

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 that reads "Jeremy Harrison". The signature is stylized and cursive.

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



SPEAKERS



Paul Johnson

Assistant Deputy Minister, Saskatchewan Ministry of Agriculture

Paul Johnson graduated from the University of Saskatchewan in 1992 with a Bachelor of Science Degree in Agriculture. He joined the provincial government in 1993, having now spent his entire career with Government, nearly 30 years. Paul completed an MBA from the University of Guelph in 2001. He has now worked in numerous roles in the Department/Ministry of Agriculture in the areas of:

- Saskatchewan Crop Insurance Corporation – policy and research;
- Industry Development/Value-Added;
- Policy/Economics;
- Livestock regulation and development; and
- Extension

In December of 2018, Paul began in the role of Assistant Deputy Minister. He currently provides oversight of the Policy, Trade and Value-Added and Livestock branches.



Joel Gregoire

Associate Director, Mintel Group Ltd., Chicago, IL

Joel Gregoire serves as Associate Director - Food and Drink at Mintel, specializing in the Canadian food and drink industry. Joel has 20 years of experience working in market research, 16 of which have been focused on what matters to Canadians in terms of how they eat and drink. Before joining Mintel, Joel worked at OMD, Loblaw Companies Ltd, where he generated insights for the company's private label brands, including President's Choice, and The NPD Group, where he tracked consumer eating patterns and presented to top tier clients. Joel is primarily responsible for Mintel's Food and Drink content in Canada and has personally authored over 60 reports on various topics during his tenure. Joel also contributes to various publications. Despite Joel's expertise in understanding what Canadians eat, he's still trying to figure out what to feed his kids for dinner. You can connect with Joel on Twitter at @JoelDGregoire.



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.

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.

