 08 (fruits), 10 (cereals), 12 (oilseeds)

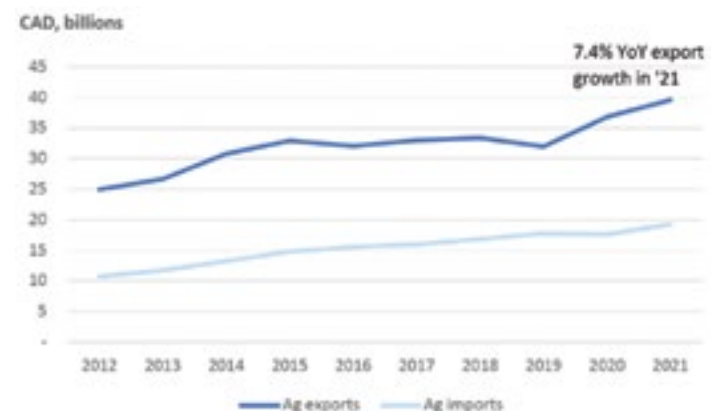
Food includes HS02 (meat), HS04 (dairy), HS09 (coffee), HS11 (milled products), HS15 (fats and oils), HS16 (meat preparations), HS17 (cocoa), HS18 (sugar), HS19 (cereal preparations), HS20, HS21 (misc. preparations), HS22 (beverages), HS23 (residues and waste) and HS35 (albuminoidal substances)

COVID-19 has also strengthened Canada’s overall agri-food trade surplus, which has widened despite growth in Canadian imports. These grew at an average annual rate (AAR) of 5.9% between 2010 and 2021, but exports grew at a 7.2% AAR. In 2010, the surplus was \$8.5 billion; that grew to \$25.6 billion last year.

Canada’s ag exports

Growth in the surplus has come primarily from the success of Canadian ag exports. Overall export values for the seven agriculture HS categories grew 15.3% YoY in 2020 and 7.4% in 2021 (Figure 2). That particularly strong growth in exports has pushed the trade surplus higher.

FIGURE 2: Global demand for ag commodities still high, but cools in COVID Year 2



Source: Canadian International Merchandise Trade

To understand the drivers of export growth, we broke out the growth in volumes and values to see if the inflation of 2021 played a role (Table 1). It shows that even when values decreased YoY (e.g., vegetables in 2021), the fall was relatively smaller than a corresponding fall in volumes. Similarly, declines in export volumes of cereals, oilseeds, fruits and nuts did not result in lower export values.

TABLE 1: Ag export growth

HS CATEGORY	2020		2021	
	% YOY CHANGE IN VALUES	% YOY CHANGE IN VOLUMES	% YOY CHANGE IN VALUES	% YOY CHANGE IN VOLUMES
Live animals	-9.3	-16.0	17.4	16.0
Cereals	17.1	14.7	4.0	-11.7
Oilseeds	36.7	32.1	5.1	-19.5
Aquatics	-14.5	-7.5	33.6	6.9
Live plants	1.4	-1.4	29.5	29.6
Vegetables	28.6	16.4	-9.3	-24.2
Fruits & nuts	4.3	1.4	2.7	-2.0

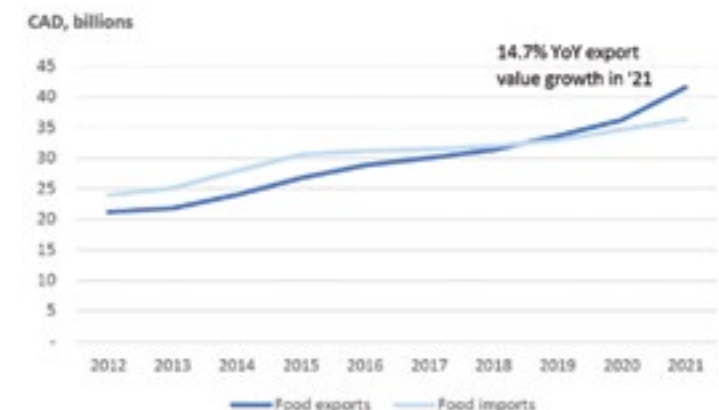
Source: Canadian International Merchandise Trade

Growth in volumes didn’t keep up to the pace of growth in values – higher prices seem to have contributed more to overall export growth than increases in the volume of commodities exported. That was the case for some sectors in 2020, but 2021 saw higher unit prices than those in 2020.

Growth in food exports leads to a higher trade surplus

The drivers of growth in food exports appear to be similar. In 2021, Canadian food export values drove much of the overall agri-food export expansion with 14.7% YoY growth, reaching \$41.6 billion (Figure 3). Those gains further deepened Canada’s food trade surplus. While the surplus is recent, reversing a long-held trade deficit, it’s built more on an uptick in exports rather than a slower pace of imports.

FIGURE 3: Recent growth in food export values produces trade surplus



Source: Canadian International Merchandise Trade

While our overall food export values have benefitted from some inflationary pressures in 2020 and 2021, export volumes also grew (Table 2).

TABLE 2: Food export growth

HS CATEGORY	2020		2021	
	% YOY CHANGE IN VALUES	% YOY CHANGE IN VOLUMES	% YOY CHANGE IN VALUES	% YOY CHANGE IN VOLUMES
Dairy	9.7	11.1	-22.3	-23.1
Meat	12.0	13.0	12.4	6.7
Coffee	-6.0	-9.9	8.1	10.0
Milled products	5.3	0.3	2.9	5.8
Fats, oils	6.2	6.3	41.8	-4.4
Meat prep.	-1.7	-1.3	40.6	20.8
Sugar	2.6	-4.6	9.1	10.2
Cocoa	6.2	6.3	3.5	7.0
Cereal prep.	3.7	0.5	11.5	12.2
Fruit, veg prep.	3.0	0.5	12.9	15.0
Misc. prep.	9.8	5.2	6.8	12.4
Beverages	10.3	1.4	2.3	17.1
Ethyl alcohol	17.1	23.4	7.6	18.6
Waste, residues	12.6	4.7	11.3	8.3
Album. Subst.	9.0	-18.8	21.1	29.3

Source: Canadian International Merchandise Trade

Not surprisingly, export values of meats and meat preparations were raised by higher prices in 2021. China led the strong global demand in 2020 that helped increase Canadian pork export volumes to China, which then fell in 2021. Export values of fats/oils were 42% higher YoY in 2021, but that is mostly a function of higher prices after the Western drought decimated the canola crop.

Much of the volume growth came from Canada’s exports with the smallest export volumes.



Bottom line

Canadian exporters exceeded the original goal of \$75 billion in 2021, with exports totalling \$81.2 billion. But there’s a caveat. When goals are values-based (and not based on increases in volumes), inflation can account for some of that success. Capacity building and productivity gains are the bedrock of growth and export performance, but in 2020 and 2021, inflation played a role.

Martha is a Research Specialist with Farm Credit Canada.



Canada Global Enterprises

Connecting Saskatchewan agricultural products to the China market



SASKATCHEWAN is known for its high-quality cereals and pulse crops and China is on the lookout for these products to feed its population. This combination led Yuhui An to recently found Canada Global Enterprises Ltd., a grain wholesaler-distributor, based in Regina.



“Our company was established in 2020,” said Yuhui. “We found there is a huge demand for Canadian agricultural products in the Chinese market. We think it is a great opportunity to have business between Canada and China, so we started our company.”

She added that Saskatchewan is ideally suited to launch such a venture. The province is one of the largest agricultural provinces in the country and the economy is largely associated with agriculture. Regina is the capital of

the province, so it is ideally located to conduct international business.

“Moreover, we have met many local farmers in Saskatchewan and found that many of them have produced very high-quality crop products. We choose the best producers to provide the highest quality products to us,” said Yuhui.

The company is focused on marketing products such as wheat, flax, canola, peas, lentils and beans. Flaxseed is one of its major exporting products and Yuhui noted that Saskatchewan accounts for about 85 per cent of Canada’s flaxseed production. Flaxseed contains 45-50 per cent oil, which is primarily used in industrial products such as paint, varnishes and flooring products. Lentils are another important product, and the company markets the edible dried seeds of legume crops such as dried beans, lentils and dried peas.

Yuhui said that the company is also marketing wild rice from Saskatchewan. Although lesser-known than cereals and pulses grown in the province, she noted that Saskatchewan is now the leading producer of lake grown wild rice in Canada. It is grown and processed without the use of chemical additives, colourants or artificial flavourings.

Most of the products are exported into China and are shipped using containers. Currently, the bulk of products end up in the western and northern part of China. The products are initially shipped to Vancouver and then to the Tianjin Port in China, where they are then distributed to various areas of the country.

Yuhui, who has had previous business ownership experience in China, said the company focusses on international marketing and it doesn’t maintain facilities in Saskatchewan or need to develop a grower base since it doesn’t conduct processing.

“We only sell the raw materials to our customers,” she said. “We buy the crop products from farmers and producers and then we don’t do any processing on the products that we sell to our customers.”

Although the company is currently concentrating its efforts on parts of China, Yuhui said that she expects the company will export to all areas of China and expand into other Asian markets. For more information visit canadaglobalenterprises.net. 



Canada Global Enterprises Ltd.



205-1925 Osler St.
Regina, SK S4P 1W3
306-501-8009

www.canadaglobalenterprises.net

STEP’s Market Intelligence Services

MAKING GOOD DECISIONS is essential for operating a successful business, and in many cases, these crucial decisions are made with less than optimal information.

Business decisions are only as good as the information they are based upon, so it is essential that companies arm themselves with current, accurate, relevant and actionable information. Whether you’re selling product in Calgary or Beijing, STEP can assist companies in collecting, identifying and analyzing pertinent data.

Your STEP membership includes services from STEP’s Market Intelligence team. The Market Intelligence team will work with your company to define your information requirements and ensure you have the most relevant and current information available to help you make informed business decisions.

If you are interested in updating or creating prospect lists, exploring new markets, reviewing relevant competitors or other related research, STEP’s Market Intelligence team is ready to serve your needs.

STEP members have access to STEP’s Market Intelligence Service at the following specified levels:

- Pre Market Member: 25 hours
- Regular Member: 50 hours
- Premium Member (Regular): 100 hours

The reports STEP provides include, but are not limited to:

- Market assessments and overviews
- Competitive intelligence and analysis
- Political risk analysis
- Potential buyer identification
- Tariff and regulatory information

Major Databases STEP subscribes to:

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- InfoMine/Mining Intelligence
- International Strategic Analysis
- Mintel GNPD
- Euromonitor (Food Only)
- IBIS World (North America Only)

Getting Started:

To discuss your potential research requirements, contact STEP’s Market Intelligence Team:
Jeff Thackeray, Senior Director, Market Intelligence **306 530 3914**

www.sasktrade.sk.ca

Allotted hours for Market Intelligence Services expire on March 31, 2022 and reset on April 1, 2022.



Simple, but with a Whole Lot of Smarts



BY BILL ARMSTRONG

SOMETIMES the thought that, “There must be a better way to do this” does lead to what is, indeed, a better way. That is the approach taken by Saskatoon-based RAYHAWK, which has developed a unique product that automates the hazardous task of loading bulk commodities into railcars.

Working at heights, often in difficult weather conditions, opening and closing the lids on top of railcars is a risky job. Tom Boehm, RAYHAWK’s General Manager, knows this because his father spent his working life loading potash railcars at a Saskatchewan mine. RAYHAWK was developed to address the safety concern, and is named in honour of his father, Ray, merged with the imagery of how the product moves like a hawk, identifying its target, swooping in and then moving on to the next target.

Business Development and Marketing Manager, Brook Davis describes RAYHAWK as where mechanical reliability meets digital application. It is an intelligent gantry system that uses multiple cameras to detect the position and the orientation of the latches and lids on each railcar. It then uses software algorithms and servo motors to open and close the latches and lids. “Mechanically, it is a simple, robust design combined with a very advanced technology component,” Davis explains.

The system is designed to work with many different inside and outside loading facilities, in corrosive environments, and to operate at extreme temperatures. “The RAYHAWK system,” Davis says, “will increase mine production capacity at lower cost by implementing a system that improves safety, reliability and efficiency in loading bulk materials in railcars.”

RAYHAWK unveiled its working prototype in June 2021, but the idea originated a year earlier in its parent company, Team Power Solutions of Saskatoon, which recognized that it should pursue the concept of opening and closing railcar lids autonomously. Extensive research confirmed there was a need within the industry. Given the unique nature of the product, Team Power Solutions made the strategic decision to create a new brand and company to market and further develop the system. Potential customers who have seen demonstrations of the prototype describe it as a truly innovative product, Davis says. “They often comment that it is a simple concept with a whole lot of smarts running behind the scenes.”

In recent months RAYHAWK has added software engineers, computer programmers and technical specialists and a project manager – all recruited within Saskatchewan – to focus on commercializing the product. Team Power Solutions is a member of Saskatchewan Trade and Export Partnership, and through that connection RAYHAWK participated in STEP’s mission at a recent event focused on mining in Salt Lake City, Utah.

The company plans to concentrate first on marketing in Canada and the US, with the first commercial installation scheduled for mid-2022. Entry into the global market will take place in the near future, says Davis. “Future product development,” he says, “will include adding the capability to remove snow and debris from railcar lids, remove seals from lids, perform car inspections and open the lids of railcars carrying liquid cargos.” 

(A video showing the system in action is available through rayhawk.ca.)



STEPNOTES

STEP members with noteworthy news are invited to share it through the **Global Ventures BIZNotes** section. For more details or to submit content/photos, please contact Heather Swan, Manager - Marketing & Communications at 306-529-7245 or hswan@sasktrade.sk.ca.

MARKET RE-ENGAGEMENT Program (MRP) Extended

Designed as a temporary market development support program in traditional markets that may have been underserved due to travel and gathering restrictions, STEP’s Market Re-engagement Program (MRP) was established to assist members in their export market activities in a post COVID-19 era.

STEP recognizes the crucial need for members to be well positioned to re-engage and re-establish their customer base while getting ahead of the curve to ensure their place on the international stage. Based on the continued membership need and as a means to ensure that Saskatchewan exporters remain connected to the world, STEP is pleased to announce that the Market Re-engagement Program will be temporarily extended and will cover trade activities from April 1, 2022 to March 31, 2023.

Program revisions have taken place for STEP Regular and Premium members as well as some restrictions for members who received funding under the previous program timelines (ending March 2022). Companies will still be required to have applications submitted thirty (30) days prior to the activity taking place.

Members are encouraged to review the program criteria and eligibility requirements in detail. For more information or to access the MRP application please visit www.sasktrade.sk.ca or forward inquiries to stepmap@sasktrade.sk.ca.

CONEXUS Credit Union | CULTIVATOR AND STEP Collaboration

Conexus Credit Union/Cultivator and STEP recently announced a new partnership for Cultivator’s Market Expansion Partnership. STEP offers a full suite of export programs and services to businesses in partnership with the Government of Saskatchewan. President and CEO Chris Dekker noted that, with a small domestic market, innovative startup companies need to connect with international markets.

“STEP is honored to play a key delivery role as the Market Expansion In-Residence Partner knowing that this strong and diversified sector has the tools, resources and ability to launch, grow, and mentor the province’s growing and successful tech sector,” Dekker said.

“The knowledge and advice STEP will provide to our founders will be a huge value add and play an instrumental role as our startups look to scale globally. We have seen many of our founders successfully make a shift to new markets, so this partnership with STEP was a natural next step in ensuring all companies have access to tap into international markets.”

What OUR MEMBERS Say

STEP works in partnership with Saskatchewan businesses in order to maximize commercial success in global ventures. Our team of professionals delivers custom export solutions to member companies across the province. While each of our members requires unique solutions, we pride ourselves on consistently providing expert support, bountiful opportunities, and exceptional value. But don’t just take our word for it, hear what some of our members have to say.

SASKATCHEWAN PULSE GROWERS

“STEP has been a champion of the pulse industry for many years. STEP has done a tremendous amount of work in emerging markets such as South Asia and Africa. As a whole, STEP has a mandate to promote trade from Saskatchewan and around the world. As an industry association, we are not selling and exporting directly, but our benefit is we are tied into a key organization helping industry in Saskatchewan expand product sales. We have been involved in STEP missions around the world where we have been provided with information about the industry and the production of pulses to buyers.”

Carl Potts, Executive Director

XPT GRAIN INC.

“We have benefited from the training we receive from STEP and the engagement through workshops and seminars. We also capitalize on their expertise and advice on markets as well as risk mitigation and network deployment.”

Christos Lygouriatas, Vice President

BROEKMAN LOGISTICS

The perfect partner to expand your agricultural machinery to Europe



EUROPEAN FARMERS have realized enormous growth in revenue due to the increased prices of grain, since the beginning of 2020, and increasing export volumes. Therefore, they want to invest in new next-level agricultural machinery such as tractors, balers, combines, plows, mowers, planters and sprayers.

This demand is a huge opportunity for Canadian/Saskatchewan companies specializing in agricultural machinery products looking to enter or expand the European market.

This can be done by establishing your own office or finding a strategic partner. Strategic partnerships with the right company can truly increase your footprint.

With its market knowledge, innovation and professional experience in the final assembly and conversion of agricultural machines, Broekman Logistics is unique in its kind and therefore the reliable partner for expanding your business to Europe.

Broekman Logistics is a Rotterdam based logistics services provider, specializing in designing complex supply chain solutions. The company uniquely combines three divisions, exploiting both warehouses and breakbulk terminals in combination with international freight forwarding and shipping services.

Broekman Logistics' strategy is to focus on particular market segments which require complex logistics solutions, such as agricultural and construction machinery.


With partnerships, Broekman Logistics can accelerate the European market expansion and meet the demands of European farmers, providing them with the next-level of agricultural technology.

Broekman Logistics completely takes over the warehousing, distribution and final assembly of agricultural products in strategic located locations in Europe to help the customer with achieving strategic goals such as short lead-times and supply chain costs efficiency.

It allows customers to focus on their core

business: the sale and support of agricultural machinery products to customers in Europe. Long term strategic partnerships and supply chain efficiency, enabling customers to achieve their strategic supply chain objectives, are the key pillars.

Saskatchewan Trade & Export Partnership (STEP) enables companies' access to these connections and partnerships. The main goal within the STEP partnership is a focus on the activities of warehousing and forwarding services and strengthening the trade lane between the Saskatchewan region and Europe. Members and partners can build on the strong foundation of the STEP network, resulting in better mutual cooperation.

Broekman Logistics is always searching for long term strategic partnerships enabling customers to achieve their strategic supply chain objectives. Are you interested in further optimizing your supply chain with Broekman Logistics' freight forwarding or warehousing solutions? 



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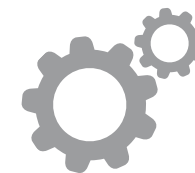
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Business Features are an excellent opportunity to market your product, service or company to those that are either engaged in or entering the international trade sector. They are also available in one and two page formats that include an article and full-colour advertisement.



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NOTE: all Business Features and Advisor Columns are also promoted on STEP's Twitter, Facebook and LinkedIn social media pages during the month of publication.

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