

# SASKATCHEWAN **Agri-Value Forum** & **Networking 2022**



In-Person at the Sheraton Cavalier Saskatoon Hotel  
& Online Event

**May 4, 2022**



## Message from the Honourable Daniel Vandal

*Minister for Prairies Economic Development Canada, Government of Canada*



Welcome everyone to the 2022 Saskatchewan Agri-Value Forum & Networking event, brought to you with both in-person and virtual options this year.

PrairiesCan proudly supports this event and recognizes that the agriculture sector and value-added agriculture are strong drivers of the Saskatchewan economy. The Government of Canada is continuing to support the economic recovery and help Prairie agriculture become even stronger and more competitive in the face of future challenges.

I would like to thank and congratulate everyone involved in planning this event for making it accessible to a wide audience through your hybrid approach.

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Bienvenue à tous à l'événement Saskatchewan Agri-Value Forum & Networking de 2022, auquel vous pouvez participer cette année en personne ou virtuellement.

PrairiesCan est fière de soutenir cet événement et reconnaît que le secteur agricole et l'agriculture à valeur ajoutée sont de puissants moteurs de l'économie de la Saskatchewan. Le gouvernement du Canada continue de soutenir la reprise économique et d'aider l'agriculture des Prairies à devenir encore plus forte et plus compétitive face aux futurs défis.

Je tiens à remercier et à féliciter toutes les personnes qui ont participé à la planification de cet événement pour l'avoir rendu accessible à un large public grâce à votre approche hybride.

### **The Honourable / L'honorable Daniel Vandal**

*Minister of Northern Affairs, Minister responsible for Prairies Economic Development Canada and Minister responsible for the Canadian Northern Economic Development Agency*



**Message from the Minister of Agriculture,  
Government of Saskatchewan**



Welcome to the Agri-Value Forum and Networking Event 2022.

On behalf of the Ministry of Agriculture, I am pleased to present this year's event in a hybrid in-person and virtual format. This year's event builds on the accomplishments of last year's virtual event and includes everything that has made the forum such a success in the past. Saskatchewan is home to Canada's fastest-growing value-added sector over the past 10 years. Our 2022 event program features a variety of international speakers, executive leaders and local businesses discussing challenges facing the agri-value industry as well as innovations, solutions and opportunities in the value-added sector.

In the recent 2022-23 budget, the Government of Saskatchewan enhanced the Saskatchewan Value-Added Agricultural Incentive to encourage further capital investment into our value-added agricultural sector. These investments will help us reach the Saskatchewan Growth Plan target of increasing Saskatchewan's value-added revenue to \$10 billion by 2030. Value-added processing has grown from \$2.3 billion in revenue in 2004 to an estimated \$6.8 billion in 2020. This momentum is an excellent indicator of the progress we are making toward achieving our economic goals and we look forward to seeing the increased growth and opportunities that lie ahead for our agricultural sector.

I hope those in attendance either virtually or in person today are able to make new connections within the industry and gain valuable knowledge. This event supports continued industry growth, and we sincerely appreciate your participation.

A handwritten signature in black ink that reads "David Marit". The signature is written in a cursive, flowing style.

**David Marit**  
*Minister of Agriculture*



## Message from the Minister of Trade and Export Development Government of Saskatchewan



As we look back at a record year for Saskatchewan exports, it is clear the agriculture and agri-food sector continues to be a critical economic driver for Saskatchewan.

Saskatchewan's agri-food exports reached an all-time high in 2021 of \$17.5 billion. This total represented nearly half of all Saskatchewan exports, which also reached an all-time high last year of \$37.2 billion. This is a significant accomplishment, given the drought conditions in 2021.

Our government is committed to ensuring Saskatchewan continues to be a reliable supplier of sustainably produced, high quality agricultural products and food ingredients to Canadians and countries around the world now and into the future.

*Saskatchewan's Growth Plan: The Next Decade of Growth 2020-2030* includes key goals to increase annual value-added agriculture revenue to \$10 billion and to grow the value of annual agri-food exports to \$20 billion.

The Ministry of Trade and Export Development is focused on supporting the development of our province's agri-value industry in a variety of ways including encouraging investment and innovation, increasing export opportunities, and fostering a competitive business environment.

With the quantity and quality of Saskatchewan's agricultural output and world-leading agricultural technology expertise, such as the Saskatchewan Food Industry Development Centre, our province is well-positioned to meet the growing demand for our agri-value products.

Our government is proud to co-host the annual Agri-Value Forum and Networking event and is sincerely appreciative of the efforts of all those working to advance and grow Saskatchewan's agriculture value-added industry. I hope this year's event generates valuable connections, sparks new ideas and proves to be productive and engaging.

A handwritten signature in black ink, appearing to read 'Jeremy Harrison', with a stylized flourish at the end.

**Jeremy Harrison**  
*Minister of Trade and Export Development*



## EVENT AGENDA

### Morning Sessions: MAY 4, 2022

- 8:00            **Opening Comments & Introduction of Ministers**  
*Moderator: Justin Redekop (Provincial Agribusiness Specialist, Ministry of Agriculture)*
- 8:10            **Welcome Remarks**  
**Minister Daniel Vandal** (*Prairies Economic Development Canada, Government of Canada*)  
  
**Minister David Marit** (*Ministry of Agriculture, Government of Saskatchewan*)
- 8:30            **Value-Added Macro Trends**  
**Tom Vierhile** (*Innova Market Insights - New York, NY*)
- 9:15            **Live Q&A Session**
- 9:30            **Changing the Game Through Engineering Biology**  
**Steve Webb** (*Global Institute for Food Security, Saskatoon, SK*)
- 10:15           **Live Q&A Session**
- 10:30           **Next Policy Framework Negotiations Update**  
**Paul Johnson** (*Assistant Deputy Minister, Saskatchewan Ministry of Agriculture*)
- 10:45           **Nutrition/Networking break**
- 11:00           **Sustainability from the Perspective of a Canadian Consumer**  
**Joel Gregoire** (*Mintel Group Ltd., Chicago, IL*)
- 11:45           **Live Q&A Session**
- 11:55           **Closing Remarks**  
End of morning sessions

*\*Return to forum at 1:00 PM sharp for afternoon sessions*



## EVENT AGENDA

### Afternoon Sessions: MAY 4, 2022

- 1:00      **Opening Comments**  
*Moderator: Chandra Mark (Deputy Director, Investment, Ministry of Trade and Export Development)*  
Introduces Prairies Economic Development Canada
- 1:05      **Prairies Economic Development Canada**  
**Dr. Abdul Jalil** (*Assistant Deputy Minister, Prairies Economic Development Canada*)  
Introduces panel moderator
- 1:10      **Panel: Supply Chain Challenges and Solutions**  
*Moderator: Blair Knippel (Senior Advisor to IPBPS and Ingredion Incorporated)*
- Panelists:**  
1) **Myles Hamilton** (*President Canmar Foods, Regina, SK*)  
2) **Sav Bellissimo** (*Store Brands Manager, Federated Co-operatives Ltd., Saskatoon, SK*)  
3) **Rodrigo Palma** (*Senior Director of Supply, Ingredion Incorporated, Chicago, IL*)
- 1:40      **Live Q&A Session and Online Chat with Panelists**
- 2:15      **Labour Issues & Solutions for the Agricultural Value-Added Sector**  
**Kevin Elder** (*Food Processing Skills Canada, Ottawa, ON*)  
**Randy Jeworski** (*Immigration & Career Training, Government of Saskatchewan, Saskatoon, SK*)
- 3:05      **Live Q&A Session**
- 3:15      **Nutrition/Networking Break**
- 3:45      **Keynote**  
**Tom Mastrobuoni** (*Big Idea Ventures, New York, NY*)
- 4:30      **Live Q&A Session**
- 4:45      **Closing Remarks**
- 5:30      **Evening Reception: Top of the Inn**



## Organizing Committee

Ashli Blondeau, Ministry of Agriculture  
Ernest Heapy, Prairies Economic Development Canada  
Rhonda Laing, Prairies Economic Development Canada  
Justin Redekop, Ministry of Agriculture  
Chandra Mark, Ministry of Trade and Export Development  
Ron Kehrig, Ministry of Trade and Export Development  
Ron Monette, Ministry of Agriculture  
Godwin Pon, Ministry of Agriculture  
Diane Robinson, Ministry of Agriculture  
Amanda Sampson, Innovation Saskatchewan  
Amy Carruther, Ag-West Bio  
Kent Gulash, Ag-West Bio

**Thank You to Our Organizers and Sponsors:**



Prairies Economic  
Development Canada

Développement économique  
Canada pour les Prairies

Canada



For further information or to leave a suggestion for next year's event, please visit

[www.SaskAgriValue.com](http://www.SaskAgriValue.com)













# Looking for assistance with your value-added product?

Contact the Government of Saskatchewan  
Ministry of Agriculture, Value-Added Unit

3085 Albert Street, Regina  
3830 Thatcher Ave, Saskatoon

Email inquiries: [agrivalue@gov.sk.ca](mailto:agrivalue@gov.sk.ca)

The **Government of Saskatchewan** prioritizes enabling economic growth and diversification in the province's added-value agriculture sector, and co-ordinates these efforts in several ways.

The Ministry of Agriculture's Value-Added (VA) Unit, created in 2013, works to advance this sector in collaboration with industry, other ministries and stakeholders. It provides a range of services, such as:

- Assisting existing and new agri-businesses with business competitiveness issues, including path-finding for infrastructure challenges;
- Assisting companies with market development issues and access to ministry programming (i.e. the Product2Market Program, SLIM, the Food Safety for Processors Program);
- Connecting agri-value businesses to Saskatchewan's research sector;
- Taking a collaborative approach in advancing international interest's in Saskatchewan's value-added sector; and
- Providing industry insight.

The VA Unit's four strategic pillars are *competitiveness*, *research and research commercialization*, *investment attraction*, and *trade and market development*. It collaborates closely with the Saskatchewan Ministry of Trade and Export Development (TED) on the latter two pillars regarding joint efforts to enable new or increased investment and fostering trade to increase exports.

The strategic goals of TED are to increase the value of Saskatchewan's exports by promoting and developing opportunities for its exporters, to increase private capital investment in Saskatchewan by connecting investors with opportunities, and to establish the province as "The Place to Do Business" within Canada and around the world by enhancing and promoting Saskatchewan's competitive advantage.

TED is focused on supporting economic growth to generate wealth and opportunity in Saskatchewan. The ministry is responsible for:

- Facilitating a co-ordinated cross-government approach to attract investment and grow export markets, and leading foreign investment attraction efforts in value-added agriculture;
- Fostering and supporting a competitive business environment;
- Facilitating trade; and
- Strengthening Saskatchewan's international relations.



**Ag-West Bio** is Saskatchewan's bioscience industry association. A catalyst for industry growth, the company's goal is to move research to market and grow biobusiness in the province. Ag-West Bio supports commercialization of technologies in the areas of sustainable crop production, value-added food processing, health, environment and bioproducts. The company aids strategic alliances, provides support for early-stage businesses, disseminates industry information, and hosts events to create connections and build community. Ag-West Bio is a not-for-profit, member-based organization, funded by the Saskatchewan Ministry of Agriculture through the Canadian Agricultural Partnership.

**Prairies Economic Development Canada (PrairiesCan)** has been working to diversify the western economy while improving the quality of life of western Canadians for more than 30 years. Their aim is to provide leadership in building a strong, competitive west by focusing on business development, innovation and community development.

**Innovation Saskatchewan** is the Government of Saskatchewan's operating agency responsible for implementing the province's innovation priorities. Its primary responsibilities are to:

- Manage and administer the government's research funding contracts with the province's post-secondary institutions and research organizations;
- Support the growing advanced technology sector in Saskatchewan;
- Provide recommendations and advise the provincial government regarding its policies and direction in the areas of research and development, science and technology; and
- Engage with industry, researchers, universities, entrepreneurs and other government ministries to coordinate and promote economic growth through innovation and commercialization of new technologies.

