

SASKATCHEWAN **Agri-Value Forum** **& Networking 2021**



May 4 & 5, 2021

ONLINE EVENT



Message from the Minister of Agriculture, Government of Saskatchewan



Welcome to the Agri-Value Forum and Networking Event 2021.

On behalf of the Ministry of Agriculture, I am pleased to present this year's event in a virtual format. This year's virtual event includes everything that has made the forum such a success in the past. Saskatchewan is a leader when it comes to value-added agriculture. Our province is home to Canada's fastest-growing value-added sector over the past 10 years. Our 2021 event program features a variety of international speakers, executive leaders and local businesses discussing what the next decade of growth in our value-added sector will look like.

Agriculture is a significant part of many of the government's Growth Plan 2030 targets. Some of these goals include doubling Saskatchewan's value-added revenue from \$5 billion to \$10 billion, crushing 75 per cent of the canola grown in our province, processing 50 per cent of our pulse crops, and doubling meat processing and animal feed value-added revenue to more than \$1 billion. Today, our value-added sector includes more than 300 food processing companies that employ approximately 6,000 people, and we look forward to seeing the increased growth and contributions that lie ahead for our agriculture sector.

I believe that bringing industry together helps to foster collaboration and stimulate the growth of our sector. 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



Agriculture continues to be an economic driver of our province, a growing part of which is value-added agriculture. With agri-food exports accounting for about half of Saskatchewan's total exports, it has become a cornerstone of the province's trade-based economy.

A key focus in Saskatchewan's Growth Plan: The Next Decade of Growth 2020-2030 is increasing investment in the province's value-added sector. Building on our government's Agriculture Value-Added Strategy, the growth plan includes key actions focused on increasing agriculture value-added revenue to \$10 billion and growing agri-food exports to \$20 billion.

As a global leader in producing and supplying consistent, high-quality products required by the world's fastest growing countries, Saskatchewan is well-positioned to meet the growing demand created by a growing global population.

The Ministry of Trade and Export Development is proud to serve Saskatchewan's value-added sector and is committed to supporting the expansion and development of the value-added sector amidst an increasing global demand for food, fuel and fertilizer. This means fostering an environment for growth, one that promotes research, innovation and commercialization, and facilitating access to worldwide markets.

Our government is proud to host this seventh annual, but first virtual, Agri-Value Forum and Networking event and appreciates 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 and ideas and proves to be productive and engaging.

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

Jeremy Harrison
Minister of Trade and Export Development



Message from the Minister of Economic Development and Official Languages, Government of Canada



Welcome all to the 2021 Saskatchewan Agri-Value Forum & Networking event and congratulations to the organizers for bringing this year's virtual presentations to you on the theme of value-added and the next decade of growth.

Western Economic Diversification Canada proudly supports this event and recognizes that value-added agriculture is a cornerstone of the Prairie economy. The Government of Canada is assisting the agriculture sector as the economy recovers from the current pandemic. We are committed to giving you the tools you need to emerge stronger and more competitive than before.

I would like to thank and congratulate everyone involved on your perseverance in staging this event while keeping everyone safe.

Bienvenue à tous à l'évènement « Agri-Value Forum & Networking » 2021 de la Saskatchewan, et félicitations aux organisateurs qui offrent les présentations virtuelles de cette année sur le thème de la valeur ajoutée et de la prochaine décennie de croissance.

Diversification de l'économie de l'Ouest Canada est fier de soutenir cet évènement et reconnaît que l'agriculture à valeur ajoutée est un pilier de l'économie des Prairies. Le gouvernement du Canada aide le secteur agricole au moment où l'économie se remet de la pandémie actuelle. Nous sommes déterminés à vous donner les outils dont vous avez besoin pour en sortir plus forts et plus compétitifs qu'avant.

Je tiens à remercier et à féliciter toutes les personnes concernées pour leur persévérance à organiser cet évènement tout en assurant la sécurité de tous.

A handwritten signature in blue ink, appearing to read 'M. Joly', with a stylized flourish at the end.

The Honourable / L'honorable Mélanie Joly
Minister of Economic Development and Official Languages



DAY 1: MAY 4, 2021

- 8:00 **Introduction / Opening Comments**
Moderator: **Justin Redekop**
Provincial Agribusiness Specialist, Ministry of Agriculture
- 8:10 **Welcome Remarks**
Minister David Marit (*Saskatchewan Ministry of Agriculture*)
Terry Duguid (*Parliamentary Secretary to the Minister of Economic Development*)
- 8:30 **Value-Added Macro Trends**
Elaine Watson (*FoodNavigator-USA, Santa Barbara, California*)
- 9:15 **Q&A Session**
- 9:30 **Emerging Role of Precision Fermentation**
Liz Specht (*The Good Food Institute, Washington, DC*)
- 10:15 **Q&A Session**
- 10:30 **Nutrition/Networking break**
Presentation/Discussion: **International Trade Offices**
- 11:10 **Update on Protein Industries Canada**
W.L. (Bill) Greuel (*Protein Industries Canada*)
- 11:45 **Q&A Session**
- 11:55 **Closing Remarks**

End of Day 1 - return to online forum at 8:00 AM sharp on May 5, 2021



DAY 2: MAY 5, 2021

- 8:00 **Introduction / Opening Comments**
Moderator: **Chandra Mark**
Deputy Director, Investment, Ministry of Trade and Export Development
- 8:10 **Welcome Remarks**
Minister Jeremy Harrison
(Saskatchewan Ministry of Trade and Export Development)
- 8:30 **Panel: How Companies Have Responded to COVID-19**
Moderator: **Rhonda Laing**
Director of Policy, Western Economic Diversification
- Panelists:**
1) John Cote (*Black Fox Farm & Distillery, Saskatoon, SK*)
2) Riana Lynn (*Journey Foods, Chicago, IL*)
3) Melanie Morrison (*BetterCart Technologies Inc.*)
- 9:00 **Q&A / online chat session with panelists**
- 9:30 **Innovation in Food Software**
Gary Nowacki (*TraceGains, Westminster, CO*)
- 10:15 **Q&A Session**
- 10:30 **Nutrition/Networking Break**
Dan Prefontaine (*Saskatchewan Food Industry Development Centre*)
- 11:00 **Keynote Speaker**
Professor David Hughes (*London, England*)
- 11:45 **Q&A Session**
- 11:55 **Moderator Closing Remarks**
- 12:00 **Event Concludes**



Organizing Committee

Leslie Geddie, Ministry of Agriculture
Ernest Heapy, Western Economic Diversification Canada
Rhonda Laing, Western Economic Diversification 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
Amanda Sampson, Innovation Saskatchewan
Brad Bly, Ag-West Bio
Bev Stangeland, Ag-West Bio

Thank You to Our Sponsors:



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada



Thank You to Our Organizers:



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

www.SaskAgriValue.com



SPEAKERS



John Cote

Founder, Black Fox Farm & Distillery

John and his wife Barbara operate Black Fox Farm and Distillery outside of Saskatoon, Saskatchewan. Their business uses their skills in agriculture to produce many of the ingredients to create their high quality gin, liqueurs and whisky.

John and Barb have been recognized as Outstanding Young Farmers of Saskatchewan and Canada and were the SABEX Entrepreneurs of the Year 2018. John is a graduate of the University of Saskatchewan College of Agriculture, as well as a graduate of the Canadian Agriculture Lifetime Leadership Program from the University of Laval.

Never one to miss a marketing opportunity, John would like to invite everyone to visit the distillery in Saskatoon to hear more of their story and try their products in person.

Liz Specht, Ph.D.

Director of Science & Technology, The Good Food Institute

Liz identifies and forecasts areas of technological need within the alternative protein field. Her efforts also catalyze research to address these needs while supporting researchers in academia and industry to move the field forward.

Liz has a bachelor's degree in chemical and biomolecular engineering from Johns Hopkins University, a doctorate in biological sciences from the University of California San Diego, and postdoctoral research experience from the University of Colorado Boulder.

Prior to joining GFI in 2016, Liz had accumulated a decade of academic research experience in synthetic biology, recombinant protein expression, and development of genetic tools. She is a firm believer in the power of technology to enable us to meet growing food demands in a sustainable way.

Melanie Morrison, PhD

Saskatchewan-based technology Founder and CEO

A social psychologist turned tech entrepreneur, Melanie started BetterCart Technologies Inc. at the end of 2018, with the intention of democratizing food and grocery pricing and increasing the accessibility of this information for all stakeholders. Two years later, BetterCart is now a big data analytics company that offers pricing intelligence and insights to a majority of stakeholder groups throughout the food supply chain; namely, enterprises, food processors and manufacturers, and consumers.

In the spring of 2019, BetterCart became part of Saskatchewan's first technology incubator, Co.Labs, after winning the Co.Launch Finale, and has been singled out as one of the most promising new start-ups in the prairies.

By helping companies understand their competitive landscapes with AI-powered technology, Melanie and her team are positioning BetterCart to become the go-to platform for all data insights required to increase profitability and margins, and grow market share.

SPEAKERS



Gary Nowacki
CEO, TraceGains

Gary Nowacki is the CEO of TraceGains, which was launched in 2008.

Prior to TraceGains, Gary spent 13 years in a variety of software industry executive positions in the ERP (enterprise resource planning), supply chain management, and quality space for food and beverage, consumer packaged goods, pharmaceuticals, and other process industries.

Gary has also held management and individual contributor positions in programming, implementation services, and sales in the ERP software business. Gary's prior work experience includes serving in senior management roles at CDC Software—Ross Systems, a leading ERP supplier to the food industry.



Dr. David Hughes
Emeritus Professor of Food Marketing at Imperial College London, and Visiting Professor at the Royal Agricultural University, U.K.

David is a much sought-after speaker at international conferences and seminars on global food industry issues, particularly consumer and retail trends.

David has lived and worked in Europe, North America, the Caribbean, Africa and South East Asia and has extensive experience as an international advisory board member with food companies and financial service organizations on three continents.

With his American business partner, David established, grew and sold a branded fresh food business which served supermarkets in the USA. For more than 20 years, David was a Non-Executive Director of Berry Gardens Ltd. the leading fresh berry marketing company in the UK. He has worked with agri-food companies and spoken at global food events in four continents of the world. His views on food issues are much sought after by the media and food businesses in many countries of the world.

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

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.

Western Economic Diversification Canada (WD) 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) 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 co-ordinate and promote economic growth through innovation and commercialization of new technologies.

