

GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

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VOLUME FIFTEEN ISSUE ONE • SPRING 2023

ON THE COVER:

Spotlight on the
Agri-Value Sector

IN THIS ISSUE:

Phantom Light Distillery is
a Legend in the Making

Simpson Snacks:
A Buttery Taste All Its Own

Three Foragers Bee Co.
are Creating a Buzz

Prairie Food Link:
Strength in Connection

Agribition adds AgTech

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AROUND THE WORLD, consumers make purchasing decisions based on whether or not a product is sustainable, and they want to see this information when they're shopping. A recent Inriver survey of consumers in the U.S., U.K., and Germany found that 82 per cent thought it was important for a brand to showcase their sustainability or eco-practice product information online. As such, brokers, processors, wholesalers, and retailers increasingly require supply chains to capture and promote their sustainability efforts.


“STEP is developing new programs and services to help exporters capture and promote sustainability — encouraging our members to discover their stories.”

Environment, Social, and Governance (ESG) has quickly become the big topic in the room. The good news is that Saskatchewan, and Saskatchewan businesses, have a great story to tell. The provincial government has begun to frame the bigger picture - check out Sustainable Saskatchewan: sustainable.sk.ca. To be sure, Saskatchewan has some of the highest-quality and sustainably produced food, fuel and fertilizer our growing world needs. The agriculture and agri-value sector, our focus for this edition of Global Ventures, is no exception, as demonstrated in the *Top 10 Growth Opportunities for the Nutrition & Wellness Industry* on pg. 12.

This year, STEP is developing new programs and services to help exporters capture and promote sustainability — encouraging our members to discover their stories through

education, training, and tool building. This effort will help ensure, when it comes to exports, Saskatchewan products are not only the best in the world, but best for the world.

Exports continue to dominate the Saskatchewan economic story. Preliminary year-end numbers indicate total exports in 2022 increased by 42% to \$52.5 billion – another record year. Agriculture exports from businesses like those featured in this edition, account for 35% at \$18.5 billion. STEP's annual State of Trade Report, to be published in early spring, will provide additional information and analysis.

The reemergence of in-person seminars and trade missions marked the past 12 months as an especially busy year. STEP successfully supported 46 members with the Market Re-engagement Program (MRP) - the post-pandemic program providing funding for trade shows in existing markets, re-establishing connections post COVID-19. While MRP came to an end on March 31st, STEP will continue to support members with the Market Access Program (MAP) for development into new markets. Our team of trade specialists will continue to lead members on trade missions, developing key relationships across the globe and connecting Saskatchewan business with the world. 



Chris Dekker
President & CEO, STEP

CEO REPORT

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BY MEGHAN HAUKAAS

Avena Foods is Pioneering Sustainable Agriculture

Specialty Miller has a New Oat Mill that Doubles Production Capacity



AVENA FOODS continues to be a leader in developing the agricultural sector in Saskatchewan, introducing innovative technologies designed to increase value-added processing capacity, streamline processes, increase yields, and build sustainability on the Prairies. As a specialty miller producing gluten-free, functional pulse and oat ingredients, Avena is committed to partnering with farmers to provide the best available ingredients to commercial customers around the world.

Avena Purity Protocol gluten-free oat ingredients and Avena Best pulse ingredients (beans, chickpeas, lentils and peas) are available as ready-to-eat, non-GMO, Kosher and Halal, and organic and conventional. The Avena Purity Protocol system is a Start Safe, Stay Safe approach, developed over more than a decade to guarantee certified gluten-free pure oat ingredients.

As part of ongoing commitment to development, Avena has built a new oat mill south of Regina.

“The new mill at Rowatt will more than double our oat ingredient production capacity,” said Avena CEO, Gord Flaten. “Management and operations staff are already working at the plant, which runs in tandem with the Regina mill. Commissioning of the certified gluten-free plant started in January,” he said. “It is set to be fully operational this spring.”

Innovative new pulse flours are being developed by Avena's R&D department, which was established as part of a Protein Industries Canada (PIC) consortium project initiated in 2020.

As part of this project, Avena built a new processing line at their Portage la Prairie, MB pulse plant to produce novel flours. The first product to be launched from the new line is Avena Best Pulse Visco Enhancer made with navy beans. The functional pulse flour works as an egg replacement in baking, sauces and dressings, and meat alternatives, thereby reducing manufacturing costs, food safety risks and allergens in food products.

Other partners in the PIC consortium include Big Mountain Foods, Daiya Foods and two baking companies in the UK. They are conducting research using Avena's functional flours to develop consumer products.

Community engagement and partnerships are also integrated into Avena's sustainability programs.

“This year was our second annual Customer and Farmer Appreciation Day,” said Flaten. “We had several dozen farmers, researchers, civil society organizations and food and beverage companies attend to network and discuss sustainability issues in the food industry.”

“It was a chance to foster partnerships amongst the value chain and see novel sustainable crop practices in action,” he said. “This not only creates a better understanding

of Avena's products amongst growers and customers, but it also promotes a sense of community.”

Participants in the summer field day toured experimental cover crop and intercrop plots, sponsored by customers, including Bob's Red Mill, Danone, H2Oats, IWON, Oats Overnight and Warburton's. The research plots featured combinations of oats with peas, lentils and clover. These crop practices can result in higher yields and returns for farmers over time, in addition to providing a more sustainable end product.

The research plots and field-scale studies are part of Phase 2 of Avena's Field to Market Canada Regenerative Agriculture project. The project is designed to explore systems and technologies that have the potential to improve soil health.

The Avena Sustainability Advisory Panel is another example of community engagement. The panel has been initiated to increase the rigor and legitimacy of the Avena's sustainability program. It consists of farmers, food and beverage companies, civil society organizations and researchers. The goal is to develop a shared understanding and approach to sustainability on the Prairies – from farm to processing to consumer.

Despite the adversities faced during one of the worst droughts in the province's history in 2021, Avena was able to overcome these challenges and persevere – coming out strong on the other side.

For more information on Avena Foods, visit www.avenafoods.com. 

“Partnering for safe, healthy diets and a sustainable world.”



AVENA FOODS LIMITED

Specialty miller of gluten-free oat and functional pulse ingredients.

www.avenafoods.com



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BIZNOTES

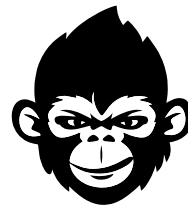
STEP members who have noteworthy news are invited to share that information with **Global Ventures** for our BIZNotes section. For further information or to submit content, please contact Katya Tomlinson, Communications Specialist at ktomlinson@sasktrade.sk.ca.

JUSTINE HENDRICKS Named Farm Credit Canada President and CEO



Minister of Agriculture and Agri-Food the Honourable Marie-Claude Bibeau recently announced that Justine Hendricks has been named the next President and Chief Executive Officer (CEO) of Farm Credit Canada (FCC). Hendricks joins FCC from Export Development Canada (EDC), where she held the position of Chief Corporate Sustainability Officer and Senior Vice-President of Sustainable Business and Enablement. Hendricks said she is looking forward to the new role and sees great opportunity for the agriculture and food industry in supporting economic transition within Canada and around the world.

CRAZY APE EXTREME EQUIPMENT Introduces MultiTramp



Crazy Ape Extreme Equipment, a Regina manufacturing company recently launched its newest product, the APEX MultiTramp, a modular trampoline system that allows families to share the fun experience of jumping together on a trampoline, without double bouncing. With multiple surfaces and customizable tuning options, each family can enjoy a unique and optimally safe trampoline experience.



"We're excited to introduce our new modular trampoline system, which represents a major leap forward in the trampoline industry," said Luke Shaheen, Managing Partner. "Our team has re-engineered almost every component of the trampoline to make it more durable, higher quality, and completely customizable. We've also made it a modular system, which means families can add more surfaces to their trampoline as they grow."

STEP MEMBERS Nominated at NSBA



Congratulations to the STEP members who are finalists at this year's North Saskatchewan Business Association (NSBA) Business Builder Awards. The finalists include: Wiegers Financial & Benefits, Community Builder Award and Employee Retention and Development Award; Three Farmers Goods, Pursuit of Excellence Award; MNP, Team Builder Award; and Team Power Solutions, Business Builder Award and Safe Employer Award.

VIDO Joins Prestigious High Containment Network



The Vaccine and Infectious Disease Organization (VIDO) was recently invited to join a high containment network with 18 other biocontainment facilities in the United States. VIDO's Director of Business Development, Dr. Paul Hodgson, said this is something that has been under development for awhile.

Texas A&M had representatives evaluate VIDO's Level 3 containment facility to help with their design, and then the Research Alliance for Veterinary Science and Biodefense BSL-3 Network (RAV3N) came to Saskatoon with a presentation about the network. Hodgson said the network essentially changed some regulations and requirements for members, and VIDO was invited to join as a result.

VIDO currently has a vaccine manufacturing facility and a Level 3 biocontainment facility which they are in the process of upgrading to containment Level 4, which is the highest level. For more information, visit www.vido.org.

ETG FOOD PRODUCTS Launches Plant-Based Naturz Line



As more and more people adopt a more nutritional diet and healthy lifestyle, ETG Food Products is responding to increased demand with the launch of their new Naturz line. ETG Food Products is a leading supplier of retail ready packaged plant-based food products and ingredients and are excited to introduce this new brand.

Made from the finest plant-based ingredients that are vegan, kosher and halal, the Naturz portfolio is robust including: Chickpeas, Desi chickpeas, Split desi chickpeas, Black-Eyed beans, Black matpe beans, Split black matpe beans, Black matpe beans hulled, Split black matpe beans hulled, Green mung beans, Split mung beans, Split mung beans hulled, Dark red kidney beans, Light red kidney beans, Whole red lentils, Red split lentils and Split pigeon peas.

Naturz is currently available at ethnic grocery retailers including Royal Kerala Foods, FoodAsia Indian Grocery, Uthaya's Supermarket and Fateh Grocery Depot throughout the GTA in Ontario. For more information, visit www.etgworld.com.

BRAND REFRESH for Agriculture and Agri-Food Products



Agriculture and Agri-Food Canada (AAFC) recently unveiled a refreshment of the Canada Brand program, along with a digital toolkit to help Canadian agriculture and agri-food businesses showcase their products in global markets.

The program will feature more modern, flexible, easy-to-use, and optimized for digital platforms. The strategy and tools are free to use and were developed in collaboration with industry and provincial governments, through focus-testing, research, and consultation meetings.

Launched in 2006, The Canada Brand for Canadian agriculture and agri-food products was commissioned by AAFC and has since driven the success of hundreds of Canadian agri-food businesses and associations in global markets.

The Canada Brand program offers members logos, modernized graphics and branded taglines, a revamped marketing toolbox, video content, animated graphics, GIFs, and digital stickers, refreshed marketing messaging, a revitalized photo library, and a revamped client portal system (for member registration and access to brand assets). For more information visit www.agriculture.canada.ca.

SASKATCHEWAN AGRICULTURE EXPORTS Set New Record



Saskatchewan's agriculture industry has posted a third consecutive year of record agri-food exports, with a total value of \$18.4 billion. The leading agri-food export commodities last year were canola oil, non-durum wheat, canola seed, lentils, durum, and dry peas. Saskatchewan's total exports have grown by more than \$20 billion since 2012.

Higher-value processed products were also a key contributor to the province's exports. Canola oil was Saskatchewan's top agri-food export while canola meal was seventh. Saskatchewan's agri-food exports are the second highest in Canada, behind Ontario which exported \$23.8 billion in 2022.



Merchandise exports saw a 23.8 per cent increase in December 2022 compared to December 2021. This was the second highest increase among provinces. Total merchandise exports for 2022 were valued at more than \$52 billion, an increase of 41.7 per cent since 2021. **6**

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UPCOMING TRADE EVENTS

APRIL 2023

TRADE MISSION: 2023 China Food and Drinks Fair (CFDF) & China International Consumer Products Expo (CICPE)

Date: April 12-17, 2023
Location: Chengdu & Haikou, China

STEP is leading a trade mission to China International Consumer Products Expo in Haikou and China Food & Drinks Fair in Chengdu from April 10-15, 2023 in China. STEP worked with the Saskatchewan China Office, The Commissioner Service of the Canadian Consulate General in both Guangzhou and Chongqing to organize education seminars, networking receptions, business to business matching events on the margin of the shows.

China International Consumer Products Expo takes place from April 11-15, 2023 in Haikou, Hainan Province in Southern China, where is the largest national free trade zone in China. The CICPE is to focus on duty free consumer products, which alcohol beverage, food, and other consumer products are most welcomed at the expo.

China Food & Drinks Fair, known as the barometer of China's food industry, started in 1955 and is one of the oldest large-scale professional exhibitions in China. At present, the exhibition area of each China Food and Drinks Fair is over 100,000 square meters. It is an exhibition with a long history, a large scale and a far-reaching influence in China's food and alcohol beverage industry. The 2023 CFDF will take place from April 12-14, 2023 in Chengdu, China.

Contact: Yi Zeng, Senior Director, Asia
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TRADE MISSION: Grocery & Specialty Food West

Date: April 24-25, 2023
Location: Vancouver, BC

Grocery & Specialty Food West (GSFW), hosted by the Canadian Federation of Independent Grocers, is Canada's premier western grocery trade show, bringing together retailers and manufacturers from across the nation to discover new innovations, network, and build relationships within the grocery industry.

GSFW is dedicated to helping businesses grow and build relations with key retailers. By exhibiting at this show, STEP members have the opportunity to present products

to national grocery retailers as well as meet national buyers and distributors. STEP is working with the show organizers to attract buyers and will arrange matchmaking for participating STEP companies. This trade show covers the Canadian retail market and will allow members to develop new markets across Canada, particularly western Canada.

Contact: Katie Janhunen,
Trade Specialist, Agri-Value
kjanhunen@sasktrade.sk.ca

TRADE MISSION: Expomin Chile and Peru Outreach

Date: April 24 – May 3, 2023

Location: Santiago, Chile & Lima, Peru
Expomin is the largest mining event in Latin America. Held every two years, the event draws over 50,000 attendees. STEP Members have the option to exhibit in the Canadian pavilion or walk the show. Following the show, STEP will organize a side mission to Peru to meet with mining companies and potential local partners in the Lima region.

Contact: Ryan Niemela, Director,
Manufacturing & Technology
rniemela@sasktrade.sk.ca

TRADE MISSION: 2023 Food Hotel Asia

Date: April 25-28, 2023
Location: Singapore

Food & Hotel Asia (FHA) 2023 has become an annual show and will resume its usual show time in the spring. It will take place on April 25-28, 2023, at the Singapore Expo, Singapore. With more than 40 years since the first exhibition, the show is a well-positioned one-stop business platform, integrating a wide range of Food, Beverages, Ingredients, Bakery, Foodservice, Food Processing, Suppliers and Services from global suppliers, attracting highly relevant buyers from all over Asia and beyond. Please visit the show website for detail information: <https://www.foodnhotelasia.com/>
Supported by the Saskatchewan Trade and Investment Office and the trade commissioner service of the Canadian High Commission in Singapore, STEP will organize its members to exhibit in the Canada Pavilion, visit local food and beverage buyers, and attend a networking reception and a market briefing session.

Contact: Yi Zeng, Senior Director, Asia
yzeng@sasktrade.sk.ca

MAY 2023

TRADE MISSION: Petfood Forum

Date: May 2-4, 2023
Location: Kansas City, MO

Petfood Forum is the exclusive conference and exhibition for the global pet food manufacturing industry providing an all-inclusive opportunity to interact and have essential business dialogue with leading pet food manufacturers and brands, other pet food professionals and ones from related segments. STEP members have the opportunity to learn about the latest research and innovative information on pet nutrition, global pet food market growth, pet food safety, processing, packaging and more.

Contact: Jay Albers, Trade Specialist,
Agriculture
jalbers@sasktrade.sk.ca

SEMINAR: How to Leverage Digital in Market

Date: May 4, 2023
Location: Regina, SK

STEP is pleased to host a lunch 'n learn seminar aimed to show how Saskatchewan Exporters can leverage digital marketing at home and in market to grow their business as well as access federal grant money and programs, including the Canadian Digital Adoption Program (CDAP) which offers a grant up to \$15,000 to create a digital adoption plan for your business. Ken Jurina and Nolan Berg of Top Draw will provide actionable digital marketing best practices and demonstrate a live website audit, giving you applicable insights into your own website. Regardless of whether your business has a strong web and digital presence or little to no presence, this seminar will provide you with knowledge of how to cost-effectively promote your offerings close to home, at tradeshow or around the world. STEP Members and non-members welcome!
Contact: Reka Gajari, Senior Market Intelligence Specialist
rgajari@sasktrade.sk.ca

TRADE MISSION: SIAL Canada

Date: May 9-11, 2023
Location: Toronto, ON

SIAL Canada 2023 is one of the few truly international foods shows in Canada. This event is a key to both the Canadian agri-



food industry, and an entryway to the US and international markets. SIAL Canada is now the only event of its scale in Canada, with more than 1,200 national and international exhibitors from 50 countries hosting over 25,000 professional visitors from Canada, the U.S., and 60 other countries. By exhibiting at this show our members will have the opportunity to present products to major North American grocery retailers as well as to meet international buyers. STEP will be working with the show organizers to attract international buyers and is planning to arrange matchmaking for participating STEP companies. This trade show covers both the retail and ingredient markets, bringing in buyers from around the world, it will allow members to develop markets not just in North America but Internationally as well.

Contact: Katie Janhunen, Trade Specialist,
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kjanhunen@sasktrade.sk.ca

SEMINAR: STEP Into Exporting

Date: May 10, 2023
Location: Virtual

Hosted by Prince Albert Community Futures (PACF), STEP invites members and non-members to a virtual opportunity for new exporters and/or new employees within current exporting companies to discover who STEP is. Speaker, Jeff Thackeray,

Senior Director, Market Intelligence, STEP, will introduce you to the world of exporting and teach you how to identify export markets, choose a market entry method as well as understand the role of buyers and sellers in an export sale, harmonized commodity descriptions and coding systems (HS codes), foreign market regulatory requirements and other considerations, export/import documentation, the role of freight forwarders and customs brokers, getting paid and what supports are available for exporters in Saskatchewan! Register at <https://www.pacf.ca/event-details/step-into-exporting-virtual>
Contact: Jeff Thackeray, Senior Director,
Market Intelligence
jthackaeray@sasktrade.sk.ca

TRADE MISSION: Trade Mission to Germany & Belgium

Date: May 29 – June 2, 2023
Location: Germany & The Netherlands

STEP will organize an Ag commodities trade mission to the EU market. CETA provides STEP members with competitive and preferential access to the EU market. The war between Russia and the Ukraine has put a strain on Eastern European grain supply forcing EU buyers to look elsewhere to fill demand. Both markets have been historically good for Saskatchewan ag commodities capping out at \$153 Million CAD and \$162 Million CAD respectively in 2020.

This mission will allow STEP members to meet with and grow/establish connections with key importers in both regions.
Contact: Jay Albers, Trade Specialist,
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jalbers@sasktrade.sk.ca

TRADE MISSION: 2023 Seoul Food Show

Date: May 30 – June 2, 2023
Location: Seoul, South Korea

Seoul Food & Hotel is Korea's leading and largest international exhibition for the Food, Beverages, Hotel, Restaurant, Foodservice, Bakery & Supermarkets industries. It is the ideal forum for international exhibitors to showcase a huge selection of premium Food and Hospitality products and meet quality buyers, decision makers and industry experts.

The Seoul Food Show 2023 will take place from May 30-June 2, 2023, in Seoul, South Korea. For further details on the show, please visit the show website at: <http://www.seoulfoodnhotel.co.kr/>
By partnering with the Trade Commissioner Service at the Embassy of Canada in Seoul, STEP will organize export café, business tour, and reception at the margin of the Seoul food show for Saskatchewan food and beverage exporters to attend.
Contact: Yi Zeng, Senior Director, Asia
yzeng@sasktrade.sk.ca



**TRADE MISSION:
Food & Drinks Sweden**

Date: May 31– June 1, 2023
Location: Stockholm, Sweden

Combined, the Nordic countries have a population of 27 million, and an economy of \$1.6 billion. Their citizens have strong purchasing power, and their consumer preferences are very similar. A study by E&Y in 2018 found that 24% of the Nordic consumers are planning to eat less meat and more plant-based food, primarily to help the environment. Fast forward to 2020, according to the Swedish Youth Barometer, 30% of the Swedish consumers are eating more plant-based products to reduce their environmental footprint.

STEP did an exploratory mission to the market in 2022 and found an opportunity for our members in the plant based and organic sectors to sell into this market. The mission in 2023 will be focused on doing visits to either Copenhagen or Oslo for 2 days, then exhibit at the Food & Drinks Sweden show in Stockholm.

Contact: Roy Hawat, Senior Director, Agriculture & Agri-Value
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JUNE 2023

**TRADE MISSION:
Food Taipei 2023**

Date: June 14-17, 2023
Location: Taipei, Taiwan

Food Taipei is the largest food and beverage show in Taiwan. The 2023 edition will take place at Taipei Nangang Exhibition Center, in Taipei, Taiwan from June 14-17, 2023. It provides a platform for international food and beverage exporters to enter and develop the Taiwan market. For details of the show, please visit: <https://www.foodtaipei.com.tw/en/index.html>

Foodtech Taipei, Taipei Pack, Taiwan HORECA, and Bio/Pharmatech Taiwan will also occur the same time at the show venue as Food Taipei.

Working with the trade commissioner service of the Canadian Trade Office in Taipei, Taiwan, STEP will organize participating companies to exhibit at the show, attend business tours, and reception.

Contact: Yi Zeng, Senior Director, Asia
yzeng@sasktrade.sk.ca


**TRADE MISSION:
Global Energy Show**

Date: June 13-15, 2023
Location: Calgary, AB

Global Energy Show is North America's premier energy event. It is well attended by the international oil industry. STEP will organize a breakfast event with the international producers to learn about their procurement needs and connect them with STEP members in 1-on-1 B2B meetings. STEP will also book a group space in the tradeshow for STEP members.

Contact: Ryan Niemela, Director, Manufacturing & Technology
rniemela@sasktrade.sk.ca

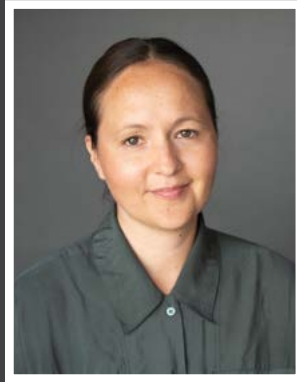


For a complete list of STEP Incoming/Outgoing Trade Missions and Seminars, visit www.sasktrade.sk.ca. 



AGRICULTURE /AGRI-VALUE
PRODUCTS & SERVICES

STEP Agriculture /Agri-Value: Products & Services



THE RETAIL FOOD AND BEVERAGE industry has seen significant challenges over the last several years with difficulties producing products, rising shipping costs, and rising inflation. With the industry continuing to evolve, there are several food trends that lend opportunities for Saskatchewan companies as we head into a new year.

The global food and beverage market forecasts a compounded annual growth rate of 8.81% from \$6.3 trillion USD in 2022 to \$8.8 trillion USD in 2026. In Canada, the primary food retail and wholesale industry sectors accounted for a GDP of \$32.9 billion (3.3%) in 2021, with the beverages industry accounting for \$14.6 billion (10.3%) of sales. Saskatchewan has seen a tremendous growth in the food and beverage retail sector through the growth of plant-based proteins for use in healthy snacks and the increase of beverage companies exporting out of the province.

Key trends in 2023 for the food and beverage market include functional drinks for hydration and nutritional benefits, the rise in micro distilled/artisan spirits, the rise of an alcohol ecommerce market, high pressure pasteurizations of fruits and vegetables, an increasing demand for clean label products, and robotics and automation in meat processing, to name a few.

The Top 10 Growth Opportunities for the Nutrition & Wellness Industry in 2023 are:

- Controlled environment for agriculture is the future of farming.
- Digital transformation & local and traceable supply chains expand.
- Fermented beauty will gain wider adoption.
- Upcycled ingredients are on the rise.
- Higher protein demand will drive innovation beyond plant protein.
- Ag-tech remains a growing space with focus shifting towards regenerative farming.
- The biotics universe will expand beyond pro, pre & gut.
- Convenient nutraceutical formats will offer more personalized and balanced wellness.
- Clean labels and positive nutrition claims will drive the future of food additives.
- Alternative, novel feed additive ingredients will gain wider adoption.

Exporters offer solutions to meet the needs of global trends. Saskatchewan companies supply a variety of functional drinks and non-alcoholic craft beer (the largest-growing beverages segment in the United States) and there is a plethora of companies offering tasty snacks meeting the demands of increased interest in healthy plant proteins. There is also substantial growth in micro distilled artisan spirits ready to take on the world.

STEP supports the retail food and beverage industry with a renewed focus, increasing our presence at shows including SIAL Canada, Grocery & Specialty Food West, America's Food & Beverage Show, Natural Products Expo West, and a trade mission planned to the GCC for ecommerce and retail. We are also planning to welcome a group of retail buyers from the GCC region and working with partners in Latin America and Europe to provide opportunities to introduce our unique retail food and beverage members to new niche markets.

*Katie Janhunnen,
Trade Specialist, Agri-Value
Saskatchewan Trade and Export
Partnership (STEP)*



1-10

9 Mile Legacy Brewing Co. Ltd.

Saskatoon, Saskatchewan
www.9milelegacy.com

Products and services include craft beer with premium quality Saskatchewan inputs and distributed in kegs, bottles and cans.



A

Above Food Corp.

Regina, Saskatchewan
www.abovefood.com

Products and services include a complete chain of custody of plant proteins, enabled by scaled operations and infrastructure in primary agriculture, processing and specialty ingredients. Above Food delivers food to businesses and consumers with unparalleled traceability, quantifiable sustainability and superior nutrient density. Above Food's portfolio of brands include Culcherd, Eat Up!, Farmer Direct Organic, Loma Linda, Neat, New Ocean, NorQuin, Modern Menu and TUNO. Available online and in grocers across North America.



Adroit Overseas Ent. Ltd.

Surrey, British Columbia
www.adroitoverseas.com

Products and services include wheat, yellow, green and marrowfat peas, lentils, black, pinto, band and cranberry beans, canola, hemp seed, coriander, mustard seed and flax.



AgriCan International Inc.

Regina, Saskatchewan
www.agrican.ca

Products and services include exporting agri-commodities such as red and green lentils, yellow, green peas and chickpeas, soybean, canola and flax seed. Also feed grade ingredients including wheat, barley, chickpeas and feed peas.



Agrocorp Processing Ltd.

Moose Jaw, Saskatchewan
www.agrocorp.com.sg

Products and services include peas, lentils, oilseeds and grains as well as pea protein, starch and hull fibre.



AGT Foods

Regina, Saskatchewan
www.agtfoods.com

Products and services include bulk pulses (split and whole lentils, chickpeas, peas, beans), pulse ingredients (flour, protein, starch and fibre), finished pulse goods including texturized pulse proteins, pulse-based pastas (included Veggipasta) and pulse-based bread-making systems (including Veggicrumb), as well as wheat, durum wheat, canola and oilseeds, feed barley and specialty crops. Technical services centered on pulse research and development in food and industrial applications are also available.



Algorithm Ingredients Inc.

Saskatoon, Saskatchewan
www.algorithm.ca

Products and services include alphamega3 algal Omega-3 oils, betamega3 algal Omega-3 powders, thetamega3 Omega-3 concentrate oils and gammamega3 algal Omega-3 emulsions.



Avena Foods Ltd.

Regina, Saskatchewan
www.avenafoods.com

Products and services include sustainably grown oat and pulse ingredients including Avena Best beans, chickpeas, lentils and peas; flours, cracked pulses and grit; FDA-approved natural dietary pea hull and oat hull fibers; pulse-based egg replacers, and Avena Purity Protocol certified gluten-free oat flour, quick oats, rolled oats, oat groats and steel cut oats. Ready-to-eat flours are functional ingredients for creating clean-label, plant-based products. Ingredients are non-GMO, free of all labelled allergens, GFSI, Kosher and available conventional or certified organic. Avena offers in-house application/technical support.



Axten Farms

Minton, Saskatchewan
www.axtenfarms.ca

Products and services include cereals such as spelt red fife, kharasan, triticale and rye; pulses such as chickpeas, maple peas and winter pes; and oil seeds such as mustard, flax and camelina.



B

Bioriginal Food & Science Corp.

Saskatoon, Saskatchewan
www.bioriginal.com

Products and services include nutritional supplements to infant nutrition, bakery, sports beverages and more. Bioriginal specializes in omegas, proteins, coconut, and nutraceutical markets. Bioriginal is dedicated to providing ingredients that meet the growing and evolving needs of today's health conscious consumers.



Black Fox Farm & Distillery

Saskatoon, Saskatchewan
www.blackfoxfarmanddistillery.com

Products and services include internationally awarded gins and whiskies, grown, mashed, fermented, distilled and aged at Black Fox. Created by nature, transformed by Black Fox.



BloK Ingredients

Regina, Saskatchewan
www.blokingredients.com

Products and services include bulk or packaged grains including durum wheat, pea, lentils, flax and canary grass.



Blue Sky Berries

Langham, Saskatchewan
www.blueskyberries.ca

Products and services include the Saskatoon berry plant JB30, one of the more recent cultivars to be introduced commercially. Blue Sky Berries also supplies the Martin, Thiessen, Northline and Smokey varieties.



Blue Sky Hemp

Saskatoon, Saskatchewan
www.blueskyhempventures.com

Products and services include varieties of hemp food, hulled hemp-seed, hemp protein in various concentrations. They offer CBD materials and are also open to toll process biomass. The company is currently targeting B2B customers, distributorships, retail brands, and co-packers.



Boreal Heartland Herbal Products

Air Ronge, Saskatchewan
www.borealheartland.ca

Products and services include premium quality herbal tea blends, dried wild mushrooms, and bulk wild herbs sustainably harvested by Indigenous people from the Boreal Forest of Northern Saskatchewan, custom commercial harvest, and processing of boreal forest herbs.



Brew Ninja Software

Saskatoon, Saskatchewan
www.get.brewninja.net

Products and services include Brew Ninja, a Software-as-a-Service (SaaS) product which comes in four tiers: Pico, Nano, Micro, Kilo. All four tiers include all functionality. Pico is limited to breweries producing up to 1,000bbbl/year, a brew system of 10bbbl, and 3 users. Nano is limited to 2,000bbbl/year, 20bbbl brew system, and 7 users, but adds training. Micro is limited to 7,000bbbl/year, 50bbbl brew system, and 20 users. It adds 2 custom reports and onsite training. Kilo removes limits, and adds 3 day of onsite training.



C

Cafooda International Ltd.

Saskatoon, Saskatchewan

Products and services include quick oats, flax oil, canola oil, honey, algal oil.



Can Pro Ingredients Ltd.

Arborfield, Saskatchewan
www.canproingredients.ca

Products and services include dehydrated alfalfa pellets and sun-dried alfalfa pellets, available in both conventional and organic formats. Wheat/Oat straw pellets are available on contract.



Canadian Organic Spice & Herb Co. Inc.

Watson, Saskatchewan
www.splendorgarden.com

Products and services include manufacturing, wholesale and distribution of the Splendor Garden brand of organic food products including organic spices, herbs, seasoning blends and Splendor Garden organic gluten free oats. Available in retail and bulk packaging. Private label customers welcome.



Canadian Prairie Bison

Canwood, Saskatchewan
www.cdnbison.com

Products and services include bison pemmican, bison jerky and seasoned bison burgers as well as whole primal cuts.



Canadian Rangeland Bison & Elk Inc.

Windthorst, Saskatchewan
www.rangelandbison.ca

Products and services include Canadian Rangeland Bison - fresh primal cuts and case ready bison; Rangeland Steaks - 45 day aged and flash frozen steaks; and Meat Chops - bison bites, beef jerky and beef chunks.



CanMar Foods Ltd.

Regina, Saskatchewan
www.canmarfoods.com

Products and services include conventional and certified organic roasted flax seed, pasteurized flax seed, milled roasted flax seed with fruit for retail or packaged for the ingredient industry in a gluten free certified, allergen free and kosher facility. Private label programs are available.



Cellstar International Group Limited

Regina, Saskatchewan

Products and services include white honey, quick oats, flaxseed oil, liquor and wine.



C-Merak Industries

Tisdale, Saskatchewan
www.c-merak.ca

Products and services include FABAFuel Protein Concentrate, FABAFuel Flour, starch and fibre, Prairie OATFuel groats, flour, rolled flakes, quick flakes, steel cut and bran, C-Merak Grains buys, sells and trades grains and pulses.



Crop Aid Nutrition Ltd.

Saskatoon, Saskatchewan
www.cropaidnutrition.com

Products and services include seed dressing, foliar fertilizer, and soil health biostimulants, as well as custom and toll blending capabilities.



Crossmount Cider Company

Crossmount, Saskatchewan
www.crossmountcidercompany.ca

Products and services include Flatlander Rose, Pina Loca, Ginger Apple, Winter Spice, Cider & Black, Citri Hopped, Flatlander Crisp, and Flatlander Gold.



Custom Agricultural Intelligence Inc.

Sedley, Saskatchewan
www.customagintel.com

Products and services include Dumanis, a customized formulation of prilled Humic and Fulvic acids with high Carbon to feed soil biology, customized unique blends of liquid and dry formulations of crop health therapy, branded as Smart Boost Cereal, Smart Boost Canola, and Smart Boost Pulse.



D

Dandilee Spice Corp.

Grenfell, Saskatchewan
www.dandileespice.com

Products and services include mustard, caraway, coriander, and flax.



DG Global West

Toronto, Ontario
www.dgglobal.ca

Products and services include high-protein GMO and non-GMO soybeans, canola, flaxseed, mustard, peas, lentils, canary seed, millet, sunflower seeds, faba beans, colour beans, wheat, corn and, oats. By-products include DDG's soybean meal, feed wheat, oats, and barley.



Diefenbaker Spice & Pulse (DSP)

Elbow, Saskatchewan
www.dspdirect.ca

Products and services include 40 raw and processed ingredient quality products in the pulse and spice categories, some of which include French green lentils, red lentils, red split lentils, large green lentils, small green lentils, besan, coriander, caraway, yellow split peas, yellow peas, green split peas, green peas, desi chickpeas, kabuli chickpeas, yellow mustard, and brown mustard.



District Brewing Company

Regina, Saskatchewan
www.districtbrewing.ca

Products and services include brewing, white labeling, contract brewing, packaging/canning, tours, event venue, storage, and delivery.



Dosch Organic Acres

Willow Bunch, Saskatchewan
www.doschorganic.ca

Products and services include organic brown milled flaxseed and their Wheat Crunch snack. Wheat Crunch is made from organic Khorasan wheat berries cooked in cold-pressed high-oleic safflower oil and seasoned.



Drake Meat Processors Inc.

Drake, Saskatchewan
www.drakemeats.com

Products and services include varieties of farmer sausage, bacon, jerky, smokies, wieners, snack sticks, hams and picnics, and frozen burgers. In addition to producing meat products under the Drake Meats banner, Drake partners with major retail chains and other various brands to provide product development and toll-processing. All Drake products are made with locally sourced proteins, unique spice recipes and naturally smoked with hardwood chips.



Dutton Farms Ltd.

Paynton, Saskatchewan
www.duttonfarms.com

Products and services include peas: marrowfat, green, yellow, dun and maples; lentils: black, French, red and green; flax: golden and brown, milling and oilseed; cereal grains; oil: hemp, canola, camelina.



E

Emerald Seed Products Ltd.

Avonlea, Saskatchewan
www.emeraldseedproducts.com

Products and services include Nutrifen as a feed additive for use in pig, chicken and cattle feed, FenGum for use in the mining or oil industry, and Canafen used in the food and natural health industries.



ETG Commodities Inc.

Mississauga, Ontario
www.etgworld.com/northamerica

Products and services include red lentils, green lentils, green peas, yellow peas, kabuli chickpeas, canary seeds, flaxseeds, edible beans.



Etter Seed and Processing Ltd.

Richardson, Saskatchewan
www.etterseed.com

Products and services include a packaging division branded as Silo Pulses + Grains. Their 1 KG packages are targeted to consumers and grocery stores. Silo Pulses + Grains products include large and small green lentils, red football type lentils, dark green lentils, beluga lentils, chickpeas, and yellow and brown flax.



F

Evova Foods Inc.

Saskatoon, Saskatchewan
www.toddsbettersnacks.com

Products and services include Todd's Better Snacks, crunchy and delicious snacks, like chips, made from nourishing egg whites, nourishing foods, and high in protein.



Faba Canada

Melfort, Saskatchewan
www.fabacanada.com

Products and services include supplying low vicine/convicine faba products with the aftertaste removed which include: 70%+ protein concentrate, 95%+ pure starch concentrate for food grade or industrial uses, 35%+ protein flour, faba bean fibre, and, whole fabelle faba beans for food and feed markets



FIAR Holdings Inc.

Laird, Saskatchewan
www.fireicefoods.com

Products and services include Fire+Ice Functional Foods branded CPG's ready for retail distribution: hulled hempseed, hemp protein powders (50/65/Isolate), faba bean protein powders (60), and virgin and refined hempseed oil. Ingredients are also available in bulk quantities.



Five Grain Foods Inc.

Saskatoon, Saskatchewan
www.fivegrainfoods.com

Products and services include culinary hempseed oil of the highest quality from the pristine Canadian prairies.



FNA (Farmers of North America)

Saskatoon, Saskatchewan
www.fna.ca

Products and services include food, fiber and fuel inputs as well as an interest in secondary processing.



Frederick Seeds

Watson, Saskatchewan
www.frederickseeds.ca

Products and services include producing pedigreed seed: barley, oats and wheat.



G

Grace Hill Farms

Mankota, Saskatchewan
www.gracehill.ca

Products and services include organic hard red spring wheat, barley, durum wheat, khorasan wheat, soft white wheat, rye, triticale, green and yellow peas, green, red, black and French lentils and brown flax.



SaskTel International

Network Solutions from a telecom.

BRIDGING THE DIGITAL DIVIDE.

sasktelinternational.com

Great Western Commodities

Shaunavon, Saskatchewan
www.greatwesternrail.com

Products and services include coordinating with producers and buyers and sourcing a variety of products commonly grown along the GWR rail line, including durum, wheat, canola, barley, oats, brown and yellow flax, green, red and black lentils, maple, green and yellow peas and chickpeas in bulk.



Greenfields Agriculture Corporation

Saskatoon, Saskatchewan
Products and services include flaxseed oil, honey, quick oats, wild rice, and lumber.



Growers International Organic Sales Inc.

Saskatoon, Saskatchewan
www.giosi.com

Products and services include organic cereals including heritage grains, and organic pulses and oilseeds grown in western Canada. GIOSI offers producers different contracting options and even pick up the grain directly from their farms through their sister trucking company, TFI. For buyers, GIOSI provides many different packaging and shipping options such as in totes, bagged, or bulk by truck, rail or container.



H

Heads Up Plant Protectants Inc.

Luseland, Saskatchewan
www.headsupst.com

Products and services include a PMRA/EPA registered plant activator, and biological seed treatments made of plant extracted chemicals, referred to as a plant activator.



Holman Farming Group

Saskatoon, Saskatchewan
www.holmanfarminggroup.com

Products and services include green and yellow peas; red, black and green lentils; flax; durum wheat; and soft white wheat. Holman Farming Group is able to ship via rail cars or directly into containers. The company is also able to receive and distribute all types of dry fertilizers and any other bulk materials.



HPS Food & Ingredients Inc.

Saskatoon, Saskatchewan
www.hpsfood.com

Products and services include hemp: bulk hulled hemp seed, toasted hulled hemp seed, toasted whole seed, hemp seed oil (cold pressed), hemp seed protein powders (50%, 45%, 33%, 23%, 20%) and faba beans: whole faba beans, split faba beans and faba bean powder (33%).



I

Indigenous Food & Beverage Canada Inc.

Regina, Saskatchewan
www.redriverbrands.ca

Products and services include the export of honey and flaxseed oil. Domestically, IFBC handles sales for other Indigenous brands and markets its own brand, Salay Indigenous Foods.



InfraReady Products Ltd.

Saskatoon, Saskatchewan
www.infrareadyproducts.com

Products and services include organic, conventional, kosher and halal precooked cereals, pulses, grains and oilseeds as flakes, meals, flours and multigrain blends.



Ingredion Canada

Vanscoy, Saskatchewan
www.ingredion.ca

Products and services include processed pea (flour/starch, protein, and fiber), fava (flour/starch and protein), lentil flour (flour/starch and protein) and chickpea flour.



Insight Plant Health

Saskatoon, SK
www.insightplanthealth.com

Products and services include tank mix and seed treatment compatibility testing, biological product stability, on-seed life, and shelf-life testing. Insight also provides SOP development, QA/QC services, and certificates of analysis for biological products. Their contract R&D services provide the data necessary to register and market customers' biological products. Insight Plant Health works with their customers to design, develop, and demonstrate new products. Insight Plant Health develops the data: you own the IP.



J

JDM Exports

Assiniboia, Saskatchewan
www.jdmexports.ca

Products and services include transparent commodity trading of specialty crops such as chickpeas, lentils, and peas, as well as cereals and oil seeds.



Jimmy and Jane Retail Corp

Regina, Saskatchewan
www.farmerjane.ca

Products and services include the sale of over 200 cannabis products and accessories. In addition to cannabis products, Farmer Jane's Managing Partners have had 4 successful exits in the cannabis industry, positioning us expert retailers with potential to offer our services as consultants within Canada and to newly emerging markets globally.



Joel Wax Works

Ridgedale, Saskatchewan

Products and services include beeswax rendering services as well as the buying and selling of raw beeswax.

JTK Winny Ag

Rosetown, Saskatchewan
www.jtkwinnyag.com

Products and services include yellow peas, maple peas, canola, lentils, wheat, barley, oats, and faba beans.



K

KBI Seed Processing

Manor Saskatchewan
www.kbiseedprocessing.ca

Products and services include production, cleaning, processing and bagging of organic and conventionally grown grains including cereal grains, flax, pulses and ancient grains.



KeyLeaf

Saskatoon, Saskatchewan
www.keyleaf.ca

Products and services include research and development (R&D), toll processing, oil Processing (degumming, refining, bleaching/pretreating, fatty acid concentration, inter-esterification, winterization, deodorization), water and solvent based extraction of plant-based materials, and molecular/vacuum distillation.



Khorasan Alliance of North America

Regina, Saskatchewan
www.khanagroup.ca

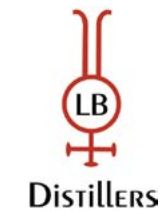
Products and services include providing a member-based program in which farmers (90% SK) partake in growing Khorasan acres which Khana undertakes to contract with buyers also within the program. Grasslands Brokerage & Consulting provides the seed to farmers in the program and retain full production of all acres grown that are either under contract for sales by buyers within the program or purchased back from the farmer by us for see propagation. Khana also manages the contracts in their entirety on behalf of both parties.

L

LB Distillers

Saskatoon, Saskatchewan
www.luckybastard.ca

Products and services include Lucky Bastard Premium Vodka, Lucky Bastard Coconut Lime Vodka, Lucky Bastard Whisky, Gambit Gin, Lucky Bastard Saskatoon Berry Liqueur, Lucky Bastard Haskap Liqueur, Lucky Bastard Aromatic Bitters and a line of Canada's Ultimate Caesar Products which include Lucky Bastard Dill Pickle Vodka, Lucky Bastard Bacon Bitters, and Lucky Bastard Bacon Caesar Rimmer.



Lenmar Seed Farm Inc.

Lemberg, Saskatchewan

Products and services include processed coriander, caraway and flax for export, as well as all other grains and pulses. Lenmar Seed Farms Inc. grows their own coriander, grains and canola. The company is HACCP certified and exports through a range of brokers.

M

Marquis Milling and Grain

Hague, Saskatchewan
www.nunweilersflour.com

Products and services include organic hard red spring wheat flour, organic soft white wheat flour, organic rye flour, organic spelt flour, organic buckwheat flour, organic kamut flour/semolina, organic durum flour/semolina and organic lentil flour, conventional fine barley flour, and conventional lentil flour. They can also mix/blend and package your dry mixes. Private label and toll milling services.



Marshall Trading Company Inc.

Saskatoon, Saskatchewan

Products and services include organic and conventional flax, pulses, and corn.



McCracken Grain Solutions Ltd.

Ogema, Saskatchewan
www.mccrackengrain.ca

Products and services include cleaning and/or colour sorting of the following commodities: durum, mustard, wheat, canola, chickpeas, flax, oats, barley, lentils, peas, and corn.



Meraki Commodities

Regina, Saskatchewan
www.merakicommodities.com

Products and services include yellow peas, green peas, maple peas, lentils, beans, mustard seed, canary seed, flax and chick peas.



MGM Seed & Grain

Saskatoon, Saskatchewan
www.mgmseedandgrain.com

Products and services include conventional and organic gluten-free whole oat groats, steel cut groats, quick rolled oats, large flake oats, and oat flour.



Mumm's Sprouting Seeds

Parkside, Saskatchewan
www.sprouting.com

Products and services include over 90 varieties of certified organic seed for growing sprouts and microgreens, supply of bulk volumes to commercial sprout and microgreen growers. A retail line of packages and sprouting equipment for consumers to grow sprouts at home.



N

Natural Specialty Crops ULC

Regina, Saskatchewan
www.naturalspecialty.net

Products and services include green, red and dark speckled lentils, flaxseed, canary seed, chickpeas, peas and beans.



Naturally Amped Food and Bodycare Inc.

Saskatoon, Saskatchewan
www.naturallyamped.com

Products and services include traditionally slow, naturally fermented foods and beverages using wild fermentation processes in a modern facility.



Naturally Nutritious Foods Inc.

Spalding, Saskatchewan

Products and services include French green lentils (dark speckled), red lentils, large green lentils, black lentils, small green lentils, yellow and green peas, marrowfat peas, split green and yellow peas, oats, wheat, barley, rye, spelt, red clover, flaxseed, and organic grains.



North West Terminal Ltd. (NWT)

Unity, Saskatchewan
www.northwestterminal.com

Products and services include yellow peas, green peas, canola, Canada western red spring wheat, Canada western soft white spring wheat, malt barley, rye, wheat based distillers grains, and ethanol.



Northern Lights Foods

Air Ronge, Saskatchewan
www.northernlightsfoods.com

Products and services include exporting organic wild rice in bulk and retail packages.



Northern Nutraceuticals Inc.

Spalding, Saskatchewan
www.northernnutra.ca

Products and services include organic or conventional flaxseed oil, hempseed oil, borage oil, canola oil, milled flax, and hemp protein powder, custom-manufacturing/ processing, co-packing and OEM/private label is also available.



O

O&T Farms Ltd./Oleet Processing Ltd.

Regina, Saskatchewan
www.otfarms.com

Products and services include using a unique, patented extrusion process to produce specialty feeds which are Omega-rich, high in protein, and easily digestible. Products include LinPRO, LinPRO-R, ExtraPRO, CerealPRO and EquinePOWER.



P

Parrish & Heimbecker Ltd.
Winnipeg, Manitoba
www.parrishandheimbecker.com



Products and services include grain handling and merchandising, milling, agronomic advise, crop inputs (seed, crop protection, crop nutrients), animal feed processing and nutrition.

Peak Veterinary Health P.C Ltd.
Prince Albert, Saskatchewan
www.ranchlandvet.ca



Products and services include bovine embryos of all breeds from within Saskatchewan, Manitoba and Alberta.

Phantom Light Distillery
Prince Albert, Saskatchewan
www.phantomlightdistillery.com



Products and services include Phantom Light Vodka and Phantom Light Spiced Vodka.

Prairie Bee Meadery
Caron, Saskatchewan
www.prairiebeemeadery.ca



Products and services include 10+ varieties of international award-winning Honey Wine (Mead) available in finishes from sweet to dry, 5 varieties of canned carbonated wine cooler beverages and a full white label co-packaging service for local or international markets.

Prairie Berries
Saskatoon, Saskatchewan
www.prairieberries.com



Products and services include freeze dried powder, freeze dried whole berries, concentrate, puree, IQF saskatoon berries and sweetened dried saskatoon berries. Food service products including pie filling, IQF saskatoon berries, pie filling, pies, fruit topping, spread & syrup. Delicious ready to eat products spread, fruit topping, syrup, pie filling, sweetened dried, dark chocolate covered saskatoon berries, freeze dried whole berries and freeze dried powder.

Prairie Genesis
Outlook, Saskatchewan
www.prairiegenesis.ca



Products and services include providing cleaned grains ready to ship to any where. Using a variety of cleaners around the prairies that have the highest of technologies in the grain cleaning business. They will have access to crops like wheat, barley, flax, peas, lentils, oats, and their primary crop will be Einkorn, an ancient grain with huge benefits like high protein, beta carotene, essential fatty acids, and also contain antioxidants. We are farmers that appreciate quality!

Prairie Group Exports
Lestock, Saskatchewan

Products and services include BioSwiss certified grain, oilseeds and pulses, shipped in bulk or bags loaded in 20 foot containers.

Prairie Heritage Seeds Organics Inc. (PHS)
Radville, Saskatchewan
www.phsorganics.com



Products and services include organic kamut, flax, wheat, lentils, peas, and other grains, and kamut flour.

Prairie Malt Ltd.
Biggar, Saskatchewan
www.prairiemalt.com



Products and services include the conversion of barley and wheat into malt.

Prairie Tide Diversified Inc.
Saskatoon, Saskatchewan
www.prairietide.com



Products and services include Xanflax, a food thickener and egg replacer; Sesaflex, a toasted flaxseed similar to sesame seed having the health benefits of flaxseed; Mediflax, a nutritional and fiber supplement; Lignan-50, a concentrated lignan supplement; omega-3 rich flaxseed oils; gluten-free flour; AquaForté, a faba bean based emulsifier, egg replacer, protein, and flour; and, specialized bioactive cyclic peptides from flax used in the health and cosmetic markets. They offer an expansive array of analytical tools and techniques for the oil seed and agriculture/food industries. PTD's services include an expansive array of analytical tools and techniques for the oil seed and agriculture/food industries.

Protein Powered Farms Inc./Sunnydale Foods Inc.
Perdue, Saskatchewan
www.sunnydalefoods.com



Products and services include lentils, chickpeas, faba bean, pea protein, pea starch, and pea fiber.

Providence Grain Solutions
Fort Saskatchewan, Saskatchewan
www.providencegrain.ca



Products and services include CWRS, CPSR, and durum wheat, canola, flax, conventional soybeans, special crops, green and yellow peas, lentils, malt, feed barley, and oats.

Purely Canada Foods Corp.
Lajord, Saskatchewan
www.purelycanada.ca



Products and services include trading of CWRS, CWAD, canola, yellow and green peas, lentils, flax, faba beans and canary seeds both domestically and internationally by truck, container and rail.

Q

R

Radouga Distilleries
Blaine Lake, Saskatchewan
www.radougadistilleries.com



Products and services include Provincial Vodka, Provincial Spiced Vodka, Blueberry Pie Liqueur & Apple Pie Liqueur.

RedWillow Organics
Carrot River, Saskatchewan
www.redwilloworganics.ca



Products and services include organic cereal grains, oilseeds and forages including hard red spring wheat, oats, buckwheat, hempseed, red clover seed and al-sike clover seed.

Richardson Food & Ingredients
Winnipeg, Manitoba
www.richardson.ca



Products and services include canola oil products including canola oil, margarine and shortenings in retail, food service and industrial application packaging; and processed oat products including whole oat groats, rolled oat flakes, whole oat flour, oat bran, and granola clusters. Canadian organic certification is available.

Richland Agriculture Group Co.
Saskatoon, Saskatchewan
www.richlandagriculture.ca



Products and services include cereals, oilseeds, flaxseed, yellow peas, oatmeal, flaxseed oil, Canadian arctic ice, honey, and honey propolis.

Rock Paper Coffee
Perdue, Saskatchewan
www.rockpapercoffee.ca



Products and services include coffee in dark roast, medium roast, light roast and decaffeinated, whole beans or ground, available in 1 lb bags, 5 lb bags, 100 lb bags, retail ready packs, as well as k-cups.

Rudy Agro Ltd.
Outlook, Saskatchewan
www.rudyagro.ca



Products and services include large and small green lentils, red lentils, yellow and green field peas, maple and Austrian peas, marrowfat peas, kabuli chick peas, faba beans, and dry beans (pinto, yellow, cranberry).

S

Saskatchewan Food Industry Development Centre Inc.
Saskatoon, Saskatchewan
www.foodcentre.sk.ca



Products and services include inter-im processing, extrusion technology, food development, food safety education and training, quality assurance, technology transfer, packaging and labeling, and path finding.

SaskMade Marketplace
Saskatoon, Saskatchewan
www.saskmade.ca



Products and services include customized local produce baskets, local produce, grocery items, and giftware including Saskatoon jams, syrups, tea, champagne, and other food items.

SCCL (Saskatoon Colostrum Company Ltd.)
Saskatoon, Saskatchewan
www.sccl.com



Products and services include spray-dried bovine colostrum.

Schlueter & Maack Canada Ltd.
Pilot Butte, Saskatchewan
www.schlueter-maack.de



Products and services include exporting of Canadian mustard seed predominately to Europe; however, they service many other export destinations from Canada. In addition, S&M also handles lentils and peas at their Canadian facility.

Scoular Canada Ltd.
Saskatoon, Saskatchewan
www.scoular.com/



Products and services include processing of conventionally and organically produced whole green and yellow peas, split green and yellow peas, green lentils, red lentils, kabuli chickpeas, whole and split desi chickpeas, flaxseed, sunflowers, and canary seed.

Seaboard Special Crops
Regina, Saskatchewan
www.seaboardspecialcrops.com



Products and services include vertically integrated grain, processing and specialized product trading, and logistics operation, with a global presence. Seaboard can offer expert advice on grain prices, and grain milling characteristics of grain from various origins. The primary commodities sourced and traded include wheat, green and yellow peas, lentils, flax, beans, corn, soybean meal, mill feed, rice, special crops, milk products, sugar, food oils and other protein meals. Seaboard is now also processing and handling organic and transition organic products. Seaboard is also certified to trade organic products.

Seed Source Inc.
Archerwill, Saskatchewan
www.seedsource.ca



Products and services include processing of pedigreed seeds including oats, peas, canola, wheat, barley, flax, canary seed, and grass.

Simpson Snacks, LP
Simpson, Saskatchewan
www.simpsonsnacks.com



Products and services include Buttery Ranch Pretzel which have an amazing crunch with a very delicious garlic, ranch and butter flavor.

Smart Earth Camelina Corp.
Saskatoon, Saskatchewan
www.smartearthcamelina.ca



Products and services include camelina meal and oil products for the companion animal (food grade) and feed market from tote to rail car quantities. Smart Earth Camelina Oil is a high omega 3 oil at 38%, that also offers the ideal balance of omega 3 to 6 (2:1). These two features found together in one oil is what makes camelina stand out among omega oils. Its naturally occurring vitamin E provides antioxidant protection while also stabilizing the oil. Camelina has a 2-3 year shelf life, with low risk of oxidation rancidity.

Smooth 42 Craft Distillery Ltd.
Brownlee, Saskatchewan
www.smooth42.ca



Products and services include several vodka lines such as hand crafted Sask vodka, ceasar ready, vodka water, ultra vodka and their two newest products Ryan Vodka and CRE8 ECO Vodka. Smooth 42 also produces Green Coconut Rum Not Rum, Apple Pie and Sour Cherry Moonshine.

South West Terminal Ltd. (SWT)
Gull Lake, Saskatchewan
www.swt.ca



Products and services include durum wheat, spring wheat, yellow peas, red lentils, canola, rye, flax and feed grains.

Spring Coulee Enterprises Ltd.
Lake Alma, Saskatchewan
www.fradettecattle.com



Products and services include purebred Speckle Park semen and embryos.



Stonehenge Organics

Assiniboia, Saskatchewan
www.stonehengeorganics.com

Products and services include high quality organic lentils, peas, brown and golden flax, canola and oats.



Superior Pulses Inc.

Mississauga, Ontario
www.superiorpulses.ca

Products and services include chickpeas, green lentils, red lentils, red split lentils (RSL), red foot-ball lentils (RFL), canary seeds, kidney beans, black beans and white beans, yellow peas and green peas.



T

TA Foods Ltd.

Yorkton, Saskatchewan
www.tafoods.ca

Products and services include processed organic and conventional whole flax, ground flax, and flax oil, as well as toll processing (cold pressed oils for a variety of oil seeds) and co-packaging (pre-formed pouches, ingredient blending, and bottling).



TH Exports Inc.

Saskatoon, Saskatchewan

Products and services include soybean, wheat, DDGS and canola oil.



The Bordertown Milling Company Ltd.

Togo, Saskatchewan
www.bordertownmilling.com

Products and services include organic whole grain wheat flour, organic dark rye flour, organic white flour. Custom milling also available.



Three Farmers Foods

Saskatoon, Saskatchewan
www.threefarmers.ca

Products and services include roasted chickpeas snacks, roasted green pea snacks, roasted lentils snacks, roasted fava bean snacks, and cold-pressed camelina oil 500ml. Available in bulk.



Three Foragers Bee Company

Saskatoon, Saskatchewan
www.threeforagers.ca

Products and services include raw creamed honey and honey candies, packaged for retail sales.



U



Vaccine and Infectious Disease Organization – International Vaccine Centre (VIDO-Intervac)

Saskatoon, Saskatchewan
www.vido.org

Products and services include contract research and manufacturing for vaccines, antivirals and therapeutics for human and animal infectious diseases.



Veikle Grain Ltd.

Cut Knife, Saskatchewan
www.veiklegrain.com

Products and services include processed whole yellow and green peas, split yellow and green peas, whole red and green lentils, dehusked red lentils, canola and wheat.



Victoria Pulse Trading Corp.

Vancouver, British Columbia
www.victoriapulse.ca

Products and services include green lentils, red lentils, all peas, chickpeas, flax seeds and canary seeds.



Viterra

Regina, Saskatchewan
www.viterra.ca

Products and services include grain marketing, handling, and processing.



W

Wendell Estate Honey

MacNutt, Saskatchewan
www.wendellestate.ca

Products and services include retail and bulk premium honey produced by Wendell Honey Farm. Also sell organic honey for retail sales.



X

XPT Grain Inc.

Regina, Saskatchewan
www.xptgrain.ca

Products and services include gold and brown flax, maple peas, yellow peas (conventional and organic), marrowfats, navy beans, pinto beans and cranberry beans.



Y

YQR Distillery

Regina, Saskatchewan
www.yqrdistillery.com

Products and services include vodka, craft wine, beer and spirits.



CANADA'S FARM SHOW PRESENTED BY VITERRA SHINES GLOBAL SPOTLIGHT ON REGINA

Saskatchewan's capital will once again host three days of Innovation, Collaboration, Education & Entertainment



FARMERS AND AGRICULTURAL enthusiasts everywhere can look forward to the annual Canada's Farm Show (CFS) from June 20-22 at the REAL District in Regina. The event is presented by Viterra for the sixteenth consecutive year – bringing together producers, exhibitors, and international buyers to see the newest agricultural innovations on full display.

As one of the largest dryland farming shows in the country, CFS attracts visitors from across North America and around the world. The space will be filled with the latest and greatest agricultural equipment and technologies, along with plenty of other vendors and exhibitors showcasing Saskatchewan's agribusiness prowess.

"We look forward to welcoming those from across Saskatchewan, Canada and the world who want to see the future of ag tech – whether they are eager to embrace new ag technology in their operations, they are wanting to develop more ag technology or they are looking for opportunities to invest in it," said Kirk Westgard, the Vice-President of Agriculture for the Regina Exhibition Association (REAL).

CFS will welcome Saskatchewan's Premier Scott Moe to deliver his "State of Agriculture in Saskatchewan," address during the Regina Chamber of Commerce Premier's Breakfast on commencement day of the event, with the 2023 Innovator Awards presented later the same day.

Exhibitors will be ready to answer questions for visitors wanting to learn more from the individuals behind the products they rely on. New innovations will be launched, providing visitors a sneak peek at some of the latest commodities to hit the market.

Jeanine Nazarchuk, Manager, Agriculture said, "we are pleased to welcome Honey Bee Manufacturing, Young's Equipment, Degelman Industries, Brandt Agricultural Products and Bourgault Industries, along with many others as exhibitors at this year's show."

The 2023 event will also feature Cultivator's 24-Hour Start Up. This exercise brings together the best and brightest in agriculture, technology and business to pitch ideas, form teams, and build a minimum viable product in just 24 hours! This is an incredible opportunity to collaborate with likeminded people and have some fun while you are at it.

On day two, Cultivator is hosting an AgTech Summit to connect farmers, founders, and funders for a full day event. Visitors to the show will be brought together on the famous Launch Pad Stage where they can discuss issues and ideas with industry experts.

"It's an excellent opportunity for us to come together and engage in meaningful dialogue about our industry and how we can continue to improve together, and support Canada's reputation as a safe, reliable, and sustainable supplier of food and feed products," said Kyle Jeworski, Viterra's CEO for Canada.

As always, there will be no shortage of entertainment at CFS. On June 21 the world's best bull-riding athletes will take on some of the toughest animals on the planet in the Professional Bull Riding (PBR) Canada Cup. This year's event will feature three-time champion Aaron Roy in an action-packed display of strength, agility, and resilience.

Ag technology helps producers manage risk, increase efficiency, reduce operating costs, boost productivity, and produce sustainable and resilient crops and livestock. Attendees at CFS gain access to the information and resources that give agricultural businesses the confidence to navigate a world of changing demands and challenges.

For more information, or to purchase tickets please visit our website www.canadasfarmshowreginask.com.

"It's an excellent opportunity for us to come together and engage in meaningful dialogue about our industry and how we can continue to improve together."

Be part of the AgTech Revolution

June 20 – 22



INNOVATION | COLLABORATION | EDUCATION

Get your passes today.

canadasfarmshowreginask.ca



Presented by VITERRA

SIMPSON SNACKS

Simpson Snacks: A Buttery Taste All Its Own

STEPHANIE NIMCHUK says she is not one to brag, but she proudly explains that what sets Simpson Snacks pretzels apart from other, similar products is the unique, memorable taste. “They have a taste like no other,” she says, “and the lingering taste they leave behind is wonderful. They are so buttery, garlic-y and ranch-y.”

Stephanie and her husband Jeremy launched Simpson Snacks in early 2021, but it was a family friend, Jana, who first produced the tasty snack under the Nana Jana’s brand. Success, however, meant that after a couple of years the business had grown too big for her, and she decided to retire.

Jana, along with her daughter Tessa and son-in-law Rory, approached the couple, who had fallen in love with the product, to see if they would like to carry on the business. “They knew they had a good recipe, and they didn’t want to see it fall away,” Jeremy observed.

The couple readily agreed. “We started discussing it in the spring of 2020,” Stephanie said, “and we couldn’t turn down the opportunity to take over something we loved.”

The handoff went as smoothly as could be expected, taking into account the disruptions and limitations posed by COVID-19 restrictions. Jana provided advice and introductions to suppliers and contractors, including the Saskatchewan Food Industry Development Centre in Saskatoon, where the pretzels are baked and bagged. The Food Centre provides opportunities for entrepreneurial clients like the Nimchuks to develop and commercialize their products on a fee-for-service basis, reducing the need for large capital investments in processing equipment during the early stages of a company’s development.

Tessa and Rory became silent investor partners to help finance the launch of the re-branded Simpson Snacks. “We wanted to put our little town of Simpson, where we live, on the map, so that’s the story behind the name,” Stephanie explained. (She and Jeremy both work full-time for farm equipment manufacturer Rite Way in the nearby town of Imperial. He manages the shop area where

the welding takes place and the machines are assembled. She handles all the incoming materials and supplies, and shipping Rite Way’s products.) Their business is a labour of love as well as an exciting venture that challenges their time management abilities.

The first “bake” of the re-named pretzels took place at the Food Centre in February 2021, while the couple were quarantined because of COVID-19. A manager at the Centre, Brev Chesky handled that first production run for them. “The people at the Food Centre are wonderful; we will continue to use them as long as we can,” said Stephanie.

They source the pretzel sticks from a US-based supplier – the have yet to find a Canadian alternative – with Gordon Food Supply supplying the spices that give them their distinctive taste, and Save-On Foods providing the cooking oil.

Now that the process has returned to a more normal situation, Jeremy and Stephanie are able to be more hands-on, mixing the spices at the centre and overseeing the production run, while the staff do the baking and the bagging. A local transport company then picks up pallets of the snacks packed in boxes, warehouses them and fulfills larger orders as needed. The couple keep a couple of pallets at their home so they can complete smaller orders when needed.

Snack bags began landing on retailers’ shelves in March 2021, and once again COVID-19 added another level of difficulty to developing a network of retail customers. At first they were limited to cold-calling store managers and mailing samples

using a list of names and numbers provided by a purchasing manager for a grocery chain in Saskatoon. Once the pandemic restrictions lifted the couple hit the road on their days off, hand delivering samples and meeting store managers.




STEP heard about Simpson Snacks and approached the couple in February 2022, offering advice and support to exhibit at trade shows.

Through their company website they have attracted a couple of community clubs that have used the snacks as fund-raisers, and later in 2023, they will donate their product to other community events, such as a memorial golf tournament and a mental health fundraiser. Through phone calls, lots of time on the road and face-to-face meetings Stephanie and Jeremy have built a network of more than 90 retail locations in Saskatchewan carrying Simpson Snacks, with one each in Manitoba and Alberta. They both emphasize that they have made no adjustments to Jana’s recipe, but they do have other ambitions.

They have explored the possibility of creating one or two other flavours, but so far have not yet discovered what they consider to be a winning formula. “We’d like to do a dill pickle snack that has that buttery taste, but it is really hard to do,” Stephanie noted. As an aside, Jeremy added that their fellow employees at Rite Way are always keen to be volunteer taste testers.

Since their company is a STEP member, Jeremy and Stephanie are eager to take advantage of the marketing seminars and webinars offered by STEP, but are limited by their demanding work and family responsibilities – they have a 10 and a 14-year old at home, both of whom are ADHD and require additional support. Still, they have ambitious plans for the future.

Stephanie keeps a list provided by STEP of upcoming in-person and virtual trade show events that she would like to attend to help the company expand further afield in Canada and into the US. “We hope some of those will work out in the coming year,” Stephanie said. “We’ve had an amazing first two years, and we look forward to a successful future ahead for our snacks.” 

“We wanted to put our little town of Simpson, where we live, on the map, so that’s the story behind the name.”

BY BILL ARMSTRONG

SPLENDOR GARDEN

A Better Way to Spice it Up

“WE ARE ALWAYS PIVOTING AND GROWING,” says Colleen Haussecker, the founder and owner of Canadian Organic Spice and Herb Company. She made the observation in early 2023, as the company prepared to open a new 9,600 square foot warehouse, bringing the total distribution space available to 20,000 square feet.

“Our Splendor Garden organic products are in demand around the world,” Haussecker said, “and we need more room to distribute to these export markets and to expand sales domestically.”

Since the company was established in 2013 it has evolved into a thriving business based in the small town of Watson, located east of Saskatoon. It imports herbs and spices from Sri Lanka, India, Tunisia and Egypt and other countries, and now offers a full line of spices, along with additional products such as its Fish N’ Fry coating mix and plant-based soup mixes.

“Fish N’ Fry is made from local oats and pea products and then flavoured with our herbs and spices. Our plant-based soup mixes are made entirely from herbs and spices, with mushroom powder added as an extra health advantage,” Haussecker said. “This is a better-for-you option.”

It was a search for healthier food options that initially set Haussecker on the path to create the company. A cancer survivor, she began looking for healthy foods that taste good, are easy to use and better for consumers, but without the usual portions of butter, sugar and salt.

“I thought, ‘Why not spice it up with some good organic spices?’” In conversations – and reinforced on the company website – she emphatically points out that Splendor Garden herbs and spices are not irradiated, unlike most conventional products. “No one would knowingly expose themselves to irradiated foods,” she stated.

From that foundational idea of offering healthier food options,

Canadian Organics – a proudly woman-owned and operated company – has grown to 17 full-time employees who she describes as progressive, and sharing a “get it done” attitude. When you nurture peoples’ natural talents, she observed, they are able to perform at a much higher level than you would anticipate.

“We are a Christian-based company, and we try to build on each staff member’s natural gifts,” Haussecker said. “For example, one colleague started her career with us in production, and she is now our logistics person, taking care of all imports and exports.”

In addition to using organic herbs and spices sourced from local and offshore producers, the Splendor Garden brand also includes six varieties of organic gluten-free oats grown by Saskatchewan farmers, some of which is exported to customers as far away as Australia and Vietnam.

In November 2022 Canadian Organic’s exporting success was recognized with the ABEX (Achieving Business Excellence) award from the Saskatchewan Chamber of Commerce. The company’s products can be found in about 2,000 stores across Canada, and online.

Haussecker joked that the learning curve over the past 10 years has been more like a hockey stick, and she credited STEP for supporting the company through the growth process. The first membership Canadian Organics purchased when the company incorporated in 2013 was with STEP.

“We didn’t have much disposable income, but I felt it would pay for itself, and it has,” she said. “We watch the webinars it offers, and last summer we attended BIOFACH in Germany (the world’s largest organic foods trade fair), and we attend virtual trade events as well. I always recommend to new entrepreneurs to get involved with STEP. They are a great support.”

“Our Splendor Garden organic products are in demand around the world.”



One of Canada’s 1st organic spice and herb companies

- Herbs and spices
- Seasoning blends
- Dip mixes
- Gluten free oats

Organic | Kosher | GMO Free | Non-irradiated



www.splendorgarden.com

Breaking a Billion



Trade Success in Mexico Means Opportunity for Saskatchewan

Saskatchewan has the food, fuel, and fertilizer that a growing world needs. Food has always been a major driver of the economy, and for the third consecutive year, agri-food exports have hit record numbers.

A great example of how the province’s agriculture exports are connecting with a worldwide market can be found in Saskatchewan’s newest billion-dollar market, Mexico. It was a major driver in that growth over the past year.

\$18.5 Billion 
Total agri-food exports in 2022

Mexico is a great example of how Saskatchewan is feeding the world. In fact, over 97 per cent of exports to the country are agri-food exports. In 2022, Saskatchewan exported \$556.9 million in canola seed, \$206.4 million in canola oil and \$88.7 million in wheat to Mexico. Those are also the top agriculture exports worldwide.

There is not one factor that has been driving Saskatchewan’s success in Mexico, but there are several related efforts that have helped the province meet the needs of this valued trading partner. The Mexico international office works with partners like the Saskatchewan Trade and Export Partnership (STEP) to advance Saskatchewan’s growing success in the country. The office, has been building relationships, exploring new opportunities, and showcasing what Saskatchewan has to offer.

Every market has different needs, and that’s where Saskatchewan’s international offices offer support. They work to understand the different markets, build relationships, and tell the Saskatchewan story. The other offices, located in China, India, Japan, Singapore, Vietnam, the UAE, and the United Kingdom – along with the office in Germany opening later this year – are focused on the unique needs of their markets.

The big success story in Mexico is an example of one of the major impacts the province is making on the world stage. Canola oil is part of Saskatchewan’s effort to expand the province’s presence in value-added agriculture. Saskatchewan’s 2030 Growth Plan includes increasing value-added exports worldwide to \$10 billion, and canola oil is an example of how Saskatchewan can grow that export category. In Mexico, that meant an increase of over 79 per cent over 2021, for a total of \$206 million of product. That’s part of an overall upward trend for canola oil. The total exported worldwide in 2022 was \$3.5 billion, the most the province has ever exported. That’s a 30.3 per cent increase over 2021.

Saskatchewan’s trade relationship with Mexico is a great example of how when we work with our partners, our agri-food exports reach people around the world.

Top Agri-Food Exports in 2022

Wheat	Canola Oil	Canola Seed
\$4.7 billion	\$3.5 billion	\$2.7 billion

saskatchewan.ca





THREE FORAGERS

THREE FORAGERS BEE CO.

FARM FRESH HONEY PRODUCTS THAT ARE CREATING ALL THE BUZZ



WRITTEN BY MEGHAN HAUKAAS | PHOTOS BY ALLISON SETO

BEEKEEPING is in the Guran family's blood. Nearly fifty years ago, Andrew Guran's grandfather decided to build a few hives and try his luck at harvesting honey. After years of selling his products at local farmer's markets and through local vendors, he eventually started to sell his honey in bulk. It was no longer a hobby, but a source of income.

Andrew and his wife Angela Seto are now the third generation to operate Three Foragers Bee Company, but the path to ownership wasn't direct. They were originally from Calgary and moved to Saskatoon to attend school and find work. They began working on the nearby farm, and before long, fell in love with the place.

Angela said the best aspect of the farm was connecting with nature and that's a feeling that they would like to give back to their customers. "When we joined, we wanted to bring in more value-added products," Angela explained. This decision led to the creation of new flavours, beeswax candles and honey caramels.

Three Foragers' honey not only comes in its most natural form, but is also sustainably sourced which is an element that Seto takes great pride in. "I really love the idea of pro-

ducing something that is truly sustainable, especially compared to other sweeteners," she said.

When it comes to their products, Seto says the possibilities are endless. "Most people are used to just putting honey in their tea, or maybe on some bread. We really believe in using honey as a substitute for sugar, and just to add different dimensions to your food."

She added that their Spicy Chili Garlic Honey has been very popular, whether it is used to drizzle over pizza or for other savoury applications like chicken wings. "It's also really nice drizzled over warm brie," she added.

Uses for natural honey are not limited to culinary applications, though. It can also be used in many home remedies and is a great addition to any skincare routine. "We want to open people's minds to different ways that honey can be apart of their lives."

Angela and Andrew are not the only people who believe their honey is world-class. After doing some research to find out whether there was any sort of validation to set their honey apart from other competitors. Three Foragers decided to enter the London International Honey Awards in 2022. "We were really pleased to find out that we were award-

ed platinum – which is the highest rating we could get," said Angela.

With frigid winter temperatures, the prairies are not always an ideal location for year-round beekeeping. A few years ago, Three Foragers decided to start wintering some of their hives on Vancouver Island, where the temperatures are milder during the long winters. "We thought we should start keeping some bees on both the island and in Saskatchewan to kind of spread the risk out and help ensure production," she explained.

She added that STEP has presented the business with export opportunities that they hope to revisit in the near future. "We mostly sell our bulk commodity as export and through STEP we were doing some trade missions in Shanghai and around China, but then once COVID happened we tried to focus more on the domestic market. Now that we are kind of coming out of the pandemic, we are hoping to expand into the U.S. market."

Angela emphasized that the pandemic underscored the importance of shopping local. "When you go shopping and you are going to buy honey, it should come from a 100 per cent Canadian source, supporting Canadian beekeepers and Canadian goods, which just helps the economy and food industry overall."

As their product line expands, Three Foragers is always thinking of ways to foster better environmental practises. One such initiative involves custom, handcrafted wedding favors

including individually labelled jars of honey or beeswax candles.

"We get a lot of customers who don't want to be wasteful at their weddings, and when they come to us it's actually quite an honour that people decide to choose our products to share with their closest friends and family," Angela said.

While on the growth trajectory, Angela said they have taken advantage of the opportunity to rejuvenate some of their existing products. "This year our focus is really on growing our caramel business by introducing some new flavours, and some more inclusive dietary versions of our products as well."

The best aspect of the farm was connecting with nature.

As the beekeeping duo continue to experiment in new facets and flavors, consider Three Foragers' honey products to revamp your pantry, charcuterie board, or even your skincare routine. For more information or to order their products visit www.threeforagers.ca.



Food security starts with us.



BY MEGHAN HAUKAAS



INSPIRING BUSINESSES AND ENHANCING SERVICE

BACK IN 2015, Aaron Serhan was busy running an agricultural crop input dealership when he noticed that there could be a better way to distribute fertilizer from the retailer to the farmer. After discussing a possible solution using the latest technology with his tech-savvy colleague Denis Levi, the two started developing a software idea to address inefficiencies in the system.

The pair soon realized that this was not only the answer they were looking for, but also a viable business opportunity. After joining forces with Curtis Kolibab, who also had extensive experience in the agricultural industry, North Star Systems was founded in 2018 in Saskatoon.

Using IoT (Internet of Things) technology, the business is able to remotely track assets and use sensor data – which is received in real-time. This allows companies to easily analyze products or business practices and make decisions efficiently and effectively.

IoT is essentially the concept of connecting things to the Internet and transcends information to the cloud for end user benefit. It creates a giant technological network of items that collect and share data – whether it be about the way they are used or they are used in surrounding environment. North Star's Systems products can be used in virtually any

industry whether it be agriculture, oil and gas, water and wastewater, mining, manufacturing, or telematics.

"When it comes to data, it is critical to display the information in ways that make sense. Clearly providing and presenting the information clients are looking for so they can make better business decisions is what sets North Star apart," said Kolibab, who is now the company's CEO.

After realizing the software could be applied to so many different businesses, the idea for Tattle Systems was created. Springboarding off the success of this new technology in the industrial sector, the team at North Star saw the opportunity to expand their offerings to any business regardless of size or scope. Insights provided by Tattle Systems can reduce logistic costs, optimize inventory levels and employee productivity, and even improve the experience for clients.

North Star's Live Dispatch software is a similarly innovative solution that enables clients to manage orders right from when they are placed to delivery and through to invoice distribution. They also offer North Star Business Intelligence (NSBI) software, which was developed and designed to ingest, filter, visualize, and display information from any data source.

"We provide a complete offering of end-

to-end solutions," explained Kolibab. "We handle the set-up and monitoring of the software, the development and manufacturing of the hardware, the end-user product training and technical support, sales, marketing, and administration. This allows us to really understand what our clients are looking for before we provide a solution and we can easily adapt if they seek any changes."

Kolibab credits the company's founders background in agriculture and in IoT with the business success. "The agricultural community really gave us a chance to showcase how the technology can make a difference in their business operations. It has helped increase their efficiency, reduce costs, and provide a higher level of customer service to their clients," he said.

He added that another differentiating factor is their software's ability to connect and adapt to the many other systems out there. "There is such a vast range of different types of sensors from moisture to pressure sensors, and our platform can connect to any type of sensor on the market. Our software can also connect to other software systems, so the user experience is quite flawless."

For more information or to request a consultation, visit www.northstarsystems.ca.

PRAIRIE FOOD LINK

Strength in Connection

BY NOELLE CHORNEY

WHEN YOU WALK into a Prairie Food Link meeting, you never know who you might run into. You might sit next to the executive director of a local non-profit, shake hands with the brand manager of a large retail organization, philosophize with the founder of a local micro-brewery, or get an update from a PhD student studying ingredient fractionation. The connections may not always be immediately apparent, but each person in the room has at least one thing in common: they care about growing the food and ingredient processing sector in Saskatchewan and are looking to connect and collaborate with other industry members.

The recently launched Prairie Food Link is a facelift and new identity for the more unwieldy title of the Saskatoon Food and Ingredient Processing Cluster, which has been creating connections and building capacity with the support of Prairies Economic Development Canada (PrairiesCan) since 2018.

Anyone involved at any level of the food and processing industry can become a member. Joanne Baczuk, Director of Ecosystem Development for Ag-West Bio, says, "Prairie Food Link includes for-profit, not-for-profit, academic, research facilities, accelerators, government organizations and member organizations, including Indigenous and regional economic development corporations."

Prairie Food Link is industry-driven and directed by a steering committee that includes Ag-West Bio, investment corporations, small and medium business owners, the Saskatchewan Food Industry Development Centre

"As a member, I have been delighted and inspired by the depth and diversity of the people in the room at Prairie Food Link meetings – and by the potential for unexpected and synchronistic connections."

– Noelle Chorney

(Food Centre), retailers and government representatives. The steering committee, in collaboration with Prairie Food Link members, has developed plans and terms of reference to support cluster-based economic development.

Baczuk says, "The sector and province benefit from this connectivity and collaborative approach. We are focused on developing a critical mass that will inspire others to want to join. We always support our members, but we are also always looking for opportunities to sell our story to a broader audience and attract potential new collaborators."

Devin Dubois, VP Legal & Regulatory at Blue Sky Hemp Ventures and member of the Prairie Food Link Steering Committee, says, "Anyone in Saskatchewan who wants to do food manufacturing at a meaningful scale knows our audience is not in Saskatchewan. We're all pointed outward. It makes sense to foster 'coopetition' and work to build our capacity to serve national and international markets. There is no zero-sum game on the local level. It's a global system."

"We're here in Saskatchewan for a reason.



Prairie Food Link founding steering committee members at the branding launch (left to right): Abdul Jali (PrairiesCan), Shannon Sears (Bioriginal), Devin Dubois (Blue Sky Hemp Ventures), Karen Churchill and Joanne Baczuk (Ag-West Bio), Dan Prefontaine (Food Centre), and Blair Knippel (OMD Global Foods). Not in the photo: Mehmet Tulbek (Food Centre) Sav Bellissimo (Federated Cooperatives Ltd).

We're here because we can grow crops more economically here than anywhere else in the world. In this geography, we should be friendly with each other in leveraging that. We can remain in a silo, but there's more opportunity if we go beyond that silo."

Looking beyond 2023, Prairie Food Link is looking for opportunities to connect with food processors and other industry supports across Saskatchewan. Baczuk is actively connecting with communities of all sizes to add more links to the chain: "There is strength in numbers; we hope to broaden our scope – make Saskatoon a hub with linkages throughout the province."

To strengthen the cluster, Dubois believes it needs to reach out to a broad group of processors – the middleman between producers, packagers and distributors.

"I hope Prairie Food Link can become the primary forum for food and ingredient people, and a place for organizations within the region to find support, camaraderie, answers and opportunities that help improve their businesses. I find a lot of solace, support and opportunity within this group. Simply put, the more people we can get involved, the better we can be."

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PRAIRIE FOOD LINK

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CONNECTING FOR THE FUTURE





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PHANTOM LIGHT
DISTILLERY

**PHANTOM LIGHT IS
A LEGEND IN THE MAKING**

DISTILLERY PRODUCES WORLD
CLASS VODKA THAT IS EXPANDING
BEYOND PROVINCIAL BORDERS

BY MEGHAN HAUKAAS

THERE are few things that Saskatchewanians enjoy more than an ice-cold drink. This sense of refreshment can only be matched by the warm feeling we get when buying local on the prairies. Phantom Light Distillery offers a locally raised and produced vodka that is giving the biggest brands on the market a run for their money.

Back in 2020, a few friends came together with the idea to start crafting their own vodka. After a few batches, they decided to incorporate another local friend into the business who they believed held the missing piece. With a knack for minerals and filtration, their newest partner brought the wow factor to the distilling process.

and wheat, the aroma draws you in while the smooth taste brings customers back for more. The less impurities in the alcohol, the smoother it becomes – which is why Phantom Light’s vodka has such a velvety finish.

“We started out around Prince Albert,” said Thoms, “But now we’re pretty much in every single liquor store and Liquor Board outlet, or any other place that you can buy alcohol in Saskatchewan.” Phantom Light is also the house vodka for the Saskatchewan Junior Hockey League (SJHL) and Huskie Athletics, of which Thoms adds they are a proud bulk supplier.

After sending the product away to a few major awards shows in the world liquor indus-

second product about a month ago which is our new spiced vodka,” he said, “We made a small batch of that for our bigger customers and bigger outlets to try, and it went really well over the holidays.”

The sky is the limit in the world of liquor and spirits, and Thoms said they are working to establish as many new flavor profiles as possible. “We do have a couple other things in our back pocket and we’re hoping to bring those out shortly,” he explained, “The sooner the better.”

He added that another new product should be hitting the shelves in the warmer months once the recipe has been polished and perfected. Thoms said great care goes into re-



“The goal was to clear out most of the impurities from the vodka creating a really smooth taste, which is how the phantom came to be,” said Cory Thoms, partner of Phantom Light Distillery. This new approach has been the defining characteristic, helping the brand stand out among competitors.

Phantom Light’s Premium Flagship Vodka is distilled and filtered using original, innovative technology. The proprietary process produces an ultra-clean tasting alcohol that many have agreed compares to some of the best in the world. With a hint of vanilla, caramel

try, Phantom Light found themselves being honored at the International Spirit Competition (SIP) Awards. This annual competition provides a stage for top brands to showcase their talents. “It’s sort of like the Super Bowl of all tastings and award shows,” Thoms said. Phantom was one of just six vodkas in the entire world to receive platinum recognition.

As their markets continue to expand, so does Phantom Light’s inventory. Although they wanted to start with perfecting a simple vodka, Thoms said they are always brainstorming new ideas. “We just came up with a

search and development to ensure they reach the level of quality they want to offer their customers. “We definitely don’t classify as an entry level vodka.”

It is well known in the industry that the purer and simpler a product is, the better the taste. The founders at Phantom Light took this philosophy to heart. “We knew that if we can lower those impurities, we’re going to get a way smoother, cleaner smelling and tasting vodka than any of our competitors have. We believe we have done that, and now we’re in the process of proving it with scientific data.”

Backed by great reviews and now statistical analyses, Phantom Light continues to rapidly expand. “We’re just in the process of rolling out outside of the borders of the province,” Thoms said, “Not only that but we are also in the process of looking at heading south and overseas as well.”

As the business grows, Thoms said STEP has been a valuable ally. “We’re thankful for STEP and all the help they’ve given us so far in trying to expand our border.” He added that this support has been particularly helpful with Phantom Light being at an early stage in its development.

You don’t have to look far to come across Phantom Light Distillery online. “When it comes to marketing, we use everything from social media to radio to print and billboards. We are basically trying everything at this point and fine-tuning marketing as we go,” Thoms said.

The desire to do bigger and better things isn’t limited to their business. The team also jumps at any opportunity to support a charitable cause. “We’ve always really prided ourselves in giving back, and I think with the partnership group that we have that is part of the reason we got into business together – to give back to the community,” Thoms said.

Looking back on just two years of contributions, the term “small but mighty” comes to mind. Thoms was reminded of one particularly fulfilling endeavor. “When the war in Ukraine started, we gave a portion of every bottle of

vodka sold over a period of time to supporting refugees, and we cut a cheque to the Ukrainian Canadian Congress for just a little over \$21,000.” This is an incredible feat for such a recent startup.

Customers often ask why the name “Phantom Light”. This unique name has surely intrigued many new customers. “We love the story behind where the name Phantom Light comes from,” Thoms said, referring to the legend of the Phantom Light of St. Louis.


The mystery dates back to the early 1930s or ‘40s, when there was an accident on the train tracks near St. Louis, Saskatchewan, in which the train conductor died. To this day many swear that when you near this spot, a white light will appear in the distance, as if a phantom train were travelling towards you.

“Legends says the white light is the train coming towards you, and there is a second red light floating just below – which is the decapitated train conductor desperately searching for his lost head with a lantern,” said Thoms.

This folklore has brought many from across the province and even around the country to small-town Saskatchewan in hopes of catching a glimpse. He explained that “it’s something that every time we go around, do our tastings and tell our story, people find it really cool how we’re named after this old ghost story.”

A connection to their origins keeps the Phantom Light Distillery team grounded in their prairie roots, but has also offered a

springboard for them to jump into a much bigger industry in hopes of sharing this Saskatchewan-made product with people around the world.

For more information please visit our website www.phantomlightdistillery.com. 



BY BILL ARMSTRONG

Patient Breeding Matters at Spring Coulee Enterprises

Agribusiness specializes in Simmental and Speckle Park

WITH 20 YEARS experience in the cattle business, Stephanie and Jason Fradette are poised to take their operation – Spring Coulee Enterprises – to the next level. The couple established Spring Coulee as a mixed farm near Lake Alma, but then decided to focus on the cattle side of the business, building up a base herd of about 400 head of commercial cattle, depending on climatic conditions.

Their operation comprises 5,000 acres of feed grain, hay and pasture land. They also send cattle to community pasture. Eight years ago they added Simmental and Speckle Park breeds to their herd, branching out to become breeders of purebred genetics. (Speckle Park is the only certified breed developed in Saskatchewan.)

“The commercial herd serves as a test plot, showing us what is working and what’s not,” Stephanie explained. “It also helped us develop a base market. Now we are looking to expand into a bigger export market.”

While developing their business, the Fradettes have aimed to produce cattle that are attractive to cow-calf operators; animals that are quiet, with good feet and udders, and that are used to a variety of feeding methods.

Quiet cattle are important, Stephanie said, when you are asking your neighbours to help out on processing days. There is enough danger working around large animals, she observed, without the additional risk that unruly cows might pose. And, she added, she and Jason have to think of the safety of their three young girls who are regularly around these large animals. Ultimately, they want to create an operation that their three girls can come back to, if that is what they decide to do.


The couple has focused on marketing their cattle primarily through off-the-yard sales, rather than through the show ring as some breeders do. “We concentrate on the foundational characteristics of our cattle,” Stephanie said. “Because of the size of our pastures the cattle have to walk a lot, so sound feet and legs are important.”

Jason added that “we need animals with genetics for growth for the feeding business. But our breeding stock – cows and bulls – benefit from a more moderate-paced growth. Maximum growth certainly isn’t optimum growth in breeding cattle,” he explained.

Their customers have taken note. Dustin Lamb of the Lamb Cattle Company at Balzac, Alberta, has bought steer calves for four consecutive years, describing them as well-tempered, long-bodied steers, “... with lots of grow, that hit the ground running on feed, and stay healthy.”

Closer to home, Ian and Wendy Erdman of Oxbow, Saskatchewan, stated that the heifers they purchased were quiet, easy keeping and fertile, checking all of their boxes for desirable characteristics.

As part of their effort to raise the profile of Spring Coulee Enterprises and expand their reach into the export market, the couple attended the 2022 edition of Agribition in Regina, and became STEP members.

The couple hopes their STEP membership will raise recognition of what they offer among cow-calf and feedlot operators, with a longer-term goal of forging partnerships with commercial partners in the United States, including those operating artificial insemination (AI) programs. Whether their animals are going into a breeding herd or a feedlot, Stephanie and Jason will continue to take pride that the cattle they raise can make a difference. 



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ANIMAL AGTECH

Canadian Western Agribition Set to Unveil the Latest in Livestock High Tech

BY PAT REDIGER

AGRIBITION QUICK FACTS

Here are the economic impacts from last year's Agribition:

- ✓ \$96.5 million to provincial gross economic activity
- ✓ \$60.6 million to provincial GDP
- ✓ 902 jobs created or maintained in the province
- ✓ 730 jobs locally
- ✓ \$17.7 million added to government revenues
- ✓ \$8.3 million Federal; \$8.0 million Provincial; \$1.4 million Municipal
- ✓ \$979,000 trade show booth sales
- ✓ \$1.7 million in trade show vendor sales to attendees
- ✓ \$2.2 million in livestock sales

NEW TECHNOLOGICAL advances are rampant in society with discussions around new artificial intelligence; the latest smart phones, televisions and appliances; and the bells and whistles on your new laptop. Although it may not be apparent to those outside the industry, Animal AgTech is also becoming increasingly important. That's why Canadian Western Agribition intends to create a new Animal AgTech section as part of this year's show. Animal AgTech deserves a home and the organizers intend to make that home at Agribition moving forward.

"Instead of these companies being spread throughout the show, we are going to designate a space where you can walk through and see all they have to offer," said Shaun Kindopp, Agribition CEO. "This will give them the chance to network and for people coming to the show, to visit a specific area to see all of the incredible innovation in Animal AgTech."

This year's Agribition will take place on Nov. 20-25 at the REAL District in Regina. It is the largest livestock show in Canada, and is an international hub of agriculture excellence hosting over 1,200 international guests from over 63 countries in 2022.

Although planning is still underway, Kindopp said there will be an Animal AgTech area that welcomes livestock producers, animal health and nutrition providers, feed companies, tech developers, investor, start-ups and fully operational organizations. The goal is to create new partnerships and market ideas that will lead to an enhanced livestock sector.

The area will also feature the Canadian Animal AgTech Awards to showcase innovation with the winner receiving a special belt buckle. Start-ups, and fully operational organizations, will have the opportunity to pitch their ideas to investors with the hope being that the winning organizations will receive funding to continue innovation and progress in their business.

"Our show is built on the producers and the exhibitors," said Kindopp. "We want people to come and see the cutting-edge technology that is in the livestock industry and continue to be a leader in the livestock industry, and this allows us to do that."

Kindopp said he has visited other shows and is amazed at the type of technology that now exists in the livestock industry. He's noted everything from devices that can scan an animal and provide accurate scoring based on parameters such as how it stands on its feet and its measurements; to electronic collars for keeping cattle contained without fences. New technology is being developed everyday and the Animal AgTech area will help these budding entrepreneurs take their companies to the next step.

As these new technologies develop, Kindopp said it is important for Agribition to continue to educate visitors and exhibitors on the benefits technology can make for their operations. Education is one of the core values at Agribition, and as the industry continues to evolve Kindopp wants to ensure they are staying ahead of the trends for their stakeholders.

Educational sessions can help with the adoption of new technology and plans are underway to create a new series of sessions for this year including some which focus on new technology.

In addition to the new Animal AgTech area, the show features a diverse array of livestock and an extensive agribusiness trade show. It will contain a unique blend of agriculture, Indigenous culture, education, shopping, and live entertainment, making it a truly immersive experience and world class event. Agribition is also home to the Maple Leaf Finals Rodeo.

For more information visit www.agribition.com. 

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Thinking of Registering for the 9th Annual Agri-Value Forum and Networking Event?



BY RON MONETTE, PROVINCIAL AGRIBUSINESS SPECIALIST, MINISTRY OF AGRICULTURE, GOVERNMENT OF SASKATCHEWAN.

ON APRIL 27, 2023, the 9th Annual Saskatchewan Agri-Value Forum and Networking Event will take place at the Sheraton Cavalier in Saskatoon, Saskatchewan. The event is co-hosted by the Ministry of Agriculture, the Ministry of Trade and Export Development, Ag-West Bio, Innovation Saskatchewan and Prairies Economic Development Canada. Over 200 participants, executive leaders, government officials and value-added business owners participate in this forum each year as an opportunity to highlight innovative breakthroughs and discuss challenges faced by the value-added sector. This year, the event will be delivered as a hybrid format. Here are answers to some common questions posed to the organizing committee.

I don't know if my business fits any of the topics the presentations are highlighting. How will I know if this event will be valuable for me?

Regardless of which sector you work in, presentations will feature key information about marketing your product, working with stakeholders, sharing your brand's message and getting in front of industry trends. Some of the presentations confirmed for this year's event are:

- Turbulent Times and Trends in the Global Food Industry, with Dr. David Hughes, Imperial College London, England;
- Panel Discussion: ESG Considerations from an Investor Perspective, moder-

ated by Laurie Dmytryshyn, Chief of Equity Investment with PIC Investment Group Inc.;

- Agri-Food Innovation, with Dana McCauley, Chief Executive Officer with the Canadian Food Innovation Network;
- Panel Discussion: Sustainability Strategies to Keep your Company Competitive, moderated by Shannon Hood-Niefer, Chief Technology Officer with Sunnysdale Foods Inc.;
- Sustainable Canadian Agricultural Partnership Program Updates; and
- Keynote Speaker: Lee Jeyes, Former Head of Innovation with Walmart Canada.

What kind of networking opportunities will there be with a one-day conference?

Each event ticket provides participants with unlimited access to presentations. Those attending in-person will have access to networking breaks and the evening networking session.

Networking opportunities are a chance to speak with, presenters, government officials and elected representatives, as well as business owners and senior leaders from the operations.

Why is the Government of Saskatchewan interested in highlighting the value-added sector?

The Saskatchewan Growth Plan is focused on doubling its value-added revenue from approximately \$5 billion to \$10 billion by 2030.

Saskatchewan's Growth Plan is focused on doubling the province's value-added revenue from approximately \$5 billion to \$10 billion by 2030.

Saskatchewan is already home to one of Canada's fastest-growing value-added sectors in Canada. This industry alone features more than 300 food processing companies, employing an estimated 6,000 employees from a province of just over one million people. There is significant room for growth to capture more value-added processing from sectors such as: pulse processing, meat processing and animal feed manufacturing.

As a result of these opportunities, the Ministry of Agriculture, the Ministry of Trade and Export Development, Ag-West Bio and Prairies Economic Development Canada (PrairiesCan) are bringing together key members of the value-added sector to continue to discuss relevant current issues, trends and innovations affecting this industry.

What is the best way to register or get more information about the event?

Registration tickets and more information about the 2023 Agri-Value Forum and Networking Event can be found at www.saskagrivalue.com. Early bird pricing is available until April 7, 2023. Tickets include the Agri-Value Forum (refreshment breaks and lunch provided for in-person attendees) and the networking reception (in-person only, appetizers provided).

Regardless of which sector you work in, presentations will feature key information about marketing your product, working with stakeholders, sharing your brand's message and getting in front of industry trends.



SASKATCHEWAN Agri-Value Forum & Networking 2023

Join us April 27, 2023 for a hybrid event, featuring local and global industry leaders as they discuss opportunities in value-added agriculture.

Sessions include:

- Turbulent Times and Trends in the Global Food Industry - Dr. David Hughes, Imperial College London
- ESG Considerations from an Investor Perspective - Panel Discussion
- Agri-Food Innovation - Dana McCauley, Canadian Food Innovation Network
- Sustainability Strategies to Keep your Company Competitive - Panel Discussion
- Sustainable CAP Program Update

This year's keynote speaker is Lee Jeyes, former Head of Innovation, Walmart Canada.

Register now for this event at www.saskagrivalue.com. Early bird pricing is available until April 7, 2023. For further details, please call 306-933-5344 or email agrivalue@gov.sk.ca.

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BY MEGHAN HAUKAAS

Boreal Heartland

Sending the Essence of the Wilderness Home with Every Purchase

served. "We are always looking at sustainability throughout the whole cycle," explained Johns.

Johns is also the CEO of the Keewatin Community Development Association (KCDA) which started this initiative. KCDA is

a non-profit organization whose goal is to support business, economic development, careers, and education for Indigenous people in northern Saskatchewan. Boreal Heartland offers many opportunities, not only for employment but to also reconnect with their culture.

In the summer of 2022, the company paid approximately \$250,000 to local harvesters. Referring to themselves as a "vehicle for economic reconciliation," Boreal gives First Nations people a chance to benefit through traditional practices.

Boreal offers training for wilderness safety, plant identification, product handling and care. Working closely with the Herb, Spice and Specialty Agriculture Association of Saskatchewan (HSSA), they ensure each harvester receives appropriate training and certification in accordance with Agriculture Collection Practices (GACP).

These values have helped boost Boreal Heartland's reputation and have led to a steady increase in sales. "We now distribute nationally, and are still doing some product line expansion," Johns said. He added that they now offer two kinds of dried wild mushrooms, with dried morels being added to the shelves with their existing chanterelles.

Boreal also builds mutually-beneficial relationships in the industry. This past year, they teamed with singer/songwriter Dara Schin-

delka for her album release titled Saturn Returns. Boreal created a custom tea blend with the same name to distribute and enjoy with her music. Johns said the new addition was so popular they have decided to permanently add it to their stock.

With this new addition, Boreal now offers five different types of tea including the existing Relaxation, Restoration, Energization and Labrador flavours. "Our flagship teas blend herbs were traditionally consumed by Indigenous people for thousands of years," Johns said. Although they are currently sold in loose leaf form, they have begun making teabags to reach a larger demographic.

Along with teas and wild mushrooms, they are expanding the business' offerings even further. Johns said, "we are working on a new line of boreal seasonings, which will be available in stores and on our website soon."

Johns said STEP has assisted them with background market research, along with helping Boreal to meet the Food and Drug Administration (FDA) requirements to sell their products in the U.S. Market expansion is not limited to North America, though, as the company is in the process of "sending out a box that's headed to Hong Kong."

While broadening their consumer base, Boreal is still focusing on product line advancement – with research and development directed towards creating ready-to-drink teas and even essential oils. As their signature packaging featuring breathtaking northern scenery continues to pop up on more and more shelves, Boreal Heartland hopes their refreshing approach will entice people to take a walk on the wild side.

For more information and to order their products, visit borealheartland.ca.

THESE DAYS PEOPLE place a lot of value in natural, organic products that are sourced through sustainable practices. Boreal Heartland has acquired plenty of knowledge in this area through nearly six years of selling boreal flora products. This indigenous-owned and operated business uses plants from forests in Northern Saskatchewan to create teas, dried mushrooms, and other ambrosial products.

These wild flavors and aromas transport customers to the beautiful boreal forests of northern Saskatchewan that inspired the company name. Teas are infused with plants like bearberry, fireweed, nettle, goldenrod, and wild sarsaparilla (to name a few), and their dehydrated mushrooms are considered a gourmet ingredient in many circles.

Randy Johns, Manager of Boreal Heartland, said he believes that people gravitate towards their products because of the pristine natural environment they originate. "People also gravitate towards us because it's a good economic development story and a lot of people are thinking about reconciliation. People like to support us because they can help benefit Indigenous people," he said.

All of these products are hand picked by locals. This not only offers a source of income to community members, but also ensures the landscape is respected and ultimately pre-

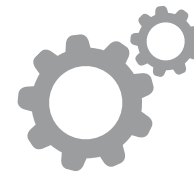
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