

GLOBAL ^{10 YEARS} VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

PM# 42591019

VOLUME TWELVE ISSUE TWO • SUMMER 2020



ON THE COVER:

Ground Effects Environmental Services
Among SK Businesses Tackling COVID-19

IN THIS ISSUE:

Duck Foot Helps Reduce Header Loss
Tide Industries Invents Zero Spray, Zero Turn Sprayer
South East O' Thirty Produces the Ultimate Calf Sled
Michel's: The Tarp Specialists
Be Sure With ScherGain



COVID-19 support for businesses and workers

For the most recent and accurate information,
visit: saskatchewan.ca/covid19-businesses

As well, the Business Response Team is available to help.
Call: 1-844-800-8688 or email: supportforbusiness@gov.sk.ca

GV 10 YEARS

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IMPACTS resulting from the COVID-19 outbreak are being felt locally - and globally.

The past several weeks has taught us the importance of taking the necessary steps to protect the health and safety of our families, colleagues, business partners, and our communities. Saskatchewan residents took the call to “flatten the curve” seriously, and they continue to play a crucial role in reducing the spread of the coronavirus. A global, novel virus that keeps us contained in our homes is already reorienting our relationship to business, to the outside world, and even to each other. From an international business perspective, we are dealing with unprecedented and unpredictable times. Regardless, Saskatchewan is, and will remain, an export dependent province - and export services will continue to be as important during COVID-19 restrictions as they will be after.

STEP has quickly shifted our international efforts to expand the use of virtual trade opportunities for our members. The Trade Development unit is mining STEP’s substantive international trade lead bank and world-wide trade network to develop Virtual Trade Missions. These “e-missions” include presentations from international buyers followed by private B2B sessions with participating Sas-

STEP has quickly shifted our international efforts to expand the use of virtual trade opportunities for our members.

katchewan exporters using a variety of web-based platforms. To date, STEP has organized seven Virtual Trade Missions after which members have expressed appreciation for the novel approach and are reporting results.

It is critical that Saskatchewan companies are well positioned to continue to re-engage and expand their customer base once many of the COVID-19 travel and gathering restrictions are removed. In a highly competitive world, time will be of the essence. To ensure our place on the international stage, Saskatchewan exporters need to “get ahead of the curve”. STEP has developed a *Post Covid-19 Export Re-engagement Strategy* which outlines issues that may persist during and/or following the removal of travel restrictions. The plan out-

lines temporary enhancements to STEP’s outgoing and incoming travel programs, a membership fee subsidy, and measures to ensure safer travel for mission participants.

This edition of *Global Ventures* shows how people are finding new ways to connect and how Saskatchewan business continues to transform and innovate during periods of adversity. As the principal delivery agency for export services in Saskatchewan, STEP is committed to playing a critical role for exporters as we navigate through these turbulent times. 



Chris Dekker
President & CEO, STEP

CEO REPORT

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GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

Rick Burton, Deputy Minister,
Saskatchewan Ministry of Agriculture, Regina

Kent Campbell, Deputy Minister,
Saskatchewan Ministry of Trade and Export
Development, Regina

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 Heather Swan, Manager - Marketing & Communications at 306-787-7942 or hswan@sasktrade.sk.ca.



Katherine Regnier, CEO and Founder of Coconut Calendar.

COCONUT CALENDAR founder receives WESK award

Women Entrepreneurs of Saskatchewan (WESK) recently announced that Katherine Regnier, Chief Executive Officer and Founder of Coconut Calendar, is this year's recipient of the Celebration of Achievement Award. This award pays tribute to an exceptional female entrepreneur who has built a business in Saskatchewan with a significant impact on the economy and the community. This entrepreneur is an inspirational leader and a role model for women in business.



“When I started this journey, I didn't know how hard the mountain would be to climb. I didn't realize how much support, encouragement, and helping hands I would need to keep going. And last but not least, I didn't foresee being a role model to other women entrepreneurs or being noted as one of the few women leading a tech company in Canada. But what I do know now, is that it takes a community to come this far, and I feel so privileged to be receiving this award from WESK's collection of strong women right here at home,” said Regnier.

At three-months pregnant, Regnier quit her full-time job to focus on Coconut Software. After five years of bootstrapping her company to over \$1 million in sales, Regnier decided to seek venture capital funds. She has successfully raised \$4.9 million and has grown her team to over 50 employees.

Regnier is passionate about giving back to the community and is a strong advocate for

entrepreneurs and women in technology. She is a founding board member of Co.Labs, Saskatchewan's first technology incubator and hosted the very first Prairie Investment Forum (PIF), which was a celebration of technology and investment in the Prairies.

NSBA AWARD nominees

Several STEP members were recently named finalists for awards from the North Saskatoon Business Association (NSBA). Those who were multiple award nominees included **Industrial Machine and Manufacturing Inc.**, which was nominated for the Safe Employer Award and the Growth and Market Expansion Award; as well as **Three Farmers Foods Inc.**, which was nominated for the Pursuit of Excellence Award and the Small Business Award.



Other nominees were: **Norseman Structures**, Safe Employer; **WESK**, Team Building Award; **North Star Systems Inc.**, Quality Management; **Wiegiers Financial and Benefits**, Community Builder; **Shercom Industries Inc.**, Growth and Marketing; **Vendasta**, Growth and Marketing; and **Morris Interactive**, Indigenous Inclusion.

MANITOBA ADOPTS New West Partnership Trade Agreement

Manitoba has proclaimed the final legislative provisions and regulations necessary to officially adopt the New West Partnership Trade Agreement. Manitoba entered the partnership with Saskatchewan, Alberta and British Columbia in 2016, creating an open and common trade market of over 11 million people with a combined GDP of over \$750 billion.

The Manitoba government cabinet's new proclamation has brought into force provisions of the *Business Names Registration Act*, the *Partnerships Act*, the *Corporations Act* and the *Cooperatives Act*, as well as

regulatory changes, to enable reciprocal registrations of businesses across the four provinces and eliminates unnecessary and antiquated fees for them.

The agreement commits the four western provinces to enhanced trade, investment and labour mobility, and to remove barriers to the movement of goods, services, investment and people in the jurisdictions. Manitoba's entry strengthens and expands Canada's largest, barrier-free interprovincial market.

ROCK PAPER COFFEE earns local honours

Rock Paper Coffee was recently named the Best New Local Supply Partner – 2019 Saskatchewan by Sobeys retail partners in the province. STEP was proud to introduce Rock Paper Coffee to Sobeys through a showcase program aimed at promoting members to local vendors, and we want to congratulate them on their award!



AUDACITY Mentorship Program



Economic Development Regina (EDR) recently launched the Audacity Mentorship Program which connects entrepreneurs with local, purpose-driven leaders to help solve problems and build and grow businesses together. EDR helped create Audacity YQR as a movement that supports and celebrates the creativity, innovation and success of bold individuals and visionary organizations who want to make Regina their home. The mentorship program was launched as part of EDR's economic recovery strategy during the COVID-19 crisis.

The mentorship program is open to any individual with a registered business that has been fully operational in the Regina area. Entrepreneurs are invited to visit audacityyqr.ca to apply for the program.

UPCOMING TRADE EVENTS

We are all aware of the on-going impact of COVID-19 to business and business travel. In concert with members, trade event organizers, and provincial and national authorities, STEP is managing the postponement and cancellation of several outgoing and incoming trade missions through to this fall. The health and safety of our members and staff remains our top priority. However, it is important for Saskatchewan exporters to be well positioned to continue to expand and rebuild their customer base once many of today's COVID-19 restrictions begin to be removed. In a highly competitive world, time will be of the essence. To this end, STEP is beginning to consider trade missions that may occur in fall and beyond. To be sure, STEP will neither propose nor engage in any travel that is not fully sanctioned by health authorities or which represents any risk to members or staff.

JULY 2020

TRADE MISSION:

IFT20 Virtual Experience

July 12 | Virtual Trade Mission

IFT is the largest gathering of product development and R&D decision makers in the food manufacturing sector. More than 20,000 of the world's top food science and technology professionals, representing the most prominent organizations in the global food sector, will participate in this event. They will identify trends that will shape the industry as well as learn about the most recent product, ingredient and technology developments, and their potential business impact. Due to the development of the COVID-19 pandemic, the decision was made to transition this meeting and food expo into a virtual experience. This will provide a more inclusive opportunity for all participants.

Contact: Roy Hawat, Director, Agri-Value
306 933 6512 | rhawat@sasktrade.sk.ca

SEPTEMBER 2020

TRADE MISSION: Pet Food CONNECT

September 9-10/15-17 | Virtual Trade Mission

Pet Food Forum is the largest pet food show in the US. Pet food ingredients have been a growing strength for STEP members. Participating in Petfood Forum

CONNECT will broaden your opportunity to deliver unique value to thousands of pet food brand and manufacturing professionals, especially at a time when they can't see you in person but their buying needs are still important. This will be STEP's third year at the event, and we expect to see strong interest for the show.

Contact: Mortoza Tarafder, Director, Agriculture
306 787 9687 | mtarafder@sasktrade.sk.ca

INCOMING MISSION:

2020 STEP Asia Trade Conference

September 23-25 | Saskatoon, Saskatchewan

With a focus on value-added food products and food ingredient buyers, the 2020 Saskatchewan Asia Trade Conference will offer a unique opportunity for Saskatchewan agricultural exporters to connect with trading partners and potential buyers. Each year, the event attracts approximately 50 international buyers from Asia markets, including China, Japan, South Korea, and South East Asia regions. This year, the conference aims to target buyers from the countries which have free-trade agreements with Canada.

Contact: Yi Zeng, Sr. Director, Asia
306 787 2194 | yzeng@sasktrade.sk.ca

TRADE MISSION: SIAL Canada

September 29-October 1 | Montreal, Quebec

SIAL Canada is one of the few truly international foods shows in Canada. This event is 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 US and 60 other countries. By exhibiting at this show, STEP members will have the opportunity to present products to major North American grocery retailers as well as meet international buyers. STEP will work with the show organizers to attract international buyers and is planning to arrange match-making for participating STEP companies. The show covers both the retail and ingredient markets, bringing international buyers allowing members to develop international markets.

Contact: Jay Albers, Trade Specialist, Agri-Value
306 933 5239 | jalbers@sasktrade.sk.ca

OCTOBER 2020

INCOMING MISSION:

MENA Incoming Buyer's Program

October 5-9 | Saskatoon, Saskatchewan

As part of ongoing market diversification initiatives, STEP will host a program for international buyers from the Middle East and North African region with a focus on pulses and special crops. The Buyer's Program will include an extensive agenda for international buyers providing them with a better understanding of products as well as the exporting capacity in Saskatchewan. Delegates will also participate in one-on-one meetings with Saskatchewan exporters and attend a networking event.

Contact: Mortoza Tarafder, Director, Agriculture
306 787 9687 | mtarafder@sasktrade.sk.ca

TRADE MISSION: EMDA/FEMA

October 27-29 | Orlando, Florida

This is the annual joint convention of the Farm Equipment Manufacturers' Association (FEMA) and the Equipment Marketing Distribution Association (EMDA). The members of these associations have been key in the marketing efforts of many Saskatchewan exporters over the years. The goal is to bring these two associations together to give farm equipment manufacturers the opportunity to meet with wholesalers and manufacturer's representative (EMDA members) companies that are key in the marketing of farm equipment. These conventions provide them with an opportunity to meet with both potential and existing distributors and marketing representatives. On this business development mission, STEP will organize a group display at the EMDA Industry Showcase, arrange meetings with manufacturers' representatives and wholesalers, be involved in the EMDA Contact Forum, represent non-attending members at these events, and potentially hold a STEP Member Business Session/Reception.

Contact: Brad Michnik, Sr. VP - Trade Development
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TRADE MISSION: Supply Side West and Food Ingredients North America

October 29-30 | Las Vegas, Nevada

Supply Side West is the second largest ingredient show in North America. The show connects finished foods, health and nutritional products with ingredient suppli-

ers across the food and beverage industry. Co-locating it with Food Ingredient North America works well for STEP members as many are involved in the growing natural, organic and functional food industries. The show brings together 17,000 buyers and suppliers.

Contact: Jay Albers, Trade Specialist, Agri-Value
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NOVEMBER 2020

TRADE MISSION: Pulses and Special Crops Trade Mission to the EU

November 1-6 | Netherlands and London, EU
The European Union (EU) is Canada's second-largest trading partner and continues to maintain approximately 20% of the world's gross domestic product with a market of over 510 million consumers and imports of over \$115 billion (\$694 billion if you include intra trade). Lentils are Saskatchewan's second largest exports to the UK. Given the increasing South Asian population in the UK, there is a potential for further growth in the market. The mission will identify further market potential and provide STEP members with an opportunity to diversify the market.

Contact: Mertoza Tarafder, Director, Agriculture
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TRADE MISSION: Expomin

November 9-13 | Santiago, Chile
Expomin is the largest mining event in Latin America. Held every two years in Santiago, it attracts over 70,000 people with 1,300 exhibitors from over 35 countries. The conference and trade show attract major mining companies, engineering, procurement, construction management companies, governments and major suppliers. Discounted booths are provided as a result of support from Western Economic Diversification Canada.

Contact: Ryan Niemela, Director, Technology, Services & Resources
306 933 6558 | rniemela@sasktrade.sk.ca

TRADE MISSION: EuroTier

November 17-20 | Hannover, Germany
EuroTier is one of the world's most comprehensive information exhibitions for professional animal husbandry and the world's leading trade fair for livestock professionals. The show, with its large range of information

on all detailed questions of modern animal husbandry, is an essential source of information for farmers. Numerous exhibitors show a wide range of the latest products and technologies around the topic of professional animal husbandry as breeding animals, breeding programs, milking technology, livestock housing, feeding, climate and environmental technology. STEP will organize a group exhibit for members.

Contact: Mertoza Tarafder, Director, Agriculture
306 787 9687 | mtarafder@sasktrade.sk.ca

TRADE MISSION: FoodTech Summit and Expo

November 18-19 | Mexico City, Mexico
The FoodTech Summit & Expo is the largest food ingredient trade show in Latin America. The last event attracted more than 350 exhibitors and was attended by close to 20,000 visitors. The event is a trade show focused on ingredients, additives, packaging and solutions for the food and beverage industry in Latin America. STEP members will benefit from making connections in the region's ingredient industry and meet with the international attendance this show attracts.

Contact: Roy Hawat, Director, Agri-Value
306 933 6512 | rhawat@sasktrade.sk.ca

TRADE MISSION: Upper Midwest Saskatchewan Showcase Energy Event

November | Montana/North Dakota
STEP will lead a multi-sector mission to the upper US, with a focus on the energy industry. Saskatchewan has a natural relationship with North Dakota and Montana, thanks to their proximity and shared access to the Bakken Formation. STEP will organize market briefings, site visits, B2B meetings and networking opportunities.

Contact: Ryan Niemela, Director, Technology, Services & Resources
306 933 6558 | rniemela@sasktrade.sk.ca

TRADE MISSION: Trade Mission to BC

November | Vancouver, BC
For many of STEP's retail food members, BC (along with Alberta) are the first export markets they target outside of Saskatchewan. Trading interprovincially within Canada makes the most logistical sense as there are costs associated with entering new markets (such as labeling, packaging, and distribution) that will need to be incurred and in place before entering that market. The trend of consolidation among retailers

and diversification among brands, is the same in BC with larger emphasis on health food brands.

Contact: Jay Albers, Trade Specialist, Agri-Value
306 933 5239 | jalbers@sasktrade.sk.ca

DECEMBER 2020

TRADE MISSION: Food Ingredients and Health Ingredients Europe

December 1-3 | Frankfurt, Germany
With more than 27,000 attendees and 1,500 exhibitors, this event is the world's leading food and beverage ingredients platform. Fi & Hi Europe brings together the world's leading food and beverage suppliers and specialists in research and development, production and marketing to showcase the most diverse range of new and innovative ingredients and services. Saskatchewan companies will be given the opportunity to sell conventional and organic food ingredients to the EU and around the world.

Contact: Roy Hawat, Director, Agri-Value
306 933 6512 | rhawat@sasktrade.sk.ca

TRADE MISSION: Pulses and Commodities Trade Mission to Colombia and Ecuador

December 1-6 | Quito, Bogota/Cartagena
STEP will organize a special crops trade mission to the South American market. This is part of an initiative to strengthen and expand the pulse market for STEP members. The focus will be on pulses and special crops. Colombia has been a steady green lentils market and is also buying red lentils. As part of the mission, we will visit Colombia and Ecuador. In each of these markets, we plan to meet the traders, distributors, millers and visit local processing plants. We will organize some information sessions and networking events as well.

Contact: Mertoza Tarafder, Director, Agriculture
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For a complete list of STEP Incoming/Outgoing Trade Missions and Seminars, please visit www.sasktrade.sk.ca. 

VIDO-InterVac was the first in Canada to isolate the COVID-19 virus using a clinical sample from Sunnybrook Health Sciences Centre and the first in the country to develop an animal model to test vaccines, antivirals and therapeutics.



a province of

Innovation

and Resiliency

Saskatchewan has always produced hard-working, sharp-thinking, action-oriented problem-solvers

BY: PAT REDIGER

THERE HAS BEEN no shortage of bad news due to the coronavirus. Despite the doom and gloom, Saskatchewan remains a province of innovation and resiliency as businesses pivot their operations in the fight against COVID-19.

One organization that is making headlines is the **Vaccine and Infectious Disease Organization-International Vaccine Centre (VIDO-InterVac)** at the University of Saskatchewan, a global leader in vaccine development. VIDO-InterVac was the first in Canada to isolate the virus using a clinical sample from Sunnybrook Health Sciences Centre and the first in the country to develop an animal model to test vaccines, antivirals and therapeutics.

The organization has received millions in federal and provincial funding to support the establishment of a GMP manufacturing facility, as well as to support vaccine development and for pre-clinical testing and two phases of clinical trials - essential steps to ensuring that vaccines are effective and safe for human use.



© David Stobbe, VIDO-InterVac

Director and CEO Dr. Volker Gerdtz said a vaccine is currently being tested on ferrets and hamsters, and the results “look very promising.” Generally, a vaccine that has been proven to be safe and protective in animals, can move onto human clinical trials. The first phase is to ensure the vaccine is safe in people in a strict laboratory setting and if everything goes well, then the testing will move into a second phase seeing how the vaccine generates an immune response with larger numbers of volunteers.

Dr. Gerdtz said that he hopes human clinical trials can begin this fall with the results analyzed by early next year. If the results are encouraging, there is a possibility for the regulators to provide early access under special authorization.

“I’m really hoping that we will have a product available, even under special authorization, if the regulator approves us by spring or summer of next year,” he said. Once approved, VIDO-InterVac will have to ramp up manufacturing, and discussions are already underway with contract manufacturing facilities in Canada and other parts of the world.

He added that a likely scenario in Canada would be that the federal government would coordinate the distribution of the vaccine through the provinces. Clinics would be set up to administer millions of doses of the vaccine.



North West Terminal

While VIDO-InterVac works towards a cure, there are other organizations in the province that have changed direction to meet the new reality. One such case is North West Terminal (NWT), an inland grain terminal near Unity. There are only two companies in Canada that can produce commercial alcohol for hand sanitizer, and NWT is one of them.

“The requests for alcohol from all the companies that are producing hand sanitizer has kept us considerably busy,” said NWT CEO Jason Skinner. “We are going flat out to meet the demand from companies that have switched over and started making hand sanitizer.”

Although grain handling is the company’s bread-and-butter, NWT operates a subsidiary called nWPURE, which produces industrial and beverage alcohols as well as agricultural co-products such as dried distillers grain with solubles (DDGS). The plant can produce up to 25 million litres of alcohol and 25,000 metric tonnes of DDGS annually. With so much emphasis on hand sanitizers these days, Skinner said the company has hired additional staff, and is running the plant on a 24/7 basis to keep up with demand.

“It’s a remarkable story because we’re selling alcohol essentially from coast to coast, and it is produced from wheat that has been produced locally. Who would have thought that Saskatchewan would be supplying a big chunk of the alcohol that is going into hand sanitizer across Canada,” said Skinner.



Saskatchewan Food Industry Development Centre

Alcohol from NWT has been making its way to Saskatchewan organizations such as the Saskatchewan Food Industry Development Centre (SFIDC), which has retooled its operations to produce hand sanitizer. And, on top of that, it’s donating pulse-based snack foods to worthy charities in Saskatoon.

The SFIDC is a non-profit organization that offers full service assistance to food processors wanting to add value to their products for domestic and/or international markets. SFIDC President Dan Prefontaine said that when the pandemic started, the food centre wanted to help the situation, and they held a brainstorming session to discuss their options. The idea of producing hand sanitizer came up quickly, and there was a consensus to proceed.

Since the centre also manufactures snack foods, centre management realized that there would be a shortage of food items and decided to donate items to the local food bank as well as organizations that work with vulnerable populations, such as the Lighthouse Supported Living, Friendship Inn and the Salvation Army. To date, the Food Centre has donated approximately 13,000 pulse-based snacks.

“We had an inventory of packaging available for the hand sanitizers and raw materials for manufacturing snacks, so we realized we could just turn the key and pivot really quickly to produce more of both,” said Prefontaine.



Once the decision was made to produce hand sanitizer, the Food Centre sourced the appropriate ingredients and then turned to Black Fox Farm and Distillery to blend the product, since it had the proper safety equipment in place. Once packaged at the Food Centre, Black Fox had a distribution system in place to distribute much of the sanitizers.

Many of the sanitizers went to Saskatchewan farmers through a partnership with Sask-Canola and some were personally dropped off at local non-profits. The Food Centre also partnered with Federated Co-operatives Ltd., to package several thousand units of hand sanitizers where it has been distributed to Co-op centres to keep workers safe.



Lucky Bastard Distillers

Similar to the Food Centre, LB Distillers in Saskatoon also pivoted into the hand sanitizer business. Co-owner Michael Goldney said they realized fairly early in the process that they could produce hand sanitizer but didn’t expect that demand would escalate so quickly. Once it became known that there were worldwide shortages, they wondered if emergency personnel, such as First Responders, had access to enough supply.

“We realized that these people had to work quite often without the luxury of being within

30 feet of a sink to wash their hands. Fortunately for us, we discovered a document produced by the World Health Organization on the emergency production of alcohol-based hand sanitizer. We were able to get relatively quick Health Canada approval and all the required authorities from the Canadian and provincial governments. We worked in collaboration with Stumbletown Distilling, a micro-distillery in Saskatoon, and with the generous support of Saskatchewan Blue Cross, we were able to do this without any real risk to our bottom line," said Goldney.



The process to retool their facility was quick since the product is compatible with their bottling line and they had all the equipment to accurately measure and proportion alcohol. Once it was bottled, LB Distillers then started contacting Saskatoon City Police, the RCMP, fire department and other emergency personnel to distribute the product. They initially planned on giving away 5,000 litres, but that quickly reached 8,000 litres.

Since other distillers were also retooling to produce hand sanitizer, members of the public began approaching the company to see if they could purchase directly from them. This led to the company to provide a drive-thru service for customers looking for hand sanitizer, and now it is available through its website. Goldney said that the company doesn't expect to continue to produce hand sanitizer after the pandemic ends, but he said it has been a positive experience for everyone involved.

"We all feel really grateful that there was something we could do. As you can imagine, there were a lot of people who felt really panicked, and there was a lot of stress. We were able to take a little bit of that stress away and feel that we were able to do something for them," he said.

Western Litho Printers

Other industries have also faced the pandemic and one of the hardest hit was the printing sector. After business slowed to the point that Western Litho Printers had to lay off 15 staff,

owner Dale Schaeffer recognized there was a need to provide customizable signage for businesses, so they could remind customers and employees to practice proper hygiene and physical distancing methods.



Schaeffer said that they went through several prototypes to ensure the proper quality and that people wouldn't slip on the floor stickers. "We custom design all our stickers and signs in our client's colours and the sizes they need. We have a quick turn around time and supply proofs and samples," he said.

SREDA

However, it's not just businesses that have pivoted to meet the challenges of COVID-19, business associations throughout the province have also developed creative solutions. One of the first to develop a support program for the local economy was SREDA (Saskatoon Regional Economic Development Authority), which announced the Small Business Emergency Continuity Grant Program. This initiative provided grants up to \$5,000 to small businesses in the Saskatoon region that have been experiencing significant financial challenges because of the pandemic.

"When measures to contain the COVID-19 pandemic were introduced, businesses had to close or shift to a social distancing economy without warning," said Alex Fallon, President and CEO of SREDA. "There was an immense need for support. We were able to provide quick, local funding to more than 25 small businesses, helping them pay rent, pay staff and pivot. For many of these businesses, that can mean the difference between struggling to survive this shock and emerging from a time of profound change even stronger than before."

There was considerable demand for this program and SREDA had to make decisions based on several factors, including whether a business was forced to close by public health measures to limit the spread of the virus. A wide variety of businesses applied to the program – from fitness studios to clothing retailers to regional grocery stores. Successful applicants included businesses across the Saskatoon region and different areas of the city including Broadway, Downtown and Riversdale.

EDR

Economic Development Regina (EDR) faced similar circumstances and reacted by providing access to mentoring for local entrepreneurs who needed guidance making business decisions. "We're in the midst of an extremely challenging environment for Regina's economy, and a key aspect of EDR's economic recovery plan is to provide businesses with knowledge and information that will help them get to the other side of this pandemic," said EDR Chair Frank Hart. "We're excited that Regina's business community has stepped up to make that happen."

Due to the need for business mentors during this time, EDR is piloting the Audacity Mentorship Program, which connects Regina entrepreneurs with local, purpose-driven leaders to help solve problems and to build and grow businesses together.

The mentors come from Regina's Council for Entrepreneurship Growth (CEG), EDR's Board, and other business leaders in the community. "Especially during times like this, it's important to come together, share knowledge and support each other," said CEG Chair and EDR Board Member Jason Drummond. "Regina's entrepreneurial community will continue to be vibrant, resourceful and resilient, and the council is proud to have this opportunity to share our experience with others."

Bioriginal Food & Science Corp.

Bioriginal obtained CRA and Health Canada approval to produce three different sanitizing products, including a sanitizing gel for hands, a surface sanitizer that replaces rubbing alcohol for medical uses, and a workplace sanitizer for equipment.

Working closely with the University of Saskatchewan, Bioriginal developed a sanitizer formula guided by WHO, which was distributed to local health authorities and retailers. The products have been marketed under the trade-name BioTide.

The Bioriginal manufacturing plant in Saskatoon underwent retrofits to prepare for production of the new substances. Some of the plant changes included a ventilated flammable proof processing area using skylights to provide illumination, pneumatic fillers, a new conveyor system using hydraulic power packs, the installation of true earth grounding to remove static electricity, and explosion-proof packaging. Staff were trained on the new safety protocols, including procedures on the safe handling of flammable liquids.



Ground Effects Environmental

Ground Effects Environmental (GEE) Services has developed an automated, chemical-free bio-decontamination unit that eradicates coronaviruses and kills bacteria on all surfaces in any enclosed space (see front cover). GEE has received third-party verification through laboratory testing that the new technology de-activates the coronavirus responsible for COVID-19.



“We created this unit in direct response to the current COVID-19 global pandemic,” said company president Sean Frisky. “Several weeks ago we were approached by a long-term customer looking for a product that would help businesses re-open while ensuring staff, customers and members of the public feel safe and confident entering the business. Our response was to develop the SANOZONE, a chemical-free, bio-decontamination unit that eradicates viruses and pathogens in any enclosed space in approximately one hour.”

The SANOZONE is a proprietary, patent-pending system that operates during

off-peak hours in unoccupied spaces. This bio-decontamination unit operates remotely and evenly decontaminates all objects within a room, including complex surfaces such as office supplies and keyboards. Every surface within the space decontaminates during the process, even surfaces behind closed cupboard doors and inside drawers. No chemicals are used and no residue is left behind.

“The SANOZONE system provides peace of mind to the public, staff and customers that

GEE’s SANOZONE is a chemical-free, bio-decontamination unit that eradicates viruses (such as the coronavirus responsible for COVID-19) and pathogens in any enclosed space in approximately one hour. SANOZONE systems are ideal for offices, warehouses and public transportation. Daily deployment of the SANOZONE ensures all viruses and bacteria are eradicated from these spaces.

each day the space they are entering has been completely decontaminated. SANOZONE systems are ideal for offices, warehouses and public transportation. Daily deployment of the SANOZONE ensures all viruses and bacteria are eradicated from these spaces.”

Provincial Government

The provincial government has been quick, responsive, and substantial in its support for business during the pandemic. Among many support programs, the provincial government launched a \$1 million campaign to encourage Saskatchewan residents to continue supporting local businesses during the pandemic. The Regina and District Chamber of Commerce and other regional chambers will use the funding to expand the “Together We Stand” campaign across the province.

“Encouraging Saskatchewan residents to buy local is a great initiative of the business community that we are pleased to support during this unprecedented difficult economic time,” said Trade and Export Development Minister Jeremy Harrison. “This consumer campaign to support local businesses, led by the Regina Chamber and to be shared across our province, will help connect consumers directly with Saskatchewan businesses during the ongoing pandemic, throughout our economic recovery initiatives, and for the long-term.”

The marketing campaign will help connect Saskatchewan businesses to their customers in order to maintain the economy through the pandemic and into the recovery period in the weeks ahead. So despite the uncertainty, this is not the first bump the economy has seen and this will not be the last. Saskatchewan has always produced hard-working, sharp-thinking, action-oriented problem-solvers to overcome these types of situations. 



Saskatchewan Trade and Export Partnership (STEP) champions the export industry and assists provincial businesses in realizing global marketing opportunities.



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New Days. NEW WAYS.

STEP and Saskatchewan exporters innovate during COVID-19 restrictions



THEY SAY NECESSITY is the mother of invention. They also say that adversity is its father - and there has been no greater adversity for international engagement than that which has been generated by the COVID-19 pandemic.

STEP reacted quickly to the expanding levels of restrictions imposed to “flatten the curve” and stop the spread of the novel coronavirus. Within days of the provincial, national, and international lockdown, STEP re-allocated resources to focus on member-centric services and pivoted trade mission efforts to web-based opportunities. Indeed, seven Virtual Trade Missions (VTMs) have been delivered since travel and gathering restrictions were invoked (see “Anatomy of a Virtual Trade Mission”). STEP has also delivered three web-based export information seminars - “Domestic and International Logistics During COVID-19”, “Creating New Business Opportunities in a COVID-19 World” and “E-Commerce Opportunities Through Alibaba”.

While reacting quickly to provide immediate and relevant services during the pandemic, STEP began to consider the medium and long term consequences on export services and program delivery. STEP developed a post COVID-19 re-engagement strategy that outlined issues that may persist during and following the removal of travel restrictions and the loosening of public gathering limits. To reduce these lingering risks and to ensure the health and safety of members and staff, STEP will be introducing a number of new initiatives, including distributing COVID-19 status reports in target markets before travel, implementing safer travel and trade show protocols, and instituting testing for all mission participants upon return.

STEP President & CEO Chris Dekker noted that Saskatchewan is an export dependent province and export services will continue to be as vital during COVID-19 restrictions and after.

“It is critical that Saskatchewan companies be well positioned to re-engage and re-establish their customer base as COVID-19 restrictions are removed,” Dekker said. “While it is important to flatten the curve, Saskatchewan exporters need to get ahead of the curve to ensure our place on the international stage”. To this end, STEP is offering enhancements to the current suite of export programs, including the Market Access Program and the Incoming Buyers Program. STEP has also introduced a new, temporary program - the Market Re-engagement Program - which is designed to incent and promote Saskatchewan exporters to re-establish presence in existing markets.

To help relieve financial pressures on STEP members during difficult economic times and to maintain their access to the full suite of STEP export programs and services, STEP has also instituted a one-time membership discount for any new and renewing memberships. For one year starting July 1, STEP members will benefit from a 50% annual membership investment reduction.

With COVID-19 restrictions and regulations changing on a daily basis, STEP will continue to evolve its programs and services to ensure Saskatchewan exporters remain connected to the world.

“STEP has always been able to move at the speed of business,” Dekker concluded. “That speed and flexibility will serve us well during these uncertain times.”

STEP Program Enhancements

“While it is important to flatten the curve, Saskatchewan exporters need to get ahead of the curve to ensure our place on the international stage.”

- Chris Dekker,
STEP President & CEO

The Anatomy of a Virtual Trade Mission

EACH YEAR, STEP organizes 40 to 45 national and international trade missions for Saskatchewan exporters. These missions are highly productive, generating thousands of trade leads and hundreds of export deals for members. So - what do you do when borders close, air travel is curtailed, and trade shows are cancelled? You go virtual!

Through the months of April and May, STEP has organized seven Virtual Trade Missions (VTMs) with another three planned for the early months of summer.

According to the provincial government, Saskatchewan Q1 exports were **up 4.2%** over 2019 to **\$7.4 billion**, and exports increased **30.5%** between March 2020 and April 2020.

Between April and May 2020, STEP's Virtual Trade Missions have generated **80 qualified trade leads** for members.

Market Access Program (MAP)

To incent and promote Saskatchewan exporter re-engagement on the international stage, STEP is offering the following Market Access Program (MAP) enhancements:

- **Increased funding limits.** The cap for the Market Access Program will increase from \$5,000 for Regular Members and \$6,000 for Premium Members to \$6,000 and \$8,000 respectively.
- **Expanded eligible costs.** Coverage for costs associated with in-market ground transportation, internet/WIFI, and interpreter services.

Market Re-engagement Program (MRP)

- **Temporary Market Re-engagement.** The program allows a one-time MRP application for 50% funding of one mission or activity in an established market or previously attended trade show with an objective of re-establishing connections post COVID-19.

Incoming Buyers' Program

- **Enhancements to Incoming Buyers Program.** To promote to the world that Saskatchewan is open for business and to enhance market access and export B2B deal making, STEP will continue to focus on organizing incoming buyer events and extend increased buyer support through funding of travel costs for international customers. Costs will include air/ground travel costs to a maximum of \$500, hotel costs as arranged by STEP to a maximum of four nights, STEP arranged meals and ground transportation in province as well as STEP arranged interpretation services.

How do Virtual Trade Missions work?

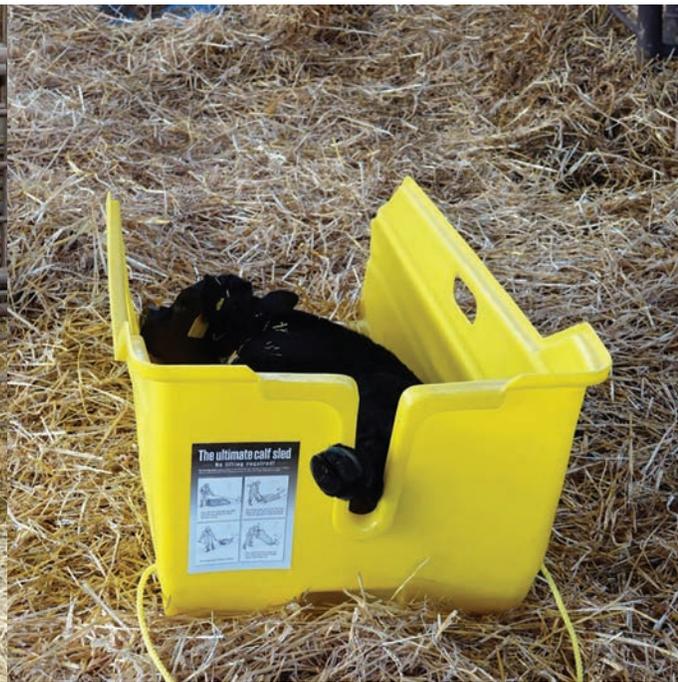
STEP has been “mining” its massive databank of international buyers to determine immediate or future procurement opportunities for Saskatchewan suppliers. To date, 1,160 international contacts have been approached generating 80 qualified trade leads.

“**This is a really good idea....** I’ve already sent (the buyer) a follow up email, and we are looking to get something going with him right away.”

- Member on STEP's Virtual Trade Missions

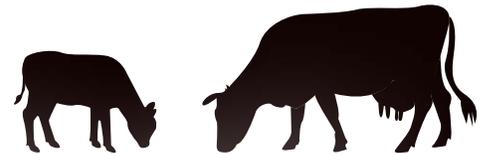
Once the buyer's product needs and preferred logistics are established, they are matched with STEP exporters, and a VTM is set up using a web-based conferencing platform. The format opens with a general discussion and presentation by the buyer followed by private one-on-one (B2B) meetings.

To date, member feedback has been very positive. One exporter noted that “this is a really good idea... and would say we are open to doing these meetings all day long! I’ve already sent (the buyer) a follow up email and we are looking to get something going with him right away.” Two additional exporters noted that Saskatchewan was “eons ahead” of the other provinces in which they do business in terms of serving exporters and engaging during COVID-19 restrictions. 



The Ultimate

Calf Sled



BY: PAT REDIGER

South East O' Thirty/Sun-Tag Sleds provides a safer way to transport calves during calving, reducing contact between producers and animals, and minimizing animal hardship in the process.

FOR THREE BROTHERS who farm near Goodsoil, Saskatchewan, their invention was inspired by the desire to find a better solution. After struggling with ways to move newborn calves from outside into the barn, they decided to create their own solution. The result is the Sun-Tag Sled, which has been pulling calves on farms throughout North America for more than 20 years.

"We had been using conventional sleds but you can have all kinds of issues and problems with the calves falling out, and it can be a real rodeo with the cow. We figured there had to be a better way, so we put our heads together, came up with some good ideas, and then built a prototype," said Patrick Sonntag, who owns the company along with brothers, Reg and Ian.

Reg took the lead role in developing the new sled. The problem with existing sleds was that due to their low sides, the calf would often struggle out of it as it was starting to stand on its legs. A sled with higher sides was not an option either because it made it more difficult to lift

the calf in place, and if the cow was nearby, they would often interfere with the process.

So they set about creating a sled with an open back end so the calf could be pulled without lifting, and to devise a means of securing the calf once in the sled. They are able to do this by placing the calf's back leg in a slot in the front of the sled. Once the sled makes it into the barn, you simply have to lift the front of the end of the sled using the molded handle, and the calf slides out the back.

They originally planned on only using it on their farm, but it worked so well, they began to think that other producers might be interested in it. They contacted a molded plastics manufacturer in Saskatoon, created a few sleds, and promoted it mainly through word-of-mouth, although a short article in the *Western Producer* spurred interest. The initial orders were a bit challenging to fill.

"We got calls from basically across Canada, and at that time, we sent our sleds on the bus. We were 45 minutes away from Meadow Lake,



They set about creating a sled with an open back end, so the calf could be pulled without lifting, and a means of securing the calf once in the sled. Then, you simply have to lift the front of the end of the sled using the molded handle, and the calf slides out the back.

and we had to fill the orders and get them on the bus,” said Patrick.

Over time, the Sonntags were able to replace their direct sales with a distribution network. Today, the sleds can be found in UFA in Alberta, Co-op stores in Western Canada, and in the United States through Runnings and Western Ranch Supply. Their administrator, Laura Kennedy, is typically responsible for arranging orders and shipping from their Saskatoon manufacturer. They still get the occasional calls from producers looking to purchase a sled, but they usually direct them to a local retailer.

“We had been using conventional sleds, but you can have all kinds of issues and problems with the calves falling out, and it can be a real rodeo with the cow. We figured there had to be a better way, so we put our heads together, came up with some good ideas, and then built a prototype.”

- Patrick Sonntag, co-owner

“It really took off after the *Western Producer* article, and it was kind of neat to see it come full circle. While we were reading a story about calving, there was a picture of a farmer in southern Alberta using our sled. The story didn’t have anything to do with our sled, but it was sure great to see it in the paper,” said Patrick.

There have been some minor modifications in the sled since it initially came on the market. The first one didn’t have a rise in the back, but they added that to help keep the calf in place. They also shortened the sled a bit to make it easier to manage in smaller spaces.

“The only colour we make is yellow. This proves that you are not using reground plastic, so it has better texture and consistency for the calves,” said Reg. The sled is made with new medium density polyethylene, which makes it durable for Canadian winters and pulling it through muddy areas.

With their sled now available in several major retail outlets, the brothers decided to investigate other markets that landed them at the doorstep of STEP. Their staff have been researching potential customers, possible trade shows, and trucking companies. Sun-Tag Sleds is taking a good look at the eastern Canadian market this year, and it hopes to increase their sales in that part of the country.

Patrick said the trickiest part since they formed the company is overcoming the shipping issues. It’s a fairly large product to ship, so the shipping fees can be significant. Those costs now seem to be under control since they are mainly shipping a minimum of 30 sleds per pallet.

Although the farming operation remains their bread-and-butter, the brothers said that the sled operation brings a special kind of satisfaction. It is very rewarding to hear from producers who express their gratitude and indicate the difference it has made on their farms.

“Safety is really a big feature on this,” said Patrick. “You’ve got to be careful as the cow can get pretty protective at that time. Then, you’ve got to get the calf on its side, get down, and lay the calf on it, which puts you in a dangerous position. You also have your head down. This sled makes it way safer, the calf usually stays quiet, and the cow usually stays quiet too because the calf is not panicked.”

Reg added that another benefit is that it is much cleaner than other methods. Placing a newborn calf on a sled is much easier than trying to move it by hand since there is less physical contact with the calf.

“This sled is very positive for the cow,” said Patrick. “It’s avoided a lot of hardship on animals. It’s better for the producer and the calf.”

For more details, visit www.suntagsled.com. 



DUCK FOOT
PARTS

DUCK FOOT
PARTS

DF
Duck Foot
Inc.



Put your **Duck Foot** Forward

By: Pat Rediger

The Duck Foot slip-over paddle tines keep the crop moving and the cutter bar clean, reducing header loss. It also allows for more even feeding and better threshing, which improves overall yields.

GOVAN AREA FARMER Steve Kastning was tired of watching his lentils sit and shake on his combine's cutter bar and fall on the ground. He tried belting and duct tape to minimize his losses, but they didn't give him the results he was looking for.

So he headed into his shop and came out with a part that looks like a duck foot that fits over the regular tines on a combine to increase the amount of pick up that regular tines miss. Today Duck Foot is an award-winning company that ships its products to farmers in Canada, the United States and Australia.

"Steve has been involved in farming all of his life, either working for others, farming on his own or a combination of both. He has seen and tried a number of ways to help crops clear the cutter bar, but he wasn't satisfied. He wanted a solution that would be reusable and fast and easy to install, or remove if needed," said his wife Chrisa, who co-owns the company and drives its marketing efforts.

The Duck Foot clears the cutter bar, so that the crop is not sitting there, falling off or feeding unevenly. It is designed for use on soybeans, pulses, cereals and straight-cut canola.

The slip-over paddle tines keep the crop moving and the cutter bar clean, reducing header loss. It also allows for more even feeding and better threshing, which improves overall yields. One of the most significant features is that it quickly and easily slides over the existing tine and attaches to the reel pipe, with no tools required.

The process to create this new invention didn't come easily. Steve started with PVC pipe then found an engineer to create the CAD drawings for the 3D prints. It took three 3D prototypes before arriving at his final design. Initial testing was done by Steve on his own farm, as well as by some friends and neighbors who provided feedback. Although the Duck Foot was invented for his own farming operation, the couple always intended on turning it into a commercial business.

"Being a farmer-invented product meant this began as a side project while we were still farming ourselves," explained Chrisa. "It involved a lot of Google searches and inquiries. The most difficult part was finding the right companies to work with to bring the idea to a finished product. This involved completing CAD drawings, 3D printing, building the molds and then producing the injection-molded parts."

The Kastnings embarked upon this venture in 2015, and by June 2018, they were ready to officially launch at Canada's Farm Progress Show in Regina. They were pleasantly surprised to be named the recipient of a Sterling Innovation Award for their invention, and the response they received convinced them to continue to develop the business. Soon afterwards, they launched their website and developed a marketing plan that included advertising and attending trade shows.

The initial marketing push has been on the prairies, but they are now reaching across Canada and the United States by meeting with farmers and farm parts dealers at various trade shows. The company is looking forward to exhibiting at their first trade show in Ontario this year. Duck



Duck Foot received a Sterling Innovation Award at the 2018 Canada's Farm Progress Show in Regina, SK, and it now ships its products to farmers in Canada, the United States and Australia.

Foot has also proven to be popular in Australia because of a Twitter post.

"In 2017 a friend shared Steve's video of the Duck Foot on his Twitter page, and an Australian farmer, who also has a farm supply business, saw the benefit of the Duck Foot and began ordering and selling them there," said Chrisa. "This is one of our most exciting connections so far, and we decided to attend a field day (trade show) in Australia. In March 2019, with the assistance of our Australian dealer, we exhibited at Wimmera Field Days near Horsham, Victoria, site-sharing with Emmetts and MacDon Australia. This led to a distribution deal with MacDon Australia. We are glad we made that first connection with Brooker Farm Supply and highly value the relationships we've made in Australia."

The Kastnings have also been making inroads into the United States. Last November Steve traveled to Carrington, North Dakota to demo the Duck Foot on the GTS header of Brazil following interest by another US company that imports and sells this model of header. In 2019 they exhibited at two trade shows in the United States, including one of the largest, the National Farm Machinery Show in Louisville, Kentucky. In 2020 they've already exhibited at four US trade shows in January and February.

"The most challenging part of international sales is getting our brand and product known

and managing the logistics of crossing international borders, such as customs, brokerage and shipping," said Chrisa.

To boost its international efforts, Duck Foot joined STEP in October 2019, and Chrisa said "It's a relief to be connected to an organization that offers its members so many benefits. With STEP connections, information and support, we feel better prepared to continue to grow our business."

Duck Foot has participated in several STEP events and has learned from other members at networking opportunities. Through STEP, the company now has an agreement with Reile's Transfer and Delivery, so that they can store and ship from Reile's warehouse in Fargo, North Dakota.

Chrisa said the company looks forward to working with STEP in the future and to continue its international business expansion.

When the couple first created the invention, they started with a mold that would fit the header of a MacDon combine, which was the brand they were using at the time. They have now finished a mold for a new clip system that further secures the paddle tine in place.

They have also almost completed the mold to fit the Hart Carter header model that is used by five different brands (John Deere, Agco, Case, Massey Ferguson and New Holland),



and they are designing an additional model that will fit another five headers.

"It has been a challenge because of the significant differences in some header brands," explained Chrisa. "With our second model, we essentially had to start from the beginning with measurements and CAD drawings leading into building the molds, testing and then modifying it."

As part of that process, Steve went back to Australia in November 2019 to demo the company's newest model that fits Hart Carter reels. With the help of Emmetts, he travelled to several farms to test this model as well as the new clip system.

Today, Duck Foot works with two contract manufacturers. One is situated in Alberta, which fabricates the molds, and the other is in Saskatchewan. The company employs two full-time employees and one part-time employee.

For more details, visit www.duckfootparts.ca. 

A photograph of a cardboard box on a conveyor belt in a factory setting. The box is the central focus, moving along a metal track. The background is blurred, showing industrial equipment and workers. A teal semi-transparent box is overlaid on the right side of the image, containing text.

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STEP manufacturing sector: products and services

A

ABC Canada Technology Group Ltd.

Saskatoon, Saskatchewan
www.abcventilation.com

Products and services include ventilation products for various mining, industrial and geomembrane applications, on-site training and customer support, as well as customized accessories.



ACE Manufacturing Inc.

Saskatoon, Saskatchewan
www.acemfginc.com

Products and services include premium aluminum truck accessories, racks and cab guards, HD step-boxes, stainless steel beacon brackets, trailers, dunnage trays, load levelers, under-trailer boxes made-to-order, double-flush door boxes, industrial products, customized package, cross-frame boxed rigs, large cabinets, HD drawer packs, made-to-order decks, platforms and fenders.



Ag Growth International

Winnipeg, Manitoba
www.aggrowth.com

Products and services include portable and commercial grain handling, storage and aeration equipment, including augers, belt conveyors, bucket elevators and truss and towers.



Agremote Systems Inc.

Saskatoon, Saskatchewan
www.agremote.com

Products and services include remote control chute and hoist systems for grain trucks and remote control chute openers for hopper bottom grain trailers. These products are easy to install, packed with great features, and proven in the field. The company also custom builds remote control systems to operate mechanical, hydraulic or air devices. Coming soon are remote swing auger systems and cattle/security gate systems.

Agrimatics

Saskatoon, Saskatchewan
www.bitstrata.com

Products include Libra Cart, a tablet- and smartphone-based grain cart weighing and data management system, Libra TMR, a tablet- and smartphone-based ration weighing and data management system, and Agrimatics Aero, a cloud service that provides automatic data backup and syncing across mobile devices and the web.



Agtron Enterprises Inc.

Saskatoon, Saskatchewan
www.agtron.com

Products and services include seed rate and blockage monitors, shaft and bin monitors, area counters, and variable rate controls for seed, fertilizer and anhydrous.



Amaranth Designs

Regina, Saskatchewan
www.amaranthdesigns.ca

Products and services include modern timeless garments for today's elegant, confident and sophisticated woman. These designs are very



easy to dress up or down. Amaranth Designs' objective is to design and create garments that suit women of all ages and in every walk of life.

APA Innovations

Biggar, Saskatchewan
www.apaarchery.com

Products and services include a lineup of 10 compound bows along with four arrow rests, archery accessories and custom film dipping.



B

Bit Service Company Ltd.

Saskatoon, Saskatchewan
www.bitservice.ca

Products and services include fabrication of support equipment and accessories, including bits for two and four rotor boring machines, removal tools and full cutting assemblies. They work with customers to design custom cutting assemblies using the latest 3D modeling software. They repair and refurbish continuous miners, potash boring machines, roadheaders and undercutters.



Bourgault Industries Ltd.

St. Brieux, Saskatchewan
www.bourgault.com

Products and services include manufactured air seeders, hoe drills, coulters, cultivators, chisel plows, wing type packers, grain carts, and harrow drawbars.



Bourgault Tillage Tools Ltd.

St. Brieux, Saskatchewan
www.tillagetools.com

Products and services include Blue Armour long wear cultivator and chisel plow sweeps and spikes, seeding openers, fertilizer openers, seed boots, disk blades and long wear harrow tines. Services to OEMs include custom MaxLife Embedded Carbide weld where long wear is required.



Brandt Industries Canada Ltd.

Regina, Saskatchewan
www.brandt.ca

Products and services include designing, manufacturing and support of a complete lineup of grain handling products, construction equipment attachments and guarding, rail maintenance-of-way equipment, specialized truck rigging and trailer rentals, electrical power generation and transmission products and custom auxiliary mining vehicles and more. Brandt also delivers end-to-end tube and pipe finishing floor solutions, OEM custom manufacturing and machining, commercial real estate development and management and new and used asset financing.



Breina Docks

St. Brieux, Saskatchewan
www.breina docks.ca

Products and services include aluminum docks and cedar decking in 5' x 10' sections.



Bridgeview Mfg. Inc.

Gerald, Saskatchewan

www.bridgeviewmanufacturing.com

Products and services include cattle feeding and hay equipment, grain handling equipment, bolted hopper cones, and earth moving products.



Dingwall Guitars Inc.

Saskatoon, Saskatchewan

www.dingwallguitars.com

Products and services include custom electric bass guitars, production electric bass guitars, and electric bass guitar strings.



Doepker Industries Ltd.

Annaheim, Saskatchewan

www.doepker.com

Products and services include highway semi-trailers, steel and aluminum agriculture grain trailers, commercial flat decks and drop decks, forestry logging trailers, industrial oil and gas trailers, gravel trailers, and specialty trailers.



Capital "I" Industries Inc.

Tisdale, Saskatchewan

www.capitali.ca

Products and services include grader mount road maintenance equipment, above- and below-ground mining, exploration drilling equipment, and oil and gas pipe handling equipment.



Carrier Forest Products Ltd.

Prince George, British Columbia

www.carrierlumber.ca

Products and services include SPF dimensional lumber from 2x4 to 2x10, and in lengths from 8' to 16'. Grades include J-Grade, premium #2&btr, #3&btr and economy and the lumber is KD - HT.



Crestline Coach Ltd.

Saskatoon, Saskatchewan

www.crestlinecoach.com

Products and services include ambulances, specialty vehicles and small- to mid-sized commercial buses, emergency medical equipment and vehicle parts.



Croptimistic Technology Inc.

Naicam, Saskatchewan

www.croprecords.com

Products and services include SWAT MAPS variable rate Croptimistic's unique variable rate process based on soil, water and topography features of agricultural fields; and SWAT BOX, an automated soil electrical conductivity and RTK elevation data mapping system that mounts to trucks, all terrain vehicles, and farmer's equipment for automated field data collection. Data flows automatically to the CropRecords server so Croptimistic map developers can turn around SWAT MAPS very efficiently. CropRecords.com is an internally developed software database for farmers and agronomy consultants with features for farm record keeping, scouting, and SWAT MAPS variable rate implementation.



DSG Power Systems Inc.

Saskatoon, Saskatchewan

www.dieselservices.com

Products and services include a diversified line of diesel and natural gas power solutions including generators, diesel fuel additives and cleaners, engines and engine parts.



Duck Foot Parts Inc.

Saskatoon, Saskatchewan

www.duckfootparts.ca

Products and services include the Duck Foot, an aftermarket paddle tine that quickly slips over the existing tines and attaches to the reel pipe on a combine header. It feeds crop that standard tines can miss and keeps the cutter bar clean, reducing grain loss and improving yield.



Dutch Industries Ltd.

Pilot Butte, Saskatchewan

www.dutchind.com

Products and services include, Dutch Openers for seed and fertilizer application, BioSpreader Manure Spreader, Biomulcher Composter, chemical cab filters, custom production manufacturing, as well as custom projects per request.



Dakota Hills Oilfield

Estevan, Saskatchewan

www.dakotahillsoilfield.com

Products and services include multiplex, multi-stage, multiphase and well service pump packages up to 2,500 hp; production treaters vertical and horizontal; free water knockouts; two and three phase production test separators; multi-well group and test headers; vapor recovery units; flarestacks; flare knockout drums; complete MCC packages; program logic controllers (PLC); and variable frequency drives (VFD).



Dynaindustrial LP

Regina, Saskatchewan

www.dynaindustrial.com

Products and services include custom designed heavy machinery and the DynaBolter.



Degelman Industries Ltd.

Regina, Saskatchewan

www.degelman.com

Products and services include bulldozer blades, speed blades, strong box blades, land rollers, heavy harrows, (Pro-Till) High Speed Discs, rock diggers, rock pickers, rock rakes, rotary cutter technologies and manure spreaders.



Eastwood Products Ltd.

Arborfield, Saskatchewan

www.eastwoodproducts.ca

Products and services include harvest screens, high clearance sprayer jack stands, heavy equipment jack stands, bin lid winches, bin lid openers, and H₂O fire pros.



Edgewood Forest Products Inc.

Carrot River, Saskatchewan

www.dunkleylumber.com

Products and services include three to six inch width lumber in lengths from six to nine feet, as well as one inch thick appearance grade material in various lengths.



E-Kay Enterprises Ltd.

Biggar, Saskatchewan
www.e-kay.ca

Products and services include crop dividers for high wheeled sprayers, XTL Extended Tube Life Grain Augers, self-propelled auger mover packages, Hydra Sweeps, and No-Spill Hoppers.



Environmental Instruments Canada Inc.

Saskatoon, Saskatchewan
www.eic.nu

Products and services include radiation safety instrumentation, including radon sniffers, gamma detectors, portable sample counters, and WebRad - an online radiation data management system.



Expert Systems Inc.

Saskatoon, Saskatchewan
www.precision.ai

Products and services include Precision.ai which is at the forefront of the fully autonomous farming revolution, using artificial intelligence and robotics to solve the key agricultural challenges of the 21st century. Their patented artificial intelligence powers the farming machines of the future.



F

Flexifinger QD Industries Inc.

Assiniboia, Saskatchewan
www.flexifinger.com

Products and services include the manufacturing and/or sales of Flexifinger® Crop Lifters, Flexifinger® Quicker Picker Rock Picker, FlexiSelect™ Relay Intercropping Harvest System, Flexifinger® Sunflower and Corn Harvest Pans™, Flexifinger Vibra screen and Limbinator Saws™.



Fortis Mining Engineering & Manufacturing

Saskatoon, Saskatchewan
www.fortiscorporation.com

Products and services include specialized services for the mining, custom metal manufacturing and machining industries.



Free Form Plastic Products

St. Brieux, Saskatchewan
www.freeformplastics.com

Products and services include liquid storage and transport tanks, the Gen 2 Algae Eliminator in flat bottom, cone bottom or low profile, RotoShear Vertical Crop Cutter, adjustable width swath roller, Chembine chemical mixer, Fenderco Fenders, Polar Grip truck weight system, Polytoon Dock Floats, TankGuard tank level system, and BIGTOOLRACK 3 point hitch mounted device.



G

G & S Sales Ltd.

Dilke, Saskatchewan
www.watermasterpumps.com

Products and services include a self-priming floating pump.



Ground Effects Environmental Services Inc. (GEE)

Regina, Saskatchewan
www.groundeffects.org

Products and services include full service remediation and reclamation contracting and technical services.



H

Highline Manufacturing Ltd.

Vonda, Saskatchewan
www.highlinemfg.com

Products and services include the NEW AccuMix™ self-propelled Feed Mixer, the Highline CFR series Bale Pro® with Feed Chopper™ and Metered Grain Insertion System, BM series round bale handling equipment, FaStack series large square bale stacker, NT series rock pickers and an industrial RCH™ Hydro roadside mower. Highline offers specific models that have been CE Certified to meet EU customer requirements.



Honey Bee Manufacturing Ltd.

Frontier, Saskatchewan
www.honeybee.ca

Products and services include AirFLEX, ST Tractor-Mount Swather, Grain Belt Header, WS Swather, Rice Belt Header, and Rod Weeder.



I

Industrial Machine & Mfg. Inc. (IMM)

Saskatoon, Saskatchewan
www.indmac.ca

Products and services include custom manufactured components in addition to augers, centrifuges, compactors, gearboxes, impactors, miners, pumps, pipeline equipment, u-joints, as well as valve bodies, CNC machining, welding and fabrication, mechanical assembly, surface solutions, site service and maintenance, CAD/CAM, and engineering design and support.



Innocorps Research Corporation

Saskatoon, Saskatchewan
www.innocorps.com

Products and services include fully mobile water treatment service for the unconventional oil and gas industry.



IntraGrain Technologies Inc.

RM of Sherwood, Saskatchewan
www.intragrain.com

Products and services include BIN-SENSE®, a grain storage monitoring system, and Fuel Lock™, a fuel monitoring and management system.



J

K

Koenders Mfg. 1997 Ltd.

Englefeld, Saskatchewan
www.koendersmfg.com

Products and services include injection molding, rotational molding, metal fabrication, and newly added plastic recycling.



Koenders Water Solutions Inc.

Regina, Saskatchewan
www.koenderswatersolutions.com

Products and services include pond care equipment, including windmill and electric aeration systems, solar aeration and water pumps,



water fountains and natural treatments for ponds, lakes, sewage lagoons, plumbing and septic systems. The 'Nature's Pond' product range has been expanded to include other environmentally safe cleaners for almost all surfaces and bathrooms.

Kramble Industries
Saskatoon, Saskatchewan
www.kramble.net



Products and services include remote control agricultural systems.

L

Lakeland Log & Timber Works Ltd.
Christopher Lake, Saskatchewan
www.lakelandlogandtimber.com



Products and services include log homes packages and custom handcrafted log homes.

Lewis M. Carter Mfg (Canada) Ltd. (LMC)
Saskatoon, Saskatchewan
www.lewismcarter.com



Products and services include grain and seed processing equipment, pre-cleaning equipment for cleaning grain before storage or drying, plant design and installation of all LMC machinery, spare parts and screens for all equipment supplied, manual weighing and packaging machinery, semi-automatic and fully-automatic bagging and packaging systems, robotic palletizing systems, spare parts and screens for all equipment supplied, and on-site service.

M

Magnum Fabricating Ltd.
Maple Creek, Saskatchewan
www.magnumfabricating.com



Products and services include cattle handling equipment, oilfield fencing, Texas gates, oil tanks, fuel tanks and fuel skids, and Transport Canada in 31/a fuel tanks for the transport of gas, diesel, etc.

Meridian Mfg.
Regina, Saskatchewan
www.meridianmfg.com



Products and services include belt drive augers, mechanical drive swing away augers, belt conveyors, grain bins/silos, archwall buildings (potato and grain storage), seed tenders, and liquid containment tanks. Products are marketed under either the Meridian or Convey-All Brand names.

Michel's Industries Ltd.
St. Gregor, Saskatchewan
www.michels.ca



Products and services include side rolling tarp systems, crop catchers, harvest pro-tech electric combine covers, gravel tarp systems, hopper augers, conveyors wireless chute openers, Roll off Container Tarp Systems and Shipping Container Roll up Doors.

Mike's Hydraulics / Hydraulitechs
Saskatoon, Saskatchewan
www.hydraulitechs.com



Products and services include the NutBuster, a 50,000 lb hydraulic torque wrench used to disassemble hydraulic cylinders. The Nut-Buster comes with a list of attachments to take apart glands and nuts on hydraulic cylinders.

Morris Industries Ltd.
Saskatoon, Saskatchewan
www.morris-industries.com



Products and services include the Quantum air drill, C2 Contour precision drill, Maxim II air hoe drill, Concept air seeding and tillage system, 9 Series and 9s Series air carts, RAZR disc drill, CX 8105 seeding system, Field Pro heavy harrow, and Rangler III packer harrow. ProAG hay products include the 2200 Bale Hiker, 900 and 1400 Hay Hiker round bale carriers, Bale Titan RXR, 12SR PLUS and 4SR PLUS large square bale pickers/stackers and Bale Claw 5000VE.

N

Norseman Structures
Saskatoon, Saskatchewan
www.norsemanstructures.com



Norseman Structures offers ShelterSolutions in the pre-engineered building industry, specializing in steel framed fabric covered buildings. They offer turnkey solutions with services including design and engineering, manufacturing, construction, financing, and documentation.

North Fringe Industrial Technologies Inc.
Nipawin, Saskatchewan
www.northfringe.com



Products and services include pump pales, pump service/repair, pump rentals, dewatering, dredging, pump stations and dewatering stations.

North Star Systems Inc.
Saskatoon, Saskatchewan
www.tattle.systems



Products and services include Tattle Systems, a communication device for location and level of tanks.

O

P

Pattison Liquid Systems Inc.
Lemberg, Saskatchewan
www.liquidsystems.net



Products and services include liquid fertilizer distribution and handling equipment, and related parts.

Pillar Lasers Inc.
Warman, Saskatchewan
www.pillarlasers.com



Products and services include pillar disc drills and disc/hoe openers for seeding equipment.

Prairie Machine
Saskatoon, Saskatchewan
www.pmparts.com



Products and services include the design and manufacturing of two and four rotor miners, Flexiveyor continuous haulage systems, belt storage magazines, roof bolters, angle stations, belt winders and battery-powered electric vehicles designed specifically for mining.

Pro Grain Equipment
Colonsay, Saskatchewan
www.prograinequipment.com



Products and services include Pro Grain Bagger, Pro Grain Extractor, Pro Box Scraper, custom fabrication and repair, machining, sand-blasting and painting.

Q

Quality Assured Manufacturing Inc.

Regina, Saskatchewan
www.qualityassuredmfg.com

Products and services include bulk fuel storage tanks (ULC & Transport Canada), API tanks/vessels, smooth wall grain and fertilizer bins, cement/fly ash and salt silos, and various structural steel fabrication. Start to finish in-house services from raw steel to finished products, including their own sandblast and internal/external coatings.



Schulte Industries Ltd.

Englefeld, Saskatchewan
www.schulte.ca

Products and services include heavy duty rotary cutters, rock pickers, rock rakes, landscape rakes, snow blowers, snow blades, variable tillage, disc harrow heavy harrow, pull type fertilizer spreaders and brush mulchers.



SeedMaster

Emerald Park, Saskatchewan
www.seedmaster.ca

Products and services include seeding systems.



Shercom Industries Inc.

Saskatoon, Saskatchewan
www.shercomindustries.com

Products and services include recycled rubber products and services for the commercial, residential and industrial markets.



South East 0' Thirty

Goodsoil, Saskatchewan
www.suntagsled.com

Products and services include a sled used for calving. It's made from medium density polyethylene. It weighs approximately 24 lbs and comes with a 10 foot poly tow rope. For the 2018-19 calving season, 1,039 sleds were sold, more than double the sales volume of the prior year. Sleds are sold in quantities of 30 (preferred) with almost all sales to distributors.

R

Ralph McKay Industries Inc.

Regina, Saskatchewan
www.mckayempire.com

Products and services include custom stamping and heat treating, the McKay slimwedge™ system, concave disc blades and coulters, McKay penetrator sweeps, railroad tie fasteners, combine concaves, sieves, chaffers and chains, header transport trailers and utility reel trailers.



Redekop Manufacturing

Saskatoon, Saskatchewan
www.redekopmfg.com

Products and services include straw chopper replacement knives, rotor upgrades for existing choppers and complete straw choppers solutions.



Rite Way Mfg. Co. Ltd.

Regina, Saskatchewan
www.ritewaymfg.com

Products and services include land rollers, rock pickers, rock wind-rows, high speed heavy harrows, jumbo junior midrange harrows, rotary harrows, crimper rollers, and high speed compact discs.



Rouse Industries

Weyburn, Saskatchewan
www.rouseindustries.com

Products and services include industrial transmissions, gearboxes, mud pump drives and hydraulic clutches.



Spraytest Controls Inc.

Beechy, Saskatchewan
www.spraytest.com

Products and services include wireless controls for agricultural applications.



Stewart Steel Inc.

Weyburn, Saskatchewan
www.stewartsteel.com

Products and services include auger extensions, combine rotor conversion kits, doghouses, pump shacks, accumulator shacks and pipe tubs.



S

S3 Enterprises Inc.

Swift Current, Saskatchewan
www.s3enterprises.com

Products and services include custom manufacturing and pneumatic solutions and unique wireforming services for the farm equipment industry, as well as the Delta Flexible Harrow product.



SuperiorRoads Solutions

Regina, Saskatchewan
www.superiorroads.com

Products and services include the Python 5000 and 5000+ Pothole Patchers. A single operator, from the safety of the cab, is able to quickly produce compacted, long-lasting repairs using standard asphalt. These machines can be used all year round and will help preserve the life of your roads. They save money, save lives and help prevent vehicle damage from poorly maintained roads.



Saskatchewan Abilities Council Inc.

Saskatoon, Saskatchewan
www.abilitiescouncil.sk.ca

Products and services include wood products, textiles, metalwork, mailing services, screen printing/embroidery services, promotional products, and recycling services.



ScherGain

Battleford, Saskatchewan
www.schergain.ca

Products and services include a device for farmers to calculate grain losses from combines.



T

Tide Industries

Estevan, Saskatchewan
www.tideindustries.com

Products and services include Zero Spray, a landscape sprayer that mounts onto most popular zero turn mowers allowing for better visibility and ease of use. Zero Spray incorporates air induction spray tips, a simple on/off foot switch and many other features.



Topcon Agriculture Canada, Inc.

Saskatoon, Saskatchewan

www.norac.ca

Products and services include spray height control systems.



W

Wildfong Enterprises

Craik, Saskatchewan

www.wildfongenterprises.com

Products and services include combine concaves for most makes and models, as well as threshing elements, front beaters and special order after market parts.



WILDFONG
ENTERPRISES

Vaderstad Industries Inc.

Langbank, Saskatchewan

www.vaderstad.ca

Products and services include seeding, planting and tillage equipment, such as Seed Hawk, Tempo and Carrier. Zero-tillage Seed Hawk seeding systems include toolbars with widths ranging between 40' and 84', tow behind or tow between air carts (600bu - 980bu), as well as the combination tank and toolbar; Seed Hawk 30, with 6m or 8m widths.



Wilger Industries Ltd.

Saskatoon, Saskatchewan

www.wilger.net

Products and services include agricultural sprayer and seeding components, liquid fertilizer kits, sprayer nozzle tips and caps, sprayer nozzle body attachments and adapters, liquid flow indicators, light-weight sprayer booms, boom end flush valves, sprayer manifolds, and metering orifices.



Vale Industries Ltd.

Indian Head, Saskatchewan

www.valeindustries.ca

Products and services include agricultural products, including hopper cones for grain bins, wheel handling tools, and seeder ground engaging parts. Portable aggregate products, including belt conveyors, belt feeders, hoppers, grizzlies and plants for screening and crushing. Fixed plant belt conveyors projects. Contract manufacturing services.



WRT Equipment Ltd.

Saskatoon, Saskatchewan

www.wrtequipment.com

Products and services include construction equipment products, conveyors, crushers, asphalt plants, compaction equipment, and more.



Vermette Wood Preservers

Spruce Home, Saskatchewan

www.vwpltd.com

Products and services include treated fence posts, construction pilings, utility poles, bridge timbers, and fence rails.



X

Y

Z

G

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Be sure with ScherGain

Decreasing crop losses with new invention

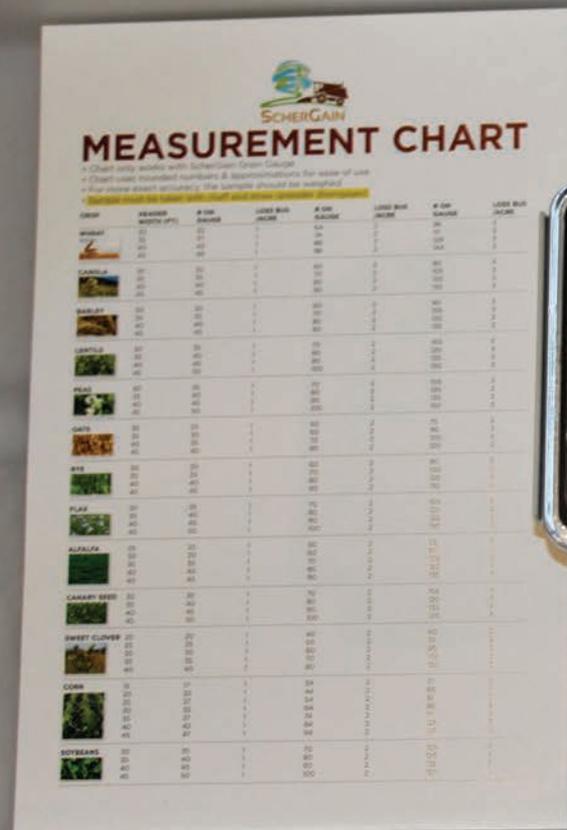
By: Pat Rediger

AS TREVOR SCHERMAN and his father Pat combined their fields near North Battleford, they became increasingly concerned about the amount of crop loss they were suffering. There's a fine line between how fast the combine can go and how much crop gets left in the field. In the case of canola, for example, farmers can lose up to five bushels per acre during harvest, and if canola is worth \$10 a bushel, the lost revenue can be significant.

The Schermans didn't have a lot of faith in the loss monitors that come as standard equipment on combines, and even less in the sales staff that encouraged them to run at higher speeds with the higher horsepower despite the impact that could have on proper threshing.

They recognized that threshing speed was dependent on numerous factors, including yield, crop conditions and weather conditions. They wanted real live field data to make the best decisions possible for their operation.

And, as so often happens in Saskatchewan, the Schermans began experimenting in their farm shop to find a better way. They eventually developed a battery-operated drop pan to measure crop losses. Their system connects to the underside of almost any combine using magnets. With the chopper and chaff spreaders disengaged and the combine moving at the desired speed and settings, the operator uses a small remote key fob to release the magnets and drop the pan.



After removing the chaff and straw by hand and with screen, collected seeds go into a gauge. The reading on the gauge cross-referenced to the cut width will tell you the losses in bushels per acre. From that point onward you can adjust the monitor to suit your comfort level. It seemed like the ideal solution.

“People saw what we were doing, and they were like, ‘can you build me one?’ So then it kind of took off from there,” said Trevor.

The initial plan was to build four more units and then hopefully sell about 20 by the end of the year. Marketing was meant to be fairly simple – make an announcement on Twitter, ask a few friends to retweet it, and then wait back for the results.

“I was literally at my daughter’s baseball game when my phone started blowing up, and I’m taking orders on Twitter. We sold 20 the first day,” recalled Trevor.

They weren’t quite ready for that result. In fact, they received orders from as far away as Australia, Brazil, France and Paraguay. They didn’t have suppliers in place for the volume required, and they scrambled to fill orders. It wasn’t a sophisticated business system either – they received the orders, built the product, and shipped them out with an invoice.

Fortunately, they had planned for the company to grow, albeit not that fast. They incorporated and applied for patents before they began marketing, so the proper paperwork was in place. Trevor had been working at another job in the agricultural industry, but decided to farm full time now that the ScherGain business has taken off.

The company has remained a family-run operation since its inception. Michelle, Trevor’s wife who he refers to as the “backbone of the business,” has an ag economics degree and is well versed in how to manage this exponential growth. She handles the financial side, managing trade shows, along with all the orders and shipping of sales and

The ScherGain Solution System

helps farmers maximize their returns, using live field data to better control average crop losses during harvest.

the paperwork that goes with it. Her training and skills have allowed the company to grow with minimal debt, while forging ahead in new markets.

The kids also help out when they can, and Pat does most of the assembling. Trevor handles marketing, trade shows and other business issues.

Since crop losses are a concern around the world, Trevor has now placed an emphasis on international sales. After working at various positions in the agricultural sector, he had a network of contacts that were willing to help him promote the product.

“Entrepreneurs always want to help entrepreneurs,” he said. “That’s a huge takeaway with what we’ve done. My dad said, ‘what do you mean you just ask them?’ but that’s all I did. They were very willing to help.”

One of the entrepreneurs who offered assistance was Trevor Thiesen who owns Redekop Manufacturing in Saskatoon. When ScherGain needed to ship products to Australia, it was Thiessen who provided advice on the best shipping methods and helped facilitate the transaction. There are other companies that have helped by offering ScherGain products as draw prizes at their trade show booths.

“We have found that people will do this and do that if you just ask. Other entrepreneurs really want to help you succeed,” said Trevor.



ScherGrain has worked with STEP on developing its international distributor network. After attending the Ag-ritechnica Farm Show in Germany, the company reached an agreement with a European distributor, and Trevor has high hopes to further develop that market because of the high density of farmers.

ScherGrain has reached distribution agreements with companies in the United States and Australia. It fulfils most of its own orders in Canada. Trevor has determined that he doesn't require a large marketing budget to get attention in these countries.

“It may be a low-tech, inexpensive system, but it has sure made a lot of growers a lot of money.”

- Trevor Scherman

“Twitter is built for agriculture,” he explained. “Someone can ask you a question, and you can provide an answer real fast. One of our marketing consultants said to throw the idea up on Twitter. If it's good, then you'll win. If it's bad, then you'll be crucified, and she was right. People videotaped it, and put it up on social media. They were selling it for me, and I didn't have to take any ads out.”

One of his Twitter posts resulted in 18 Italian farmers visiting his farm during their Canadian tour. His posts caught the attention of those organizing the tour and Italians wanted to find out more about the invention.

Trevor has been told farmers are saving anywhere between \$30,000 and \$100,000 by using his system, and that proves to him the need to continue to press ahead. He is now a speaker at various agriculture conferences around the world. His speaking engagements have ranged from how the system works to a group of soybean producers in the United Kingdom to demonstrating how producers in Romania can reduce their canola losses.

“It may be a low-tech, inexpensive system, but it has sure made a lot of growers a lot of money,” he said.

For more information on the ScherGrain Solution System, visit www.schergain.ca. 



Michel's



BY: NICOLE WILLIAMS

The Tarp Specialists

“At Michel’s, we always try and provide quality products and services which will exceed our customers’ expectations. We continually look at ways to better our products as well as look at new products to make our customers’ jobs easier and safer.”

- Brad Michel, General Manager of Michel’s Industries

INNOVATION based on need is one of the founding principles of the agriculture industry. Over the years, some of the best technological and manufacturing breakthroughs in the industry have occurred as a result of a farmer looking for a better way to manage their farming operation. Michel’s Industries is one of these stories.

In 1969, Walter Michel invented the first fold-away tarp system for his grain truck, enabling him to protect his shipments from moisture and air movement without climbing onto the back of his truck to manually secure a tarp with bungee cords. This simple, but effective, innovation saved time and helped prevent injuries, and soon after, his neighbours began requesting similar outfits for their operations.

To accommodate the new business, Walter moved his manufacturing off the farm and into an old John Deere dealership in downtown St. Gregor. Eventually, the business outgrew its location, prompting them to take over a former window factory in the community, which

was attached to a dance hall and roller skate arena. Today, Michel’s facility has burgeoned to 76,000 square feet and employs nearly 80 people.

“Most ideas came from the farm when there was a need for something,” Brad Michel, General Manager of Michel’s Industries said. “At Michel’s, we always try and provide quality products and services which will exceed our customers’ expectations. We continually look at ways to better our products as well as look at new products to make our customers’ jobs easier and safer.”

A family operation for over 40 years, Michel’s is now in its third generation of management. Walter’s sons, Ron and Bud, originally took over the business, and now their children are taking the helm after growing up on both the farm and around the manufacturing operation.

“I grew up on the farm, and I worked on the farm throughout high school and after graduation for a few years before becoming full time in the industry,” said Brad. “I started out work-

ing summers on the farm and winters at the shop. I was trained to weld and do assembly in the back shop. Then, I slowly worked my way up into the office once a sales position became available before becoming general manager a little over two years ago.”

Although the company has changed over the years, it has remained committed to innovation throughout its operation. This commitment has led to the development of several inventions that are a staple within the agriculture and trucking industries today.

“In the early days when semi-trailers were just beginning to become more popular, my father (Bud) and my Uncle Ron purchased their first grain trailer and semi for the farm,” said Brad. “They saw that the two compartment trailer could haul more product than a three ton truck, but they needed to find a way to transfer the product from the semi-trailer to the air drill. They toyed with different ideas, and in the end, developed the first hopper auger which mounted under a grain trailer and moved the



product to the side of the trailer for filling air seeders.”

Later on, a simple conversation between Bud and a gravel manufacturing representative at a trade show inspired Michel's Industries to move their product line beyond the agriculture industry. Recognizing that their tarp systems could benefit the trucking industry as well, the company began developing high quality tarp systems for gravel trailers.

with our customers to bring these products to market.”

Technology has also revolutionized the company's product line.

“The development of electric tarp systems has allowed us to venture into wireless technology that operates not only tarps but chutes, grain box hoists and gates, lights, augers and more... all off of one remote,” said Brad. “It has been so rewarding to watch the

The development of electric tarp systems has allowed us to venture into wireless technology that operates not only tarps but chutes, grain box hoists and gates, lights, augers and more... all off of one remote.

Since then, other product lines and innovations have been launched, including roll-up doors and curtain sliders for semi-trailers, while others have been inspired or suggested by customers.

“In the last decade, Michel's has worked with our customers to bring some of their ideas to market,” said Brad. “The crop catcher and swing auger side shift all came from farmers with different ideas. We have enjoyed working

company grow expansion after expansion and to be part of that growing success.”

Although Michel's primary marketplace is within the Canadian Prairies, the company is also exporting their product lines to the United States, Australia, The Netherlands and Ireland. Throughout this process, STEP has been there to help ensure their success on the global marketplace.



“STEP has been a great help in trying to find potential regions for our products,” said Brad. “They are always there if we have any questions. They have done some research projects for us, so we could determine if an area would be feasible to enter, and they have also promoted our products at various trade shows and events on our behalf.”

Despite the difficult circumstances facing businesses across the country and around the world right now, innovation will remain at the forefront of Michel's Industries, helping to ensure their continued success both now and in the future. 



All those Zeros add up

Tide Industries invents Zero Spray, Zero Turn sprayer

BY: PAT REDIGER

FOR MORE THAN 20 years the Tide family has been looking after a two acre city park that's adjacent to their home in Estevan. They used a zero turn mower to cut the grass, and when the weeds emerged, they would take a hand sprayer to the problem areas.

Although that worked, it was a time consuming solution. Hand sprayers may be great on smaller home yards, but it took several hours to hand-spray a large field, and it was a constant battle to keep up when new weeds emerged.

After purchasing a zero radius mower, the family began looking for a front-mount sprayer that they could use to manage the weeds. They felt that a front-mount sprayer would work better than a tow-behind for mowers with zero turn. After doing some research, they found there was nothing available in the market. So, they headed to their garage determined to develop their own solution.

"We had a little idea and started playing around with it a bit," said Nolan Tide. "Thanks to my dad's mechanical ability we were able to develop that idea."

They tested it on the park, and it solved the problem. Their invention uses ultra low drift (air induction) spray tips to greatly reduce any drift which allows the operator to spray closer to trees and flower gardens. It works better than a rear-mounted boom because you don't have to keep turning your head to see how it is operating. And, since it is front mounted, operators can still turn on a dime, which is really the purpose of a zero-turn mower.

Tide noticed that it could be difficult to see where they had sprayed, so they ended up with some areas that were oversprayed and other areas that were missed. That led them to create a foam marking system that outlined where they had sprayed and could be easily dispensed by using a foot pedal. Marks are

Tide Industries

usually left every 20 feet or so for the operator to determine where to spray next.

Nolan's father, Alf, managed the local John Deere dealership, and he brought the sprayer system into work. "Like anyone, we had this project that we were proud of, and we started showing it to a few people. Then farmers in the area thought it was great thing, and they were saying, 'will you build me one?,' and it just expanded from there," said Tide.

This early success led Tide to establish Tide Industries in 2016 with the intent of marketing the sprayer and marking system. Since he already had an "in" at John Deere dealerships, he decided to make the rounds with his products and see if they would be interested in selling them.

One of the early discoveries was that the dealerships didn't want to spend much time assembling them as they were busy with other tasks. That led the company to have them pre-assembled, so all the customer really had to do was remove a couple of packaging bolts, and it was ready to be installed on a mower.

With a good base of dealers established in Saskatchewan, Tide expanded his marketing into Alberta and Manitoba and received favourable reviews. The next step was to create sprayers and marking systems that were not just for John Deere models but for Kubota, Toro, Grasshopper and Cub Cadet products as well.

Tide Industries' front-mounted sprayer uses ultra low drift spray tips to greatly reduce any drift, which allows the operator to spray closer to trees and flower gardens when using a zero radius mower.

Last year the company entered the American market, and Tide expects that the market will continue to grow. "STEP said there were a couple of shows in the United States that we should go along with them to," said Tide. "They kind of pushed us along. There was a trade show in Minneapolis, and they said that this would be an opportunity for us, and even if we didn't get any results, we could see how it would turn out. We went and got our first distributor. Now we've added three more."

The company has sold products in 26 American states and in all Canadian provinces from British Columbia to Ontario. Tide intends to continue to develop relationships south of the border to increase sales.

One of the biggest challenges he's had to face is educating the consumer on his product. Most sprayers are rear-mounted, so customers are familiar with that approach. He had to educate consumers on the benefits of a front-mounted sprayer before they would even consider purchasing one.

"Everyone we talked to at first was a bit hesitant and wondered how the product worked," said Tide. "When we went to trade shows we really had to explain the product to people. They had to understand that there was no drift and the benefits of having the sprayer in front. We made them understand that everything was in front of them with our sprayer, so they could see the flowers and the trees. You could get right up against them and then turn around."

After the benefits were explained, consumers began to understand and appreciate the system. They usually concluded that it was a better quality sprayer and system than they have previously used.

To assist consumers with their decision-making, Tide developed a video that illustrates how the spray system works.

"Our goal from day one was to build the best sprayer available to fit on a zero radius mower," said Tide. "We believe we have certainly achieved our goal."

For more details, visit www.tideindustries.com. 



Understanding the Zero Spray, Zero Turn Sprayer

What exactly are the specs on Tide Industries' system?

The system highlights include:

- 25 gallon tank
- 100" spray boom
- High quality spray wand
- Mounts in minutes without modifications to your mower
- Booms fold out and lock into place
- Booms have a breakaway feature so they collapse when coming into contact with an object while driving
- Foot switch turns the pump on and off
- Nozzles are spaced 20" apart
- Spray wand can spray up to 35'
- Spray wand has up to 12' feet of hose for hard-to-reach spaces
- Can still mow grass while sprayer is in place
- Zero marker bolts onto sprayer
- Zero marker is activated with a foot switch

STEPNOTES

STEP members with noteworthy news are invited to share it through the **Global Ventures BIZNotes** section. For more details or to submit content/photos, please contact Heather Swan, Manager - Corporate Services at 306-787-7942 or hswan@sasktrade.sk.ca.

KIRSTEN HILLMAN NAMED Canada's Ambassador to the United States

Kirsten Hillman was recently appointed Canada's Ambassador to the United States. She has served as Canada's Acting Ambassador since August 2019, and she was previously the Deputy Ambassador.

Hillman has played critical roles in the negotiations of important trade agreements for Canada, including the new NAFTA and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. More recently, she has worked in close collaboration with partners in the United States and around the world to support Canada's efforts to fight the COVID-19 pandemic, including the temporary border agreement reached recently between Canada and the United States.

GOOD DECISIONS start with good intelligence

Making good decisions is essential for operating a successful business, and in many cases these crucial decisions are made with less than optimal information. Considering business decisions are only as good as the information they are based upon, it is essential that companies look to arm themselves with current, accurate, relevant and actionable information. Whether you're selling product in Calgary or Beijing, STEP can assist companies in collecting, identifying and analyzing pertinent data.

STEP's Market Intelligence service focuses on providing secondary (desk) research, supplemented by primary research when information gaps exist and it is feasible to do so. The STEP team has access to over \$90,000 in subscription industry resources, which assists them in accessing the latest primary data.

Staff supplement this data with in-depth search knowledge of publicly-available information from multiple sources, including government, industry and private sector sources. When this information does not quite answer the question, STEP will access its network of international trade professionals, which range from STEP's experienced trade staff to foreign-based government and industry professionals.

Some of the reports that STEP staff have created include: market assessments and overviews, competitive intelligence and analysis, potential risk analysis, and tariff and regulatory information. Its databases include services such as: Emerging Market Information System, D&B Hoovers, Import Genius, Global Trade Tracker, Crunchbase, Kompass and many others.

STEP Pre-Market Members can receive up to 25 hours of market intelligence services per fiscal year. Regular Members can receive up to 50 hours, and Premium Members 100 hours.

To discuss your potential research requirements, contact Jeff Thackeray, Director, Market Intelligence, at (306) 787-4103 or jthackeray@sasktrade.sk.ca.

TRADE MISSION intelligence

Trade missions are an excellent vehicle for exploring new markets and expanding and maintaining established markets. However, trade missions take considerable resources, and it is important to efficiently maximize your company's time and efforts at these events.

One aspect of this is to prepare for your visit into the market, and STEP's Market Intelligence Unit is here to help. Some of the reports that the Market Intelligence Unit provides ahead of trade missions are: market assessments and overviews, exhibitor analysis and review, tariff and regulatory information, and potential customer, manufacturer, dealer and distribution lists. Company's attending trade missions should get their requests in at least eight weeks prior to the start of the show to allow for completion and timely delivery ahead of the event.

STEP Pre-Market Members receive up to 25 hours of market intelligence services per fiscal year. Regular Members receive up to 50 hours, and Premium Members have access to 100 hours.

To discuss your potential research requirements, contact Jeff Thackeray, Director, Market Intelligence, at (306) 787-4103 or jthackeray@sasktrade.sk.ca.

FITT discount offer



STEP has partnered with the **Forum for International Trade Training (FITT)**, which is the national standards, certification and training body dedicated to providing international business training, resources, and professional certification to individuals and businesses. FITT is a strong source for international business expertise.

For over two decades, STEP members, board of directors and staff have participated in FITTskills training and professional international trade certifications knowing that FITTskills is the stamp of excellence that employers trust all over the world. The CITP®|FIBP® designation officially validates the level of professional competency of international trade professionals worldwide. There are currently practicing CITPs in over 40 countries and growing. FITT offers the only international business training programs and related professional designation (CITP®|FIBP®) endorsed by the World Trade Centers Association and the Canadian government. The international business training solutions have become the standard of excellence for global trade professionals across Canada and around the world.

As a member benefit, STEP Regular/Premium Members get access to exclusive discounts on FITTskills online workshops and online courses. Visit www.fittfortrade.com for more information or contact Leigh-Ann Redmond, Director, Digital Marketing, FITT, at (613) 230-3553 ext. 102 or (800) 561-3488, or email Leigh-Ann@fitt.ca. 

Rachana CHOPRA

“ It has been a great learning experience discovering more about each member’s company and the business that they do. ”



BY: NICOLE WILLIAMS

STEP MEMBERS may already be familiar with Rachana Chopra, who as the Administrative Coordinator at STEP’s Regina branch, is often their first point of contact with the organization. For the past nine months, Chopra has directed front office traffic and worked behind the scenes to support STEP’s trade missions, meetings and various programs and services.

In addition to acting as the face of STEP at the front desk, Chopra is responsible for coordinating travel and logistics requirements with global offices for members attending trade missions and buyers participating in incoming missions to Saskatchewan. She is also tasked with supporting trade staff in the organization of missions, developing briefing materials for members attending those missions, creating trade mission itineraries, and scheduling incoming business-to-business meetings, among other responsibilities.

“The best thing about working at STEP is the variety in your job profile,” said Chopra.

“From being part of all the outgoing and incoming trade missions, to coordinating with offices around the globe, being behind the scenes for seminars and roundtables, and learning something new every day. All of these things make this position very exciting.”

One of the highlights for Chopra so far has been the opportunity to participate in the initial planning and development of the TAP Saskatchewan Winter 2020 cohort.

“It was an amazing experience to work right from the beginning, creating the marketing pieces to the online application form to coordinating with the national program partners and our members,” said Chopra. “TAP National recognized STEP’s as one of the best first-time hosted TAP cohorts, and I was proud to be working with such a great team that was able to deliver this program seamlessly.”

Prior to working with STEP, Chopra worked as a copy editor and earned her Masters in English and Linguistics from the Central Institute of English and Foreign Languages in Lucknow,

India. She immigrated to Canada in 2013 while her husband worked towards his masters degree at the University of Regina. Since then, she has worked as a customer service manager at Sears and a licensed administrative assistant with Sun Life Financial.

“Before joining STEP, I did not know much about the companies, commodities, products and services being exported from Saskatchewan,” said Chopra. “It has been a great learning experience discovering more about each member’s company and the business that they do.”

When not at work, Chopra spends her time with her husband and two sons, going for walks and exploring new recipes in the kitchen as an avid home cook.

“STEP is a great place to work,” added Chopra. “I have some amazing coworkers who are always ready to help and deliver as a team. We go to great lengths to give the best quality service and help our members with all of their queries.” **GV**



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BUSINESS TOWARDS
GLOBAL GROWTH.**

**TRADE
ACCELERATOR
PROGRAM**



SAVE THE DATE

TAP Canada in Saskatchewan - Regina Winter 2021 Program Dates

Canada's Trade Accelerator Program (TAP) is an innovative and dynamic program aimed at helping Saskatchewan's small and medium sized enterprises (SMEs) overcome barriers to exporting. Now is the time for Canadian companies to export globally.

"As a recent graduate of the Trade Accelerator Program (TAP) Canada, the program definitely allowed us to refine our business focus. A key factor for our organization was the guidance and direction received through the program as well the opportunity to get some crucial questions answered. Our participation in the program is going to pay dividends as we expand our business reach into European markets."

- Lucas Olenick, Marketing and Product Coordinator, Wilger Industries Ltd.

STEP is pleased to offer TAP in Saskatchewan, a program that is rapidly gaining momentum across Canada, and a reputation of achieving real results, fast. Through its Expert Partners, TAP gives companies access to Canada's top exporting advisors, resources, and contacts. Companies have the opportunity to work with industry leaders to build a comprehensive Export Plan, and then begin its implementation.

For more information regarding the Trade Accelerator Program (TAP), how to participate, and program criteria, please visit <https://www.sasktrade.com/tap>. Plan now to attend the next scheduled TAP Saskatchewan cohort.

**REGINA SASKTCHEWAN
WINTER 2021 PROGRAM DATES* -
Apply Now**

**Note these dates are tentative based on restrictions in place due to COVID-19 and may be subject to change.*

Export Readiness Training -
January 28-29, 2021 (In Person)

Export Plan Writing Day -
February 4, 2021 (In Person)

**Mentoring and Validation
with Experts and Partners Day -**
March 11, 2021 (In Person)

**Winter 2021 Program
Application Deadline -**
January 22, 2021

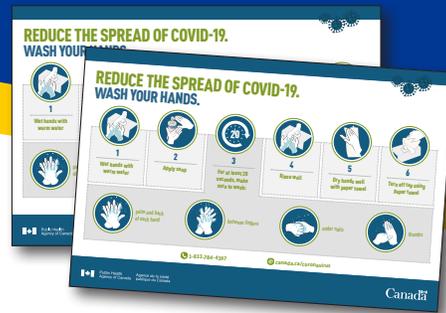


**CANADA'S
TRADE
ACCELERATOR
PROGRAM**



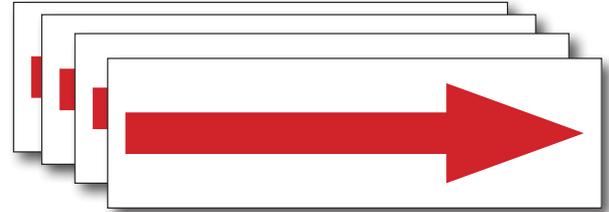
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