

# SASKATCHEWAN **Agri-Value Forum** **& Networking 2025**



Sheraton Cavalier Saskatoon Hotel  
& Online

**May 6 & May 7, 2025**



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**Message from the Honourable Daryl Harrison,**  
*Minister of Agriculture, Government of Saskatchewan*



On behalf of the Government of Saskatchewan, I am pleased to welcome you to the 2025 Agri-Value Forum and Networking Event. This event highlights the growth in the Saskatchewan value-added sector and provides an opportunity to connect with others in the industry. Our 2025 program features local and international leaders who will discuss the challenges and opportunities facing the agri-value industry today.

Growing the value-added sector is a priority for the Government of Saskatchewan; our Growth Plan has set a target of increasing value-added revenue in the province to \$10 billion by 2030 and we are on track to meet that. Investing in events like the Agri-Value Forum and programs such as the Saskatchewan Lean Improvements in Manufacturing program (SLIM) and the Product Development Program encourage further capital investment and innovation into this rapidly growing sector.

Saskatchewan's value-added processing sector is one of the fastest growing in Canada with annual revenue that has more than doubled since 2012 – from \$3.5 billion to an estimated \$7.9 billion in the fiscal year of 2023-24. This growth showcases the position of strength we are operating from as a sector – even as we face challenges.

I encourage you to take full advantage of today's discussions, share insights and explore new partnerships. Thank you for your dedication to advancing the agri-value sector in Saskatchewan. I look forward to seeing the impact of your work in the years ahead.

Enjoy the forum!

**Daryl Harrison**  
*Minister of Agriculture*



## Message from the Honourable Warren Kaeding,

*Minister of Trade and Export Development, Government of Saskatchewan*



The Government of Saskatchewan is proud to host this year's Agri-Value Forum. Events like this are invaluable to building partnerships, gaining new perspectives, and developing the tools needed to strengthen the agri-value sector and our province.

With over 300 food processors and more than 6,000 people employed, our province's agri-value sector is vital to creating jobs and building opportunities for all those who call Saskatchewan home.

As we face uncertainty with our closest trading partners, we are working to ensure our industries remain competitive, jobs remain protected, and our economy can thrive. We are delivering on the priorities of all Saskatchewan residents, prioritizing investments to improve infrastructure, programs and services. We continue to stand up for Saskatchewan people and their livelihood. All of which ensures we remain the jurisdiction of choice when it comes to the agricultural commodities, high-value ingredients, and food products for which we are so well known.

The reality is – the world needs Saskatchewan more than ever.

Saskatchewan's goods reached 160 markets in 2024, and the volume of our exports continues to climb. With over \$18.5 billion in agri-food exports last year, this growth allows the government to deliver the affordability, health care, safety, and services citizens need and deserve.

Saskatchewan is ready to deliver even more.

It's no secret that we have the food, fuel, fertilizer, and critical minerals the world needs. Over the past decade, we have seen amazing advances in precision manufacturing, state-of-the-art research, automation, and sustainability. These achievements, paired with our abundant supply of high-quality resources, show why Saskatchewan is key to ensuring food, energy, and manufacturing security around the globe.

In 2024, the Government of Saskatchewan released *Securing the Next Decade of Growth: Saskatchewan's Investment Attraction Strategy*. This is our roadmap to increasing investment and growing our economy.

More than ever before, partners are taking notice. Last year, private capital investment in Saskatchewan increased by 17.3 per cent to \$14.7 billion, ranking first among provinces for growth. It's projected to reach \$16.2 billion by 2025, an increase of 10.1 per cent over 2024.

We will continue to work closely with industry to overcome challenges, grow our agricultural sector, and create a stronger Saskatchewan. In closing, I wish you all the best for a successful conference.

**Warren Kaeding**

*Minister of Trade and Export Development*



## CONFERENCE AGENDA

**MAY 6, 2025**

- 8:00 am      **Registration & Coffee**
- 8:30 am      **Opening Remarks**
- **Honourable Daryl Harrison** (Minister of Agriculture, Government of Saskatchewan)
- 9:00 am      **Harvest to Market: Food & Beverage Trendspotting**
- **Elizabeth Crawford** (Senior Editor, FoodNavigator-USA)
- 10:00 am      **Networking Break**
- 10:30 am      **Panel: Emerging US Trade & Business Relations**
- **Moderator: Bill Greuel** (Deputy Minister of Agriculture, Govt. of Saskatchewan)
  - **Colin Robertson** (Former Canadian Diplomat and Fellow, Canadian Global Affairs Institute)
  - **Terry Tyson** (President, Grain Millers Canada)
  - **Jason Skotheim** (Owner, Horizon Pet Nutrition)
- 11:30 am      **Smart Strategies for Uncertain Times**
- **Braden Douglas** (CEO & Founding Partner, Crew Marketing Partners)
- 12:15 pm      **Lunch break**
- .....
- 12:55 pm      **Welcome back**
- 1:00 pm      **From By-Products to High-Value Ingredients: The Circular Economy Transition**
- **Ricardo Martinez** (President, CPO & Co-Founder, Terra Bioindustries)
- 1:45 pm      **Networking Break**
- 2:15 pm      **Panel: Understanding Cyber Security Risks in Food Industry**
- **Moderator: Joel Bouvier** (Senior Director, Cyber Security, FCC)
  - **Shane Sukhai** (Director of Cybersecurity Consulting, Calian)
  - **Alireza Sani** (Director Cybersecurity Operations, Sobeys)
- 3:15 pm      **AI, Wearables & Personalized Nutrition: How Consumer Technology is Reshaping the Future of Food**
- **David Donnan** (Adjunct Professor, Northwestern University)
- 5:00 pm      **Industry Networking Reception**  
Top of the Inn, Sheraton Cavalier Saskatoon Hotel



## WORKSHOP AGENDA

MAY 7, 2025

8:00 am – 11:30 am

### Cybersecurity Threat Planning

**Jonathan Wismer** (Supervisor, Cyber Security Guidance, Canadian Center for Cyber Security)

**Sahar Taraki-Nicolai** (Cyber Security Guidance, Canadian Center for Cyber Security)

This informative and interactive workshop offers participants a unique opportunity to engage with cyber security experts. Participants will gain valuable insights into the tools and strategies needed to create a robust cyber security plan. While the information provided is sector-agnostic, participants are encouraged to adapt their cyber security plans in accordance with their individual requirements, risks, resources, and regulatory environments. The workshop will guide attendees through essential aspects of developing a cyber security plan, including conducting risk assessments, incident response procedures, security awareness training of personnel and emphasize on information sharing within the cyber security ecosystem. In addition, the workshop will align with the Cyber Security Readiness Goals (CRGs), which aim to bolster cyber security for Critical Infrastructure. Participants will learn how to apply these cross-sector goals to prioritize investments in cyber security and elevate their organization's cyber security posture. By the end of the session, participants will have the elements of an actionable plan to safeguard their digital assets and enhance their cyber security readiness.

### Creating Environmental, Social & Governance Strategies

**Karri Howlett** (President, Karri Howlett Consulting)

This informative and interactive workshop will take you through the 6 steps to develop and implement your ESG strategy and reporting whether your company is just starting its ESG journey, or you are revisiting and renewing your ESG strategy. This workshop will outline the process for developing an effective ESG strategy - including governance requirements, stakeholder and materiality assessments, setting goals and targets, ESG reporting, and operationalizing your ESG strategy for maximum effectiveness. A mix of presentation and interactive/group work will demonstrate the concepts to participants and provide practical steps for implementation.



## SPEAKERS .....



**Elizabeth Crawford**

*FoodNavigator-USA*

Elizabeth Crawford is the senior editor of FoodNavigator-USA, a leading online news source for the food industry that offers a 360-degree view of the food and beverage market, spanning everything from investment, incubation and innovation to ingredients, food science and product formulation, labelling, litigation, trends and more.

Elizabeth has more than two decades of experience covering the food, supplement and healthcare industries through business, regulatory and legislative lenses. She is the host of FoodNavigator-USA's weekly Soup-To-Nuts podcast that tracks emerging trends, regulatory pressures and marketing strategies.



**Bill Greuel**

*Government of Saskatchewan*

Bill Greuel was raised on a mixed grain and livestock farm near Bruno, Saskatchewan. After attending the College of Agriculture at the University of Saskatchewan, Bill began his career with Zeneca / Advanta Seeds. He first joined the Ministry of Agriculture as the Oilseed Specialist and also worked in the Agriculture Research Branch before joining BASF's agricultural marketing group.

After six years at BASF, Bill returned to the Ministry as the Executive Director of the Crops and Irrigation Branch and later as the Assistant Deputy Minister of Regulatory and Innovation.

In 2018, Bill became the first CEO of Protein Industries Canada, where he remained until his appointment as the Deputy Minister of Agriculture for the Province of Saskatchewan in August 2024. Bill is the Chair of the Saskatchewan Crop Insurance Corporation board and Agricultural Credit Corporation of Saskatchewan board and is on the boards of the Saskatchewan Trade and Export Partnership and the Global Institute for Food Security.

Bill and his partner have three children, two of which are attending the University of Regina and one attending the University of Ottawa.







## Colin Robertson

*Canadian Global Affairs Institute*

Colin Robertson is a Fellow at the Canadian Global Affairs Institute and host of their Global Exchange podcast. A frequent media commentator, he is a contributing writer to Policy Magazine.

A member of the team that negotiated the Canada-US FTA and NAFTA, Robertson is part of Carleton University's Norman Patterson School of International Affairs Expert Group on Canada-US Relations. An Honorary Captain (Royal Canadian Navy) assigned to the Strategic Communications Directorate he is a member of the Department of National Defence's Defence Advisory Board. He is also a member of the Alphen Group of strategists.

He is an Executive Fellow at the University of Calgary's School of Public Policy and a Distinguished Senior Fellow at the Norman Paterson School of International Affairs (NPSIA) at Carleton University. A career foreign service officer from 1977-2010, he served as first Head of the Advocacy Secretariat and Minister at the Canadian Embassy in Washington and Consul General in Los Angeles, with previous assignments as Consul and Counsellor in Hong Kong and in New York at the UN and Consulate General.

Robertson has been awarded the King Charles III Coronation medal, Mexican Order of the Aztec Eagle, Diamond Jubilee Medal, Alberta Centennial Medal and the Saskatchewan Centennial Medal.



## Jason Skotheim

*Horizon Pet Nutrition*

Jason actively farms with his brother north of Prince Albert growing barley, wheat and canola. He is also a founding owner of Horizon Pet Nutrition, Saskatchewan's only premium dry pet food manufacturer. Jason earned BSA and a MSc degree in Agricultural Economics from the University of Saskatchewan. Jason also serves on the Ag-West Bio Board and the Canadian Agri-Food Policy Institute. Previously

Jason was on grain commission boards, research boards, and foundations.

Jason started his career as a research economist with the Provincial Ministry of Agriculture, then when the opportunity presented itself, started and built Horizon Pet Nutrition that exports pet food from Rosthern Saskatchewan to all of Canada and the United States.





## Terry Tyson

*Grain Millers Canada*

Terry grew up on the family grain farm in Harris, SK, about 50 miles SW of Saskatoon. After graduating from Harris Tessier High School, Terry attended the University of Regina's Journalism program but decided instead to pursue a career in agriculture. After a brief training period in Pioneer Grain's elevator system, Terry joined the trading side of the business in the late 90's trading feed wheat and barley out of Saskatchewan.

In 1999 Terry took the reins of Richardson's oat merchandising team, relocating to Winnipeg, but still wearing green to football games. In summer 2001 Grain Millers – a significant trading partner – acquired Popowich Milling in Yorkton, and Terry jumped at the chance to move back to Saskatchewan, and closer to home, accepting a position as their Grain Procurement Manager. Terry converted the Grain Millers sourcing program at Yorkton from a trade-supplied model to a producer-direct model, developing strong relationships with hundreds of farmers and positioning Grain Millers as a direct link between its farmer-suppliers and food company customers.

Over the past 20+ years, Grain Millers' business has grown significantly, and in 2017 Terry became the General Manager of Grain Millers Canada, broadening his scope of responsibility across the breadth of the business. Early this year, Terry became the President of Grain Millers Canada, and the Vice President of Oat Milling Operations of Grain Millers, Inc. Terry and wife Dana reside in Yorkton with their two teenaged children.



## Braden Douglas

*Crew Marketing Partners*

Braden Douglas is the founder of Crew Marketing Partners, a premier marketing & creative agency specializing in CPG Food & Beverage brands. Braden started his career in brand management at Procter & Gamble and Frito Lay in Toronto and started Crew in 2007 in Vancouver, BC and now has offices in Toronto and the US.

Crew's client list includes some of the top food brands in North America including Lindt chocolate, Nature's Path Foods, Dairy Farmers of Ontario, UNFI, Canada Pork, Silver Hills Bakery, Premium Brands, BC Fresh and many more. He is also an active investor in food companies. Braden is part-owner in the fastest growing snack company in Canada called Naturally Homegrown Foods which has the brands Hardbite Potato Chips and Poptastic Popcorn.

In his spare time, he writes and speaks on leadership at BradenDouglas.com. His book *Becoming a Leader of Impact: How Your Influence Can Change the World* is an Amazon best-seller and has been translated into 6 languages. Braden lives in Fort Worth, Texas with his wife and two teenage children. He is an avid reader, runner, soccer player, and health enthusiast.







## Ricardo Martinez

*Terra Bioindustries*

Ricardo Martinez is the President, Chief Product Officer, and Co-founder of Terra Bioindustries, an agri-food-tech company focused on converting agro-industrial co-products into valuable ingredients for food, pet food, and bioproducts. As President and CPO, he leads business development and identification of new co-product valorization opportunities.

With expertise in Project Management, Six Sigma, Lean Manufacturing, and Sustainable Finance, Ricardo has over six years of entrepreneurial experience in Agri-Tech and ten years in bioprocess industrialization. He holds a Master's in Chemical Engineering from the University of Waterloo and a Bachelor in Biotechnology Engineering from ITESM. Ricardo has represented Terra in national and international programs like XPRIZE, IndieBio, CDL Rockies, and the Liveability Challenge in Singapore.



## Shane Sukhai

*Calian*

Shane Sukhai is the Director of Cybersecurity Consulting and has 16 years of experience in the IT and cybersecurity space. He began his career as a network and server administrator, where he honed his skills in implementing complex and diverse technical solutions, processes, networks, as well as fortifying systems against potential threats.

Throughout his career, Shane has worked across various industries, in both government, and private sectors on an international level, each scenario presenting unique requirements, business goals, and objectives. This diverse experience has provided him with a comprehensive understanding of the different facets of cybersecurity, on what is required and what organizations need to do to protect themselves, systems and data.

Shane has been a key player in the Managed Service Provider (MSP) and Managed Security Service Provider (MSSP) space, offering his consulting expertise to a wide range of clients, from medium-sized businesses to large enterprises. His ability to bridge the gap with his extensive technical knowledge and robust cybersecurity controls for organizational risk management has been instrumental in driving top-tier cybersecurity solutions, programs and strategies.

Shane has been with Calian for over two years, where his dedication and leadership has propelled him to the forefront of the company's cybersecurity consulting efforts. As the leader of Calian's cybersecurity consulting team, Shane is committed to helping customers achieve cyber resilience, protect their systems, maintain data confidentiality, and respond effectively to cyber threats and incidents.





## Joel Bouvier

*FCC*

Joel is a technology and security executive with over 25 years of experience spanning multiple industries, including Agriculture, Retail, Insurance, Finance, and Education. He is a strategic, customer-focused leader known for driving meaningful changes through strong partnerships, innovation, and operational excellence.

Joel leads the Cyber Security practice for FCC, where his team delivers a comprehensive security program spanning Incident Detection & Response, Cyber Risk Assessment & Mitigation, Identity & Access Management, Data Loss Prevention, and Cyber Threat Intelligence. Under his leadership, the team focuses on proactively managing cyber risks, strengthening resilience, and safeguarding critical business operations.

Throughout his career, Joel has worked across nearly every facet of Information Technology, giving him a deep understanding of IT operations. His expertise in Cyber Security, Architecture, Software Development, Infrastructure, and Strategy has enabled him to deliver exceptional business value, aligning technology strategies with business objectives to drive organizational success.



## Alireza Sani

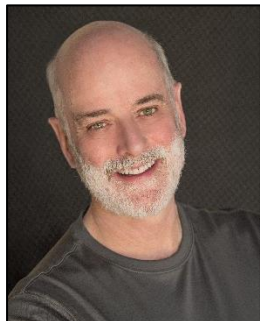
*Sobeys*

Alireza Sani is a dynamic cybersecurity executive and strategic leader with over 15 years of experience across various sectors, including banking, financial services, food industry and retail, and manufacturing. He has a proven record of developing and executing comprehensive cybersecurity strategies, leading high-performing teams, and driving enterprise-wide security initiatives.

Alireza excels in aligning cybersecurity frameworks with business goals, enhancing threat detection and response, and optimizing security operations. His expertise includes incident response, digital forensics, vulnerability management, offensive security, and security technology management. Experienced in leading security teams across SOC, incident response, threat management, and more, he has demonstrated a strong ability to direct operations, ensuring the swift detection, containment, and remediation of security incidents, notably within the food industry and retail.

Alireza is skilled in executive-level communication and reporting, and he is a member of several advisory boards, including the CISO Forum Canada - SiberX Advisory Board and the Advisory Committee Member for YWCA Toronto.





## David Donnan

*Northwestern University*

David Donnan is a business leader and consultant with significant global experience in the agriculture, food and retail industries. During his career, David has run operating companies, managed food plants and consulted to leading global retail and consumer product companies.

David is an adjunct professor at Northwestern University teaching a graduate course on the Future of Sustainable Food & Agriculture. He is also a Partner Emeritus with Kearney, an international management consulting firm, where he ran the global food and agriculture practice.

A champion of innovation in the food sector, David works as an investor and mentor with many entrepreneurs and startups in the nutrition, food and agriculture industry. He recently served a 3-year term as a Public Board Member of The Academy of Nutrition and Dietetics, that represents the 100,000 registered dietitians in the US. He often speaks at leading conferences on the topics of consumer nutrition, technology and consumer trends.

David is a Limited Partner of Spiral Sun Investments, an early-stage venture capital firm focusing on natural foods and food supplements. He also serves on the boards of Protein Industries Canada, a public-private partnership to promote plant-based protein industries and the Foundation for Food & Agriculture Research that funds advanced research into sustainable agriculture.

David is a professional engineer and holds a Master's in Business Administration from the Rotman School at the University of Toronto.



## MAY 7<sup>th</sup> WORKSHOP FACILITATORS .....



**Jonathan Wismer**

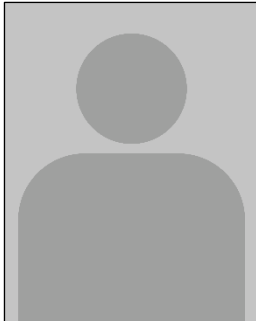
*Canadian Center for Cyber Security*

Jonathan Wismer works on the Cyber Security Guidance team at the Canadian Centre for Cyber Security. His team provides foundational advice and guidance supporting Canada's Critical Infrastructure sectors.

Jonathan previously worked in the Cyber Centre's defensive cyber planning group, along with other areas of the Communications Security Establishment.

He has significant experience working with domestic and international partners on national security efforts.

Jonathan holds a post-graduate degree in Security and Defence Management and Policy, an undergraduate certificate in Applied Cybersecurity, and a post-graduate certificate in Industrial Control Systems security. Jonathan also volunteers on the board of a charity, Camp Aftermath, supporting veterans and first responders.



**Sahar Taraki-Nicolai**

*Canadian Center for Cyber Security*

Sahar Taraki-Nicolai works on the Cyber Security Guidance team at the Canadian Centre for Cyber Security. She is part of the team that provides foundational advice and guidance supporting Canada's Critical Infrastructure sectors. She has over 20 years of working experience working domestically and internationally with allied partners on national security operations.





## Karri Howlett

*Karri Howlett Consulting*

Karri has worked with businesses and organizations providing corporate strategy, governance, mergers and acquisitions, financial due diligence, and risk analysis for over 20 years. Using curious insight and creative tools built with best practices, Karri works leadership teams to develop practical strategies for aspirational goals.

Karri currently sits on the Boards of NexGen Energy (as Chair of the ESG Committee), Gold Royalty (as Chair of the Sustainability Committee), March Consulting, and the University of Regina Board of Governors (as Chair of the HR Committee). She previously served as the Chair of the Safety, Environment and Corporate Responsibility Committee for SaskPower, leading the development and implementation of net zero carbon emissions strategies for a large carbon-based power utility. Karri was previously President of RESPEC Consulting Inc., which is a geoscience and engineering consulting company based in Saskatoon, Saskatchewan, and led the acquisition of the company in 2009, followed by the subsequent sale in 2016.

Karri holds a Bachelor of Commerce (with Honours) in Finance from the University of Saskatchewan and has earned the Chartered Financial Analyst (CFA) and Chartered Director designations. In addition, Karri has several leadership and professional training certifications in ESG investing, corporate governance, leadership, strategy, and risk.

***Thank you to our workshop partners!***

CANADIAN CENTRE FOR  
**CYBER SECURITY** | CENTRE CANADIEN POUR  
**CYBERSÉCURITÉ**



## Organizing Committee

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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 Unit 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, such as the Product Development Program and Saskatchewan Lean Improvements in Manufacturing (SLIM);
- Connecting agri-value businesses to Saskatchewan's research sector;
- Making connections with other agri-businesses and potential investors;
- Taking a collaborative approach in advancing international interests in Saskatchewan's value-added sector; and
- Providing industry insight.

The unit is focused on supporting sector 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) 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. The company works as a catalyst for developing partnerships and industry growth in the bioeconomy through investments, aiding strategic alliances, and providing business planning support, regulatory advice, and communications. Funding for Ag-West Bio by the Government of Canada and Saskatchewan Ministry of Agriculture under the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.

**Prairies Economic Development Canada (PrairiesCan)** is the federal department that works to diversify the economy across the Canadian Prairies. PrairiesCan leads in building a strong, competitive Canadian economy by supporting business, innovation and community economic development unique to Saskatchewan, Alberta and Manitoba.

**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;
- Engage with industry, researchers, universities, entrepreneurs and other government ministries to co-ordinate and promote economic growth through innovation and commercialization of new technologies.
- Provide recommendations and advise the provincial government regarding its policies and direction in the areas of research and development, science and technology; and
- To create, encourage, and facilitate business opportunities in the Saskatchewan technology sector through the development and operation of technology parks, making Saskatchewan a destination hub for research and innovation activity.

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