

SASKATCHEWAN **Agri-Value Forum** **& Networking 2023**



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

April 27, 2023



Message from the Honourable Daniel Vandal

Minister for Prairies Economic Development Canada, Government of Canada



Welcome everyone to the 2023 Saskatchewan Agri-Value Forum.

PrairiesCan is proud to support this important event. Saskatchewan is an agricultural powerhouse and is meeting the world's food needs through sustainable agricultural practices and world class value-added innovation. Events like this one bring together leaders in the agri-food industry to learn from each other and build partnerships. This forum plays an important role in accelerating economic growth in the Prairies and ensuring we continue to be world leaders in the agri-food economy.

I would like to thank and congratulate everyone involved in planning this event, and wish you all a productive time!

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Message de l'honorable Dan Vandal, ministre responsable de PrairiesCan

Bienvenue à tous à l'évènement Saskatchewan Agri-Value Forum and Networking 2023

PrairiesCan est fière de soutenir cet évènement important. La Saskatchewan est une puissance agricole qui répond aux besoins alimentaires de la planète grâce à des pratiques agricoles durables et à des innovations à valeur ajoutée de classe mondiale. Des évènements comme celui-ci rassemblent les chefs de file de l'industrie agroalimentaire pour qu'ils apprennent les uns des autres et établissent des partenariats. Ce forum joue un rôle important dans l'accélération de la croissance économique des Prairies et dans le maintien de notre position de chef de file mondial dans l'économie agroalimentaire.

Je tiens à remercier et à féliciter toutes les personnes qui ont participé à l'organisation de cet évènement, et je vous souhaite à tous des discussions productives!



Message from David Marit,
Minister of Agriculture, Government of Saskatchewan



Welcome to the 2023 Agri-Value Forum and Networking Event.

On behalf of the Government of Saskatchewan, I am pleased to welcome you to this year's event. This is an important opportunity to highlight the sustainable growth of the Saskatchewan value-added sector and build on the success of past events. Our 2023 program features local and international leaders who will be discussing the challenges and opportunities facing the agri-value industry.

Growing the value-added sector is a priority for the Government of Saskatchewan; our Growth Plan features a target of increasing value-added revenue in the province to \$10 billion by 2030. Investing in events like the Agri-Value Forum and programs such as the Saskatchewan Lean Improvements in Manufacturing program (SLIM) and the Saskatchewan Value-Added Agricultural Incentive (SVAI) encourage further capital investment into our rapidly growing sector.

Value-added processing has grown from \$3.5 billion in revenue in 2012 to an estimated \$6.4 billion in 2021. And we are about to see even faster growth as many new projects get underway in Saskatchewan such as increased canola, pulse and meat processing. 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 can make new connections within the industry and gain relevant 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



EVENT AGENDA

Morning Sessions: APRIL 27, 2023

- 8:00 **Moderator—Ward Read** (Provincial Agribusiness Specialist, Ministry of Agriculture)
Opening Comments & Introduction of Ministers
- 8:10 Welcome Remarks:
Minister Daniel Vandal (Minister for Prairies Economic Development Canada,
Government of Canada)
- Assistant Deputy Minister, Policy, Paul Johnson** (Agriculture, Government of
Saskatchewan)
- 8:30 **Dr. David Hughes** (Imperial College London, Wales. UK)
Topic: **Turbulent Times and Trends in the Global Food Industry**
- 9:15 **Live Q & A Session**
- 9:30 **Panel Moderator: Laurie Dmytryshyn** (Chief of Equity Investment, PIC Investment
Group Inc., Saskatoon, SK)
Panel: ESG from the Perspective of Funders and VC Firms - Panelists:
1) **Carla Heim** (Senior Advisor, Sustainability & ESG, Business Development Bank
of Canada, Kelowna, BC)
2) **Cora Xiao** (Principal, InvestEco Capital, Toronto, ON)
3) **Jason Moser** (Prairie Financial Management, Regina, SK)
- 10:15 **Live Q & A and online Chat Session With Panelists**
- 10:30 Nutrition/Networking break
- 11:00 **Dana McCauley** (CEO, Canadian Food Innovation Network, Guelph, ON)
Topic: **Agri-Food Innovation**
- 11:45 **Live Q & A Session**
- 11:55 **Moderator Closing Remarks**

End of morning sessions and return to forum at 1:00 PM sharp for afternoon sessions



EVENT AGENDA

Afternoon Sessions: APRIL 27, 2023

- 1:00 **Moderator—Doris Morrow** (Executive Director, Investment Attraction, Ministry of Trade and Export Development)
Opening Comments
Introduces panel moderator
- 1:10 **Panel Moderator: Shannon Hood-Niefer**
(Chief Technology Officer, Sunnydale Foods, Saskatoon, SK)
Panel: Sustainability Strategies to Keep your Company Competitive
Panelists:
1) **Kathleen Sullivan** (Maple Leaf Foods, Toronto, ON)
2) **Jeffrey Gross** (Sonic Milling, Saskatoon, SK)
3) **Natasha Vandenhurk** (CEO, Three Farmers Foods Inc., Saskatoon, SK)
- 1:40 **Live Q & A and online Chat Session with Panelists**
- 2:10 **Prairies Economic Development Canada – Jennifer Stelzer** (Director of Policy, Strategy & Analytics, Prairies Economic Development Canada)
- 2:25 **Mark Anderson** (Executive Director, Programs Branch, Agriculture, Government of Saskatchewan)
Morgan Brown (Senior Industry Development Officer, AAFC, Government of Canada)
Topic: Sustainable Canadian Agricultural Partnership Program Update
- 3:05 Live Q & A Session
- 3:15 Nutrition/Networking Break
- 3:45 **Keynote Speaker: Lee Jeyes**
(Former Head of Innovation, Walmart Canada, Toronto, ON)
- 4:30 Live Q & A Session
- 4:45 **Moderator Closing Remarks**
- 5:30 **Evening Reception Commences at the Top of the Inn**
Minister David Marit (Agriculture, Government of Saskatchewan)



Organizing Committee

Ernest Heapy, Prairies Economic Development Canada
Amanda Sampson, Innovation Saskatchewan
Justin Redekop, Ministry of Trade and Export Development
Ron Kehrig, Ministry of Trade and Export Development
Leslie Geddie, Ministry of Agriculture
Ward Read, Ministry of Agriculture
Ron Monette, Ministry of Agriculture
Godwin Pon, Ministry of Agriculture
Chase Dobson, Ministry of Agriculture
Amy Carruthers, Ag-West Bio
Kaylee Dodds, 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





Carla Heim

Senior Advisor, Sustainability and ESG, Business Development Bank of Canada (BDC)

Carla Heim is Senior Advisor, Sustainability & ESG at the BDC (Business Development Bank of Canada), the only bank in Canada dedicated exclusively to entrepreneurs.

She is a leading figure in the national movement of entrepreneurs who use business as a force for good. i.e., they create for-profit companies that help build robust communities that are inclusively prosperous and climate resilient. She is a national expert on B Corp certification and the B Impact assessment tool, and serves as the BDC / B Lab Partnership Lead. B Lab is the not-for-profit that is the creator of the international B Corp movement.

Carla has thirty-plus years' experience in owning, managing, advising and financing businesses. She brings to entrepreneurs a singular mix of hands-on experience, deep expertise and – as a longstanding member of the national and global B Corp networks - knowledge of the latest, most innovative practices.



Cora Xiao

Principal, InvestEco Capital

Cora is a principal with InvestEco Capital, a Toronto-based venture firm founded in 2002 that focuses on supporting companies in the food and ag sector that promote health and sustainability.

Previously, she worked on the investments team at Export Development Canada which invested in high-growth Canadian companies with international ambitions. She also has previous experience working abroad in Uganda in the non-profit sector and in the infrastructure and renewables space in Toronto.





Jason Moser

Senior Director of Investments & Partner, PFM Capital

Jason Moser is a Senior Director of Investments and partner of PFM Capital. Mr. Moser joined PFM in 2008 and is responsible for managing the firm's diversified energy portfolio. Prior to joining PFM, Mr. Moser worked in equity research, providing over 17 years of institutional investment experience within the energy sector.

In addition to his role overseeing the firm's due diligence, underwriting and monitoring of investments in the energy sector, Mr. Moser provides investment insight, deal origination and analytical skills across the sectors in which PFM invests (industrials & manufacturing, consumer discretionary & staples, energy production & midstream, and ag products & services).

Mr. Moser currently serves on the board of several portfolio companies including Aureus Energy Services, Hunterwood Technologies, Prairie Lithium, Switch Power, and WindRiver Power. He also serves on the board of the Saskatchewan Chamber of Commerce and several non-profits.



Dana McCauley

CEO, Canadian Food Innovation Network

Dana McCauley is a value proposition driven innovator who has successfully launched many food products and programs in collaboration with domestic and international food companies and entrepreneurs.

Beyond her corporate experiences in marketing, product development and creative services, Dana brings not-for-profit and academic expertise to her role. She was the founding Executive Director for Food Starter, a Toronto based food business incubator and accelerator that was recognized with an Ontario Premier's Award for Agri-Food Innovation Excellence. As Director of New Venture Creation at the University of Guelph, Dana enabled agri-food innovators to transform their inventions into innovations that grow the economy and enhances Canada's international reputation.



Dana has been a food media personality and keynote speaker. She is the President of the SIAL Canada Innovation Award jury. In 2017, Dana was recognized by WXN as one of Canada's Most Powerful Women in the Trailblazers and Trendsetters category.



Shannon Hood-Niefer

Chief Technology Officer, Sunnysdale Foods.

Shannon loves food. With degrees in nutrition (B.Sc.) and food science (B.Sc., M.Sc. and Ph.D.) and as an experienced food scientist, Shannon has assisted hundreds of food and food ingredient companies develop new products. Shannon links technical solutions with strategy and leadership.

In addition to her doctorate, Shannon earned an MBA to sharpen her skills in the business of science. She served as the VP of Innovation at the Saskatchewan Food Centre for 10 years and currently is the Chief Technology Officer at Sunnysdale Foods, a pulse ingredient company located in Saskatchewan. She is passionate about agriculture and the role food plays in nourishment, health, community, family, and entertainment.

Outside her profession, family and sport plays an integral part in her life. Shannon loves to be outside, and enjoys cycling, hiking, skiing, and backpacking.



Kathleen Sullivan

VP Sustainability, Maple Leaf Foods

Kathleen Sullivan is one of Canada's most dynamic agri-food industry leaders. She is a public affairs and regulatory expert, industry advocate, proven executive and lawyer with a successful 20+ year career.

In August 2018, Kathleen was appointed as CEO of the newly-formed Food and Beverage Canada – Aliments et boissons Canada – an organization representing Canadian food and beverage processor businesses located in urban and rural regions across the country. Kathleen has a Bachelor of Commerce degree from Carleton University and a law degree from the University of Western Ontario.





Jeffrey Gross

Co-Founder & Farmer, Pacific Ridge Trading Corp.

Jeff has over 25 years of experience in Ag and Ag Tech companies. Jeff was a founding shareholder of Terra Grain Fuels - North America's largest wheat-based ethanol plant with production of over 165M litres of fuel annually.

Jeff was also the founder of C-Green Aggregators, Canada's first and largest Ag Carbon credit trading firm where Jeff was the first person in Canada to trade a verified Carbon credit. Jeff continues to run his farm outside of Regina, SK and has expanded into vertical growing with the Ag Tech company QuantoTech which is currently growing lettuce for UBC and expanding across Canada.



Natasha Vandenhurk

Chief Executive Officer, Director and Foundert – Three Farmers Foods Inc.

Natasha Vandenhurk is CEO and one of the initial founders at Three Farmers Foods. She studied Economics at the University of Saskatchewan before partnering with three farmers from Southeast Saskatchewan to realize a dream of taking healthy wholesome foods to the marketplace.

Being CEO of a growing, natural foods brand has set Natasha on a journey of continuous learning and leadership. Her passion, dedication and tenacity has grown Three Farmers Foods from a young start up to a thriving international brand. As Three Farmers Foods continues to evolve into an established Consumer Packaged Goods brand, Natasha is adamant about building high performing teams throughout the organization that are dedicated to excellence, accountability and continual learning in this dynamically changing industry.





Jennifer Stelzer

Director of Policy, Strategy & Analytics, Prairies Economic Development Canada

Jennifer Stelzer is the Director of Policy, Strategy and Analytics for Prairies Economic Development Canada (PrairiesCan). Prior to assuming this role a year ago, Jennifer held investment-focused roles at PrairiesCan (and Western Economic Diversification) since 2008.

Jennifer is a career Government of Canada public servant, having worked for four diverse departments over the last 25 years including Canada Revenue Agency, the Correctional Service of Canada and Service Canada. Jennifer truly enjoys being able to inform and leverage federal government tools and to work with partners from community and industry to support economic growth here on the Prairies.

Born and raised on a grain farm in west central Saskatchewan, she is keenly aware of the need to build on our backbone industries to create value added opportunities. Jennifer has four children, and enjoys fishing, gardening, time at the lake, playing guitar and traveling with her fiancé Dan.



Mark Anderson

Executive Director, Programs Branch, Ministry of Agriculture.

Mark Anderson is the Executive Director of the Programs Branch with the Ministry of Agriculture and has been in the role for approximately three years. Mark has a background in strategic planning and project management and started with the Ministry as the Director of Planning and Information Technology. Originally from British Columbia, Mark now resides in Regina with his wife Deidra, and kids Lachlan and Quinn.





Morgan Brown

Senior Industry Development Officer, Midwestern Regional Office, Agriculture & Agri-Food Canada (AAFC)

Morgan started his career with the federal government in 1998 with the Prairie Farm Rehabilitation Administration (PFRA). Over the years, Morgan has worked for various federal departments in Vancouver and Toronto before returning home to Saskatchewan (2009) where he worked for the Department of Indigenous Services Canada in Economic Development and Treaty Land Entitlement.

Most recently, Morgan joined Agriculture & Agri-Food Canada (AAFC) in the Marketing and Industry Services Branch in 2018 working out of the regional office in Regina.



Lee Jeyes

Former Head of Innovation – Walmart Canada

Lee Jeyes has had nothing but a meteoric rise in the retail industry. Over his career, Jeyes was the youngest store manager in both the UK and Canada for the world's largest retailer, been a part of major initiatives including the launch of Walmart's online grocery business in Canada and driving \$500 million in business value in a two-year period. His contribution to the industry was recently recognized in Progressive Grocer's Industry's Best and Brightest Under 40 in 2021.

As Walmart Canada's most recent Head of Innovation, Lee exclusively focused on radical and disruptive approaches to keep the company at the edge of innovation.

On days off you will find him in Toronto walking along the water with his Great Dane, Wally 🐕, or making music in his plant filled loft.



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 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. 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) is the federal department that works to diversify the economy across the Canadian Prairies. PrairiesCan helps build 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.

