



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

May 4, 2022

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#### 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.

**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.

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	<b>Opening Comments</b> <i>Moderator:</i> <b>Chandra Mark</b> (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:







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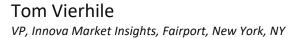








For further information or to leave a suggestion for next year's event, please visit <a href="https://www.SaskAgriValue.com">www.SaskAgriValue.com</a>



Tom Vierhile is VP of Strategic Insights North America for Netherlands-based Innova Market Insights and has 20+ years of experience in packaged goods reporting and analysis. Based in Fairport, New York, he is a new product marketing expert and has been quoted by Bloomberg, Ad Age, The Wall Street Journal, and NPR.

Tom has given presentations on new product trends at conferences in the U.S., Europe, Asia, and South America. A regular contributor to Prepared Foods magazine, Tom has a bachelor's degree in marketing from St. Bonaventure University and an MBA from the State University of New York at Buffalo.



Steve Webb
CEO, Global Institute for Food Security, Saskatoon, SK

Dr. Steven R. Webb joined the Global Institute for Food Security (GIFS) as Chief Executive Officer in 2019, following a 23-year career with Corteva Agriscience (formerly Dow AgroSciences) in Indiana, United States. His most recent role at Corteva was Research and Development Director of External Technology, where he led many research collaborations with private sector companies, research institutes and universities around the world. Steven earned a PhD in immunochemistry (1998), a Master's degree in biochemistry (1992) and a Bachelor of Science degree in microbiology (1990) from the University of Guelph, Ontario.

**About the Global Institute for Food Security**: The Global Institute for Food Security (GIFS) works with partners to discover, develop and deliver innovative solutions for the production of globally sustainable food. Founded by Nutrien, the Government of Saskatchewan and the University of Saskatchewan (USask), GIFS is agriculture's innovation catalyst, connecting the agri-food ecosystem, advancing innovation and bridging the gap to commercialization to deliver resilient and sustainable food security for all stakeholders. Learn more about GIFS at <a href="https://www.gifs.ca">www.gifs.ca</a>.



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.



## Jonnathon Blair Knippel, CPA, CA, CPA (Illinois)

Senior Advisor to Ingredion Incorporated

Blair is a cross-sector, creative innovator focusing on establishing the solid business foundations necessary to bring new technologies and ideas to the marketplace with deep expertise in capital raising, operations, financial modeling, strategy and human capital development. He was CFO (2015 to 2020) of, and General Manager (2020) for, Verdient Foods leading to its ultimate sale to Ingredion Incorporated in late 2020. Blair continues to serve Ingredion as a Senior Advisor and is a General Partner of a new Canadian-based private equity

fund seeking to raise \$200M CAD for plant-based food and ingredient processors.



Myles Hamilton
President, Canmar Foods Ltd., Regina, SK

Myles is a graduate of Airdries' George McDougal class of '79. He holds a B.A. in Business Administration from Washington State University, College of Business and Economics graduating with Honors in 1984. Myles also completed an Executive Management Program from Harvard Business School in 2010.

Myles spent the first six years of his career at Procter & Gamble (P&G). Following P&G, he spent most of his 15-year career as the Western Canada Vice President at Frito Lay Canada (now called PepsiCo Foods Ltd). During his tenure at Frito Lay, he led the Western Region through a very high growth period seeing sales grow from \$70 million to \$280 million. Brands such as Lays, Tostitos, Sun Chips, Smart Food, Munchie Snack Mix, Miss Vickie's were all introduced into Western Canada under Myles leadership.

Always having the dream to be an entrepreneur, at the age of 45 he left his role as Vice President of PepsiCo Foods Ltd to purchase an equity position in Spitz Sunflower Seeds. A 50-person business located in Bow Island Alberta. As managing partner, he was able to increase the sales by 50% in the first two years at Spitz with a 90% market share in Western Canada and achieved the #3 brand in the USA. As a result, they were approached by PepsiCo Foods (Frito Lay) and after 14 months of negotiation the company was sold to PepsiCo Foods Ltd.

Following the successful exit at Spitz Sunflower Seeds, Myles along with Hokanson Capital from Edmonton bought Regina based CanMar Foods Ltd. CanMar Foods is the largest producer of Food Grade Flax in Canada with 30 employees. These products are sold in 20 countries around the world including all major Grocery stores in Canada, Costco Canada, USA, Japan and Spain. The company has a fully integrated 20,000-acre Farm operation growing their own conventional and organic Flax and Hemp.

Myles has a passion for agriculture, and he maintains agricultural holdings in Southeast Saskatchewan near Estevan. He serves as a Director of AVAC Ltd. specializing in Ag & Food Venture Capital Investment, serves on the Board of Prairie College, and Chairs the Campus Development Committee for Center Street Church.

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#### Sav Bellissimo

Store Brands Manager, Federated Co-operatives Ltd., Saskatoon, SK

Sav Bellissimo is the Store Brands Manager for Federated Co-operatives Limited (FCL), the largest non-financial co-operative in Canada, which is owned by 160 autonomous retail co-operatives across Western Canada.

Sav has been in the food industry for 30 years with a key focus on product and brand development. A graduate of the University of Guelph, Sav has a reputation as an adaptive strategic leader with a proven ability in identifying and capitalizing on emerging market trends

Sav is passionate about local producers and the importance of establishing closer ties between the products on the shelf and the farmers who grow the ingredients.



Rodrigo Palma

Senior Director of Supply, Ingredion Incorporated, Chicago, IL

Rodrigo is a Senior Director of Supply Chain for Ingredion North America. He leads all aspects of Supply Chain within the North American Region, including Customer Support, Sales and Operations Planning, Logistics, Supply Chain Analytics, and Tolling Operations to continuously improve all facets of the order-to-delivery process. Prior to joining Ingredion, Rodrigo worked at Cargill for 10 years, serving in supply chain and operations positions of increasing responsibility in Latam and the United States. Most recently, he held the role of North America

Regional Supply Chain Director for Cargill's Global Edible Oil Solutions group. Prior to Cargill, he served in supply chain and operations positions at Bunge and Votorantim. Rodrigo holds a bachelor's degree in agricultural engineering from the State University of Campinas – UNICAMP in his native Brazil. He is also certified in CSCP and CPIM by APICS Chicago (Association for Supply Chain Management).



Kevin Elder

Project Manager - Labour Market Information at Food Processing Skills Canada, Ottawa, ON

Kevin is a big sports fan and grew up in Alberta & California but spent a lot of time in Saskatchewan and learned to water ski on Buffalo Pound Lake. He studied International Development at the University of Calgary and went on to live and work all over the globe. His introduction to food and beverage processing was working as a Vapour Heat Treatment Facility Manager at a mango plant in Australia. Kevin joined Food Processing Skills Canada in 2017 and has been working on their Labour Market Information studies ever since. He lives in Ottawa with his wife and son.



## Randy Jeworski

Immigration & Career Training, Government of Saskatchewan

Randy began his career with 19 years in the municipal civil service as a Property Evaluator and in Management. He then went on to run the Saskatchewan branch and grow a Property Evaluation company from 85 files to more than 1300 files with owners of commercial and industrial properties across Saskatchewan in 3 short years. After 5 years and being acquired by Deloitte, he began coaching and mentoring the Deloitte professionals and Firm on business growth. After 10 years, he moved over to Saskatchewan's only national law firm to guide their marketing and business development and continue to mentor and coach their legal

professionals. Randy joined the Saskjobs, Employer Services team in Feb 2021 to lead the evolution of the team towards helping employers with their workforce via source, attract, retain and train strategies & actions.



#### Tom Mastrobuoni

CIO, Big Idea Ventures, New York, NY

Tom is a Venture Partner with Big Idea Ventures ("BIV"), a New York and Singapore-based firm focused on solving the world's greatest challenges by backing the world's best entrepreneurs. Prior to joining BIV, Tom was a Founding Partner and Chief Financial Officer of Tyson Ventures, the corporate venture capital arm of Tyson Foods. While at Tyson, Tom led investments in Beyond Meat, FoodLogiQ, New Wave Foods and BIV's New Protein Fund. Tom has over fifteen years of experience in alternative asset management and prior to joining Tyson, held a number of CFO positions at New York investment firms. He received a BS in

Accountancy from Villanova University. Tom is a Certified Public Accountant (NY) and holds the Chartered Global Management Accountant designation from the AICPA. He lives in New Jersey with his wife Erin and their four children, Juliana, Alexis, Patrick and Elisabeth.

## 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;
- 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.