

GLOBAL VENTURES MAGAZINE

CONNECTING SASKATCHEWAN BUSINESS WITH THE WORLD.

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VOLUME THIRTEEN ISSUE ONE • SPRING 2021



ON THE COVER:

Sun River Honey Creates a Buzz

IN THIS ISSUE:

Crossmount Cider Company's Natural Craft Ciders

Mumm's Sprouting Seeds Plants Deep Roots

Digging Deeper into Canada's Potash Industry

SaskTrade Showcase Success



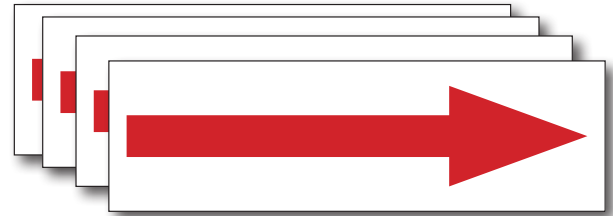
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THE NUMBERS ARE IN. The 2020 STEP *State of Trade* report and *Membership Survey* both highlight the incredible work of Saskatchewan's export industry in supporting the provincial economy during difficult times.

The annual *State of Trade* report noted that the total value of Saskatchewan exports reached \$30.4 billion in 2020. This marked a 2.5 per cent increase over 2019 with Saskatchewan being the only province in Canada to record an increase in exports for the year.

Growth in exports was due to substantial volumes of agriculture commodities shipped to international markets despite the world-wide downturn in economies during the COVID-19 pandemic. Saskatchewan agri-food exports reached \$17 billion in 2020, growing 31.4 per cent from 2019. The numbers demonstrate that Saskatchewan has what the world needs. Trade and Export Development Minister Jeremy Harrison noted that these results are a testament to the sector's ability to produce and feed the world which does not pause for a pandemic.

Export highlights included a 15 per cent increase in wheat, a 32 per cent increase in durum, a 47 per cent increase in canola seed, 63 per cent increase in peas, and a 96 per cent increase in lentils. Saskatchewan's forest

products also fared well with dimensional lumber exports increasing by 29 per cent, while oriented strand board (OSB) exports increased by 97 per cent.

These results lead us to believe that the overall positive export growth will carry into the upcoming year. While we recognize continued uncertainties and global pressures in

Saskatchewan agri-food exports reached **\$17 billion** in 2020, growing **31.4 per cent** from 2019.

world markets, we are forecasting that Saskatchewan exports will grow between three and five per cent in 2021.

I am also pleased to report that 95 per cent of respondents to our annual STEP *Membership Survey* indicated that they garner "High to very high value" in their membership in STEP.

As another strong measure of endorsement, 97 per cent of our members indicated they would recommend a STEP membership to other exporters.

Given a level playing field, Saskatchewan exporters will continue to compete with anyone on the international stage. In spite of the current issues faced by exporters, prospects for growth in the agriculture value-added industry remain strong as evidenced by the success stories highlighted in this edition of *Global Ventures*. 



Chris Dekker
President & CEO, STEP

CEO REPORT

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GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

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

Jodi Banks, Deputy Minister, Saskatchewan Ministry of Trade and Export Development

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.

SERVICEBOX is reaching success

Regina-based **Service-Box** recently received a \$600,000 investment from Conexus Capital Inc., Lex Capital and Craig Lothian. Jon Clifford co-founded the software company for small businesses in 2012 with Mike Schudel. The company was profiled in our fall 2017 issue.

Originally the company was designed to serve the plumbing and heating industry. Over the years it has grown to become a full feature software for service companies of all industries. ServiceBox uses Jobbox Software to get businesses off paper in all business areas. Whether its job and customer management, work and services management, or accounting and billing - ServiceBox software offers it all online.

With the new funding, the company intends to develop enhancements in its software and double its clientele in the next 12-18 months. ServiceBox currently employs 10 people remotely.



MERA Food Group



Wayne Goranson, the CEO of Regina's **Mera Food Group**, announced a decade-long journey of research and development to take plant-based proteins and turn them into a dairy substitute. Oat milk has become a popular dairy substitute in recent years, but no company has stepped up to make it entirely in Saskatchewan until now.

Goranson says Mera full production of oat milk will begin in May and June, with product hitting the store shelves in the summertime. He says the beverage will be sold at Co-op food stores across Canada.

"We have a research facility here where we developed the core technology," Goranson said in a recent interview. "COVID reduced our ability to travel and be outside of the country where our production was, so we disassembled a complete, 10,000-piece factory in the Dominican Republic and it's in Saskatoon today."

Some of the challenges the company has faced in producing oats as milk have been related to the fact that oats are "glutinous." Mera employs a digestion process that is similar to fermentation for alcohol production. Goranson says low consumer demand was among the reasons it took Saskatchewan so long to get its own made-in-province oat milk.

MYCOMPLY builds and administers software for New York

STEP member, **myComply**, a professional network for tradespeople has been chosen by the New York City Department of Buildings to build and administer software behind an innovative construction safety database. The Saskatoon-based company is a provider of technology used to verify safety training using mobile technology and cloud-based software to centrally manage safety certifications and training requirements.

Standardized safety training is one way the city of New York plans to mitigate risk. Ensuring that all construction workers are appropriately trained is considered the starting point for reducing workplace accidents and fatalities in the city.

GOLDEN OPPORTUNITIES invests in Three Farmers Foods

Saskatchewan's venture capital fund Golden Opportunities Inc. recently invested in **Three Farmers Food Inc.**, a natural food provider, which produces camelina oil and healthy roasted snacks like roasted chickpeas, roasted peas and roasted lentils. Their products are all traceable so consumers can find out exactly where their item was made, and the manufacturing process.

The privately-owned corporation was formed by three farmers, a group of second and third generation local farmers, and two lo-



cal sisters - Natasha Vandenhurk, who serves as Chief Executive Officer and Director, and Elysia Vandenhurk, the Chief Revenue Officer and Red Seal Chef.



© SCCL

SCCL EXPANSION increases production capacity

Congratulations to **SCCL (The Saskatoon Colostrum Co.)** on the continued growth and capacity expansion to keep up with the company's volume growth. SCCL is a privately held biosciences company that develops and produces innovative products from dairy cow colostrum.



© SCCL

Even through a pandemic, the company has pushed further to assure they can serve more dairy and beef producers in the 20 countries that they currently export to. While keeping ongoing production and delivery of their output, SCCL initiated the expansion construction in December 2020 and expects this phase to be complete and delivering more capacity through-put by June 2021. **GI**

UPCOMING TRADE EVENTS

APRIL 2021

VIRTUAL TRADE MISSION: Processed Foods - Retail Food Market Development in Canada

April 2021 (TBC) | Online

The STEP Agri-value team will continue its efforts to connect STEP members with retail chains, independent grocers, food health stores, and bakeries in Canada. The objective of the activity is to connect STEP members with the purchasing departments of those establishments or their respective food brokers.

Contact: Jay Albers, Trade Specialist,
Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

MAY 2021

VIRTUAL TRADE MISSION: Southeast Asia

May 3-14 & June 1-5 | Online

By partnering with the Canadian Trade Commissioner Service and other provinces, the virtual mission will help STEP agri-value members enter South Eastern Asia markets, including Indonesia, Philippines, Singapore, Vietnam, and Brunei Darussalam (TBC). The virtual mission will take place May 3-14 (Singapore, Vietnam and Philippines) and June 1-5, 2021 (Indonesia and Brunei Darussalam). Business to business meetings will be arranged through Zoom with the support of a selected service provider. A market brief webinar will be held prior to the event to help participating companies learn the markets, business cultures, and prepare for the B2B meetings.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

Natural Products EXPO WEST®

VIRTUAL TRADE MISSION: Natural Products Expo West

May 24-27 | Online

NPEW is going virtual for its 2021 edition. Originally designed to complement the Anaheim experience with digital programming access, Expo West Virtual Week will now

expand to feature virtual booths, a comprehensive sampling program, networking opportunities, curated retailer/buyer programs, and conference programming focused on product innovations and trends. If you are a buyer of natural and organic products, Expo West Virtual Week is being designed to better meet your needs, whether you are an independent natural retailer, a large chain prioritizing natural or a buyer wanting to break into this increasingly important CPG segment.

Contact: Roy Hawat, Director, Agri-Value
306 371 1699 | rhawat@sasktrade.sk.ca

VIRTUAL TRADE CONFERENCE: North America

May 2021 (TBC) | Online

This event will focus on virtually bringing in buyers and distributors in key retail markets throughout the US. STEP will bring in retailers, distributors, wholesalers and e-commerce companies in the US retail sector. The event will provide members with a unique opportunity to meet and work with retail buyers and decision makers that would have had to travel throughout the US to meet with and present their products to them.

Contact: Jay Albers, Trade Specialist,
Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

VIRTUAL TRADE MISSION: Ingredients Market Development in Europe

May 2021 (TBC) | Online

The STEP Agri-value team will continue its efforts to connect STEP members with food processors in Europe. The objective of the activity is to connect members with the purchasing departments of those establishments or with R & D departments.

Contact: Roy Hawat, Director, Agri-Value
306 371 1699 | rhawat@sasktrade.sk.ca

JUNE 2021

VIRTUAL TRADE SHOW: Seoul Food Show 2021

June 1- 4 | Online

Seoul Food & Hotel is Korea's leading and largest international exhibition for the food, beverage, hotel, restaurant, food service, bakery and supermarket industries. This is the ideal forum for international exhibitors to



showcase a huge selection of premium food and hospitality products and meet quality buyers, decision makers and industry experts. Due to the COVID-19 pandemic and international travel restrictions, by partnering with the Trade Commissioner Service at the Embassy of Canada in Seoul, STEP will organize online events, including seminars and B2B meetings, for Saskatchewan agriculture and agricultural food exporters to attend without travelling.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

SaskTrade SHOWCASE

VIRTUAL TRADE MISSION: SaskTrade Virtual Showcase II

June 8-9 & June 22-23 | Online

STEP will offer members/international buyers the SaskTrade Virtual Showcase II to promote Saskatchewan exporters' goods and services to the world. The event is based on the idea that web technology can help make the connection between Saskatchewan exporters and international buyers. Utilizing a trade show/conference platform, buyers can view the products and services of STEP members and connect with the companies. The SaskTrade Virtual Showcase II will consist of four live event days focused on the following sectors and markets:

- June 8-9 - Agriculture and Agri-Food (Western Hemisphere focused)
- June 22 - Construction/Public Works (North America focused)
- June 23 - Asia Trade Conference for Agriculture & Agri-Food

Contact: 1 888 XPORTSK (976 7875) |
info@sasktrade.sk.ca

**VIRTUAL TRADE MISSION:
Ingredients Market
Development in the US**

June 2021 (TBC) | Online

The STEP Agri-value team will continue its efforts to connect STEP members with retail chains, independent grocers, food health stores and bakeries in Canada. The goal of the mission is to connect STEP members with purchasing departments or their respective food brokers.

Contact: Jay Albers, Trade Specialist,
Agri-Value
306 229 1232 | jalbers@sasktrade.sk.ca

**VIRTUAL TRADE CONFERENCE:
Asia Animal Feed &
Pet Food Trade Conference**

June 2021 (TBC) | Online

STEP is recruiting animal feed buyers from Eastern Asia and ASEAN regions to attend

the event and meet with Saskatchewan exporters. Due to varying time zones, the event will be held in the evenings and include Saskatchewan animal feed and pet food and ingredient sector overviews from industry leaders and government representatives. Saskatchewan animal feed and pet food and ingredient suppliers will also be profiled. Post conference, buyers will be able to meet with Saskatchewan suppliers online to further discuss potential partnerships.

Contact: Yi Zeng, Senior Director, Asia
306 533 0738 | yzeng@sasktrade.sk.ca

**VIRTUAL TRADE CONFERENCE:
Natural Foods**

June 2021 (TBC) | Online

The event will focus on virtually connecting STEP members with food processors, importers and distributors in the natural foods' arena. The virtual event will provide

STEP members with a unique opportunity to virtually meet with decision makers from various companies without having to incur travel costs.

Contact: Roy Hawat, Director, Agri-Value
306 371 1699 | rhawat@sasktrade.sk.ca



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



saskatchewan.ca/agriculture

**SASKATCHEWAN
Agri-Value Forum
& Networking 2021**

May 4-5, 2021

The Saskatchewan Agri-Value Form and Networking Event returns in an online format this year, featuring global industry leaders as they discuss current and future opportunities in value-added agriculture.

Sessions include:

- *Value-Added Macro Trends*—Elaine Watson, FoodNavigator
- *Emerging Role of Precision Fermentation*—Liz Specht, The Good Food Institute
- *Food and Beverage Industry Data Management Systems*—Gary Nowacki, TraceGrains
- *Update on Protein Industries Canada*—W.L. (Bill) Greuel, PIC

This year's keynote speaker is Dr. David Hughes, Emeritus Professor of Food Marketing at Imperial College in London, England.

Register now for this virtual event at www.saskagrivalue.com. For further details, please call 306-933-6128 or email agrivalue@gov.sk.ca.



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Canada





Mining is one of Canada's safest industries and potash contributes over **\$1 billion** in wages and **\$5.52 billion** to our GDP.

Time to **DIG DEEPER**

Canada is not on top of the potash pile anymore

SINCE THIS “PINK GOLD” was first found in the 1940s beneath Canadian soils to the opening of Canada’s first potash mines in the 1960s, the potash industry grew and expanded to become the largest in the world - until recently.

Today, producers mining the plentiful mineral under the prairie soils of Saskatchewan are watching Eastern European mining companies expand and advance their potash production and sales. With the largest reserves in the world under their work boots, Russia holds about 34 per cent of potential potash opportunity, while Canada sits at about 21 per cent.

Potash is a commodity. It is an interchangeable good used as an input (fertilizer) to make other goods (food). It is bought and sold at the lowest cost wherever it is most readily available. The selling price is determined by many factors, but it mostly depends on supply and demand and is set by the market.

While potash producers have little control over the sale price, the cost to make a tonne of potash is the differentiator.

Selling a tonne of potash

Labour, materials, shipping, taxes, power and utilities are ordinary expenses across the board; however, recently, companies mining Canadian potash are seeing one-sided Canada-only added costs challenging their competitiveness.

“Increasing costs and regulatory structures are significantly impacting our ability to compete on the global stage. Potash is a global industry with a huge national and local positive impact,” says Bruce Bodine, Mosaic’s Senior Vice President for North America.

Canadian potash is laden with the highest royalties and production taxes in the world. It is estimated that Russian producers pay 43 per cent less taxes on operating earnings than a company mining Canadian potash, and these burdens are starting to influence business decisions.

“Companies looking to build mines and invest, evaluate all geographies and options. Potash mining takes massive capital dollars, and choosing where to invest is a long-term decision,” states Bodine.

Keeping and attracting large companies in Canada makes for a healthy, thriving economy. Keeping potash moving from a kilometer underground to around the world is big business.

While the world needs potash, where it comes from is not the concern of global customers

Right now, producers outside of Canada can get their product into North America for significantly less than it costs to move Canadian potash by rail to the neighbouring farmers just south of us in the United States. Rail service reliability is another problem exporters meet when trying to move Canadian-made products economically.

“With 95 per cent of Canada’s potash heading out of the country for export, the ability to get customers the products they are asking for when they need them is crucial and has a great impact on overall cost,” explains Bodine.

The location of Canada’s landlocked potash reserves adds to the complexity of keeping costs down. The global competition sees lower costs on labour and capital. They receive another advantage from their devalued currencies as the global price for potash is set in US dollars.

Producing more potash in Canada is better for the world and our economy

A 2020 study conducted by ChemInfo for Mosaic found Canadian potash is made with approximately 50 per cent fewer greenhouse gas emissions than product produced outside our borders.

“As local producers diligently work to become more sustainable, a concept deeply embedded into the character and mission of all Canadian potash producers, without parallel environmental standards, non-Canadian potash is outputting substantially more emissions,” says Bodine.

“There is no ‘sustainability premium’ added to Canadian potash nor an incentive offered to the companies who act responsibly,” he adds.

For every job in the mining industry, at least two more are created in the supply and service sector. Producers here pay employees well above minimum wage, offer top benefits, invest in their people, communities and business while focusing on minimizing their environmental footprint.

“Increasing costs and regulatory structures are significantly impacting our ability to compete on the global stage.”

- Bruce Bodine, Senior Vice President for North America, Mosaic

Mining is one of Canada’s safest industries, and potash contributes over \$1 billion in wages and \$5.52 billion to our GDP. Figures like this are a reminder of the broad and powerful influence mining has in our nation.

An uncertain world is depending on a ‘certain’ industry to keep moving

As the Canadian economy feels the deep effects of the ongoing COVID-19 pandemic, critical industries carefully forge on. With increased safety precautions and preparedness, the mining and fertilizer industry keeps safely working, producing crop nutrients, like potash, needed by farmers around the world to keep our global food supply chain viable.

While many other industries face immense challenges to bounce back - now is the time to reflect on the importance and future-stability of this vital industry. Budgets, growth plans and families are counting on potash to be here for the long-term. We need to work together to grow this industry and make Canada’s economy stronger for all of us.

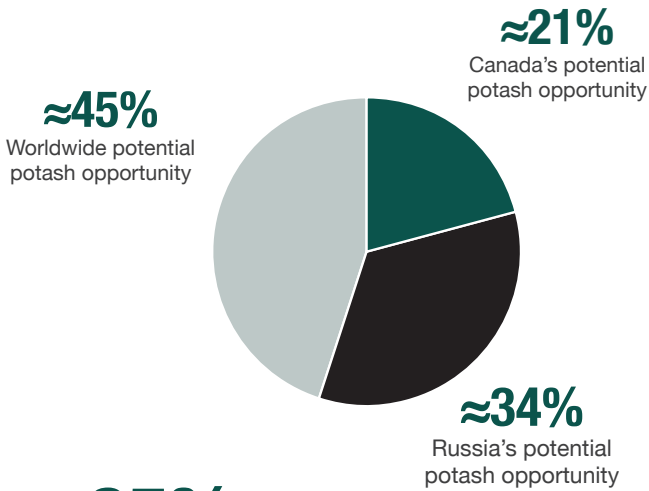
It is time to dig deeper for our home-grown potash industry

“Deliberate and immediate action is needed to ensure Canada’s potash industry moves back to the top position in production and exports by improving our overall ability to compete,” says Bodine.

The world is hungry, and its population continues to climb. Farmers will continue to grow food to feed it. Potash and other fertilizers improve crop yield and soil health exponentially. That is why the fundamental story behind fertilizer is an enduring winning proposition.

Do we care where the fertilizer to grow the food the world needs comes from and how carefully and sustainably it is made? Canadians need to dig deep and decide: are we ready to get back on top of the potash pile?

By the Numbers



95%
of potash mined
in Canada is
exported each year



\$5.52 BILLION

Mining industry's annual
contribution to Canada's GDP.

International companies can ship their
potash to North America for **less than**
Canadian producers can ship to the US.

≈ 50% LESS GHGs

Canadian potash generates approximately
50 per cent fewer greenhouse gas emissions
than potash produced outside of our
borders.



For every job in the
mining industry, at
least **two more** are
created in the supply
and service sector.



Bruce Bodine is Mosaic's Senior Vice President - North America, leading the company's potash and phosphate businesses, mainly concentrated in Canada and the US. Bodine has spent time living and leading on both sides of the border. Mosaic and its predecessor companies have a 50+ year operating history in the potash industry in Saskatchewan, Canada. Photos © Greg Huszar; vectors © vectorstock.com.

Join the conversation
and get all the facts by visiting:
timetodigdeeper.com.

Saskatchewan opens new international trade offices

The Government of Saskatchewan is establishing an International Trade and Investment Office Network with offices in key markets. Identified as a priority in its *Growth Plan*, Saskatchewan is on track to open new offices in India, Japan and Singapore this year, with managing directors preparing for deployment to each of these markets. Saskatchewan's longstanding office in Shanghai, China is preparing to co-locate with Global Affairs Canada and has welcomed a new managing director at its helm.

"Saskatchewan has the food, fuel and fertilizer the world needs," Trade and Export Development Minister Jeremy Harrison said. "The quality and sustainability of Saskatchewan commodities and products are key advantages we'd like to highlight in these markets. As well, continued and improved access to foreign markets is critical to export growth, which is why we are expanding our international footprint to include these international trade and investment offices."

With over ten years of experience in international business development and foreign affairs, Victor Lee, former Trade and Investment Director, Asia Pacific, from Alberta Ministry of Economic Development, Trade and Tourism, will lead the Saskatchewan India Office.

"India is the fastest-growing trillion-dollar economy in the world, with more than 1.3 billion people," Lee said. "I am thrilled to be leading Saskatchewan's office in New Delhi and will be working with my team to strengthen our relationship with this market."

Saskatchewan's merchandise exports to India in 2020 were valued at approximately \$1.2 billion, a 55.3 per cent increase from 2019.

Paul Pryce will serve as Managing Director for the Saskatchewan Japan Office in Tokyo after serving Japan's Ministry of Foreign Affairs for almost seven years as Principal Advisor to the Consul General of Japan in Calgary, where he was also responsible for Saskatchewan.

"Canada now has improved access to the Japanese market, thanks to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership," Pryce said. "I'm looking forward to promoting Saskatchewan's prod-

ucts and strengthening our relationship with Japan, which has the third largest economy in the world."

Saskatchewan's exports to Japan in 2020 were valued at approximately \$1.2 billion, a 69 per cent increase from a decade ago.

The Saskatchewan Singapore Office will be led by Greg Eidsness, an international business development specialist with 15 years of experience in public and private sector organizations.

"Saskatchewan's office in Singapore will serve the province's interests in Southeast Asia, including the dynamic and fast-growing markets of Indonesia, Malaysia, Philippines, Thailand and Vietnam," Eidsness said. "By locating our office in Singapore, the province leverages the country's global and regional position as an international hub for business events, industries and investors."

Saskatchewan's merchandise exports to the Association of Southeast Asian Nations in 2020 were valued at approximately \$1.2 billion, making Saskatchewan the largest exporter among all provinces to the region.

With 28 years of experience in government, clean tech, financial services and industrial manufacturing, with a focus on Greater China and the Asia Pacific region, Winston Kan will lead the Saskatchewan China Office, located in Shanghai.

"China is Saskatchewan's second-largest export market and remains a priority market for the province," Kan said. "This office is extremely important for Saskatchewan, particularly when it comes to agriculture. In 2020, Saskatchewan was the largest Canadian agri-food exporter to China with agri-food exports valued at \$3.2 billion."

Total exports to China in 2020 were valued at \$4.1 billion. Saskatchewan has demonstrated incredible resiliency over the past year, leading Canada's economic recovery. Export numbers in agriculture and food products over the past few months continue to increase, thanks to growing global demand. In 2020, Saskatchewan's export growth led the nation, with a 2.5 per cent increase compared to a 12.2 per cent decline nationally.

Increasing Investment, Trade and Export Opportunities

Saskatchewan's International Offices

saskatchewan.ca | 

Saskatchewan 



CROSSMOUNT CIDER Company

Bringing
natural craft
ciders to the
prairies

BY: OLIVIA LAWRENCE

WHAT BEGAN AS six inch saplings has grown to become the first craft cider company in Saskatchewan and the largest cider company on the Canadian Prairies. If the company continues to grow as the owners expect, it will become the first cider company in North America to manufacture a cider with its own type of apple.

Crossmount Cider Company was established in 2014, and it is located just five minutes south of Saskatoon. The orchard and cider operation is part of a larger project that was initiated by local business man, Duncan McKercher, who wanted to use 400 acres of family owned land to develop a new kind of community.

After reviewing various options for the land, he decided to create a 55+ aging-in-place community that would incorporate the native countryside and create dignified homes for residents. In addition to the housing development, the community boasts walking trails, a natural pond that becomes a skating surface during the winter, a wellness centre, greenhouse, event building, and a planned farmer's market/café.

Duncan's son, Liam McKercher, has assumed responsibility for the cidery and tasting room, and he serves as its general manager. He

said the company originally considered establishing a winery, but after reviewing the number of other wineries existing on the prairies, they turned their attention to cider. They had connections with the Horticulture Department at the University of Saskatchewan, and they were convinced that not only could apple trees be grown commercially on the prairies, but that people would also be interested in giving cider a try (it is an extremely popular drink in Britain).

"We thought we could become innovators of this potential new product," explained Liam McKercher. "So in 2014, we planted 300 apple trees, put in a lot of work - like installing deer fencing and irrigation - and then the next year, we planted an additional 1,200 apple trees and about 200 pear trees."

Developing a cidery is a long-term goal. It takes about seven years for these trees to grow and mature to the point where they can produce large amounts of juice. These trees are currently producing about 2,000 litres, but in five years, McKercher expects that the orchard will be producing approximately 45,000 litres.



Although it may have been a new venture in Saskatchewan, the McKercher family roots run deep in Scottish heritage. The family originates from the hamlet Fortingall and a house called Crossmount, which is located between Perth and Kinross in Scotland, and there are many similarities between the Scottish community and the Saskatoon development.

Crossmount's current cider is called Flatlander. In Scotland people are known as highlanders or lowlanders, and in Saskatchewan you have flatlanders, which is where the inspiration for the name came from.

"Flatlander has three main types of cider - a refreshing green apple, a tart black currant, and rosé. We also have two blends that rotate seasonally. In the summer, we have Pina Loca, which is a pineapple infused cider, and in the winter months we have Winter Spice, which is a cinnamon and nutmeg infused cider that can be served either chilled or hot," explained McKercher.

Originally Crossmount used glass bottles, but now the company has switched to cans, which allows them to produce at a much higher rate. Flatlander can be found in liquor stores and restaurants all across Saskatchewan and Alberta. Flatlander can be found at 130 different locations in Saskatchewan.

"One of the most unique things about cider is the extraordinary different flavour profiles

you're able to produce. Flavours can be fruity, floral or simpler with dry or sweet apples - using no carbonation or high carbonation. We like to experiment with unique blends and sell them out of our tasting room. Some unique blends we've made in the past include: grapefruit lavender, vanilla bean chia latte, coffee flavoured cider, and chocolate raspberry," said McKercher.

He added that the products are all natural, gluten-free, non-concentrated, and made from 100 per cent Canadian apples. The company's goal is to use as many Saskatchewan ingredients as possible.

In addition to unique cider flavours, the Crossmount orchard is also unique. Apple orchards are a little hard to come by in Saskatchewan, and their orchard features Norkent, Haralson and Kerr varieties.

The University of Saskatchewan has also helped Crossmount produce experimental apples. Crossmount hopes these experimental apple trees will eventually be called Crossmount Apples. The pear trees are also part of the company's research to see how well they grow in the Saskatchewan climate.

Another unique aspect of the orchard is the 300 desert apple trees that provide customers the opportunity to pick their own apples. The company hopes to have the u-pick operation ready by 2022.


The bulk of the company's marketing has been digital as the company has a strong online presence and is active on Instagram, Facebook/Google Advertising and even Tik Tok. Crossmount recognizes that social media is one of the strongest ways to reach the market, especially as a small business.

Customers spread word-of-mouth advertising through Crossmount's tasting room, which overlooks the apple orchard and pond. Visitors enjoy a comfortable and relaxing setting to sample ciders and make purchases for the trip home. There are also special events such as skating and cross country skiing that encourage people to visit the community.

Although Crossmount now enjoys a strong local presence, McKercher said the company turned to STEP about a year ago to gain more access to international markets.

"STEP has connected us with customers through ZOOM meetings, trade shows which display our product, and introduced us to seminars on local laws and distribution networks. Without their help, it would be difficult to enter new markets," said McKercher.

"It's nice as a small business having such a great team wanting to help you get your business to the next level. We look forward to what the future has in store for us."

For more information, visit their website: www.crossmountcidercompany.ca 



"One of the most unique things about cider is the extraordinary different flavour profiles you're able to produce. Flavours can be fruity, floral or simpler with dry or sweet apples.... We like to experiment with unique blends and sell them out of our tasting room."

**- Liam McKercher
General Manager**



Brad Michnik

THE SASKTRADE SHOWCASE was much more than a virtual success - it was a real success with more than 250 export members engaging with more than 1,500 registered attendees and over 2,000 total participants. The virtual showcase featured international buyers from 80 countries, and from early indications, approximately 60 per cent of members received a substantive trade opportunity from the event.

“It was a big undertaking with a steep learning curve, but I think we did very well establishing and figuring out the virtual platform to get a lot out of it,” said Brad Michnik, STEP’s Senior Vice President of Trade Development.

STEP used the vFairs online event platform to offer everyone an experience as close as possible to an in-person trade show environment. The platform offered features such as a virtual walk-in lobby, webinar auditorium, and themed exhibition halls with over 250 booths. Attendees were able to virtually walk up to any booth, view products and visit representatives.

“Having a platform that has the look and feel of a trade show gave our members the ability to connect with out-of-province attendees either through texting, online chats or even video meetings over the four day event,” said Michnik.

The inaugural trade show had theme halls to cover the five main membership sectors: agriculture and agri-food, agricultural technology and equipment, mining and energy, information technology solutions,

and advanced manufacturing/professional services. Complementing the trade show were 20 different webinars promoting different strengths of the province and technologies available from Saskatchewan companies.

The trade show recorded over 15,000 booth visits by attendees to STEP exporting members. On average, each booth saw 60 attendees.

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“Everyone has their own expectations, but we felt 60 new leads is a substantive amount in a virtual format. We also know it’s the follow up that will really deliver the results. The nice thing about the SaskTrade Showcase technology is the analytics that keeps track of booth visitors and their contact information, so members can easily reach out to these people again after the show,” explained Michnik.

“After the show, we conducted an extensive survey of our members, and we can state that for a virtual event, the satisfaction levels were generally pretty good. It also became clear and one of the biggest les-



SaskTrade

SHOWCASE

Goes VIRTUAL

BY: OLIVIA LAWRENCE

From early indications, approximately **60 percent** of attending members received a substantive trade opportunity from the event.

son learned, was realizing that for a lot of our members and STEP, this was our first virtual trade show and that may have affected getting maximum results. We did provide an orientation session and information kits, fully aware there is still quite an education curve, and we need to make it easier for our members to be involved and connect with attendees,” explained Michnik.

Since then, STEP has been working with the platform provider to make connecting easier, so members will be able to capitalize on attendees more efficiently at the next SaskTrade Showcase event.

Now that members have experienced what a virtual trade show is like on the current platform, STEP is convinced that members will be more familiar and comfortable at the next trade show in June. The January trade show was a full showcase of all members for numerous geographical markets, with the plan for the next virtual showcase to focus on an even greater degree.




“We are planning on a narrower number of sectors, specific geographic markets, and particular buyers. It will focus on agriculture, agri-food, public works and a select number of other industries,” said Michnik.

By focusing more geographically with the next showcase, STEP plans to better accommodate international attendees and their time zones to allow buyers to attend at a convenient hour. “As much as we would have liked to be “live” for 24 hours a day, that wasn’t practical for our members. I should mention that the SaskTrade Showcase is still open right now, but the displays are static only. All the webinars

were recorded, and they are also still available for viewing for those interested.”

Over the last 11 months, virtual events have essentially become second nature for STEP. Since the pandemic started, STEP has conducted over 75 virtual trade missions, organized seven virtual trade conferences, and has been involved in over a dozen virtual trade shows organized by others. Numerous webinars have also been offered to their members.

“It’s the environment we are in right now, and we don’t have choice but to adapt. We are making the most of it, and so are our members,” said Michnik. 



WHAT BEGAN

as a group of pedigreed seed growers meeting people's dietary challenges, has grown to become a major supplier of gluten-free oats and pulse ingredients to customers throughout the world. Avena Foods Limited began in 2008 as farmers in Saskatchewan wanted to meet the challenges faced by individuals with celiac disease, non-celiac gluten sensitivity and wheat allergies.

Part of meeting that challenge was creating the Avena Purity Protocol - Start Safe, Stay Safe program, which is a system of production from seed selection to delivery to manufacturers that ensures the purity of the oat is maintained throughout the entire production chain. This means that Avena's oats and oat ingredients are fully traceable back to the farmers and their fields.

In addition to providing pure, uncontaminated, whole grain oats for those with gluten disorders, these oats and oat ingredients meet the highest standards for food safety and are free of labeled allergens.

As the company was creating its niche as a specialty oat miller, a new opportunity arose in 2018 when it amalgamated with Best Cooking Pulses Inc., a family-owned agri-food company that had been actively involved in the international pulse trade since 1936.

"The two product lines work really well together," said Avena Foods CEO Gord Flaten. "Many of the companies that we sell to are interested in buying both oat and pulse ingredients since they are both healthy. A lot of the pulse ingredients we sell are also gluten free.

Both are on the same track as far as market growth and people's interest in trying nutritious new foods and beverages."

This merger and subsequent growth has enabled Avena to have facilities in Regina and Rowatt as well as Portage la Prairie, MB. Its staff now numbers close to 125.

The next step in Avena's development is a new Protein Industries Canada consortium project involving Big Mountain Foods, Daiya Foods, Bakenology UK and The Village Bakery UK to test and develop new applications for Avena's proprietary tempered pulse flours.

Avena has been working with the tempered flours, initially developed by Best Cooking Pulses, for several years. They had been selling small commercial volumes, but this project will enable them to address knowledge gaps to further push these ingredients to reach their full potential. Flaten said the tempered flours have tremendous potential in the global marketplace.

"The benefits of tempered flours varies depending on the end use, but generally what tempering does is that it alters the protein and/or starch functionality. You use time, temperature and humidity to alter the characteristics of these macronutrients," he said.

Additionally, in changing the characteristics of these ingredients, the flavor is significantly improved. So tempering, for example, can remove certain flavors and change the viscosity and how it impacts the final product after cooking.



When this project wraps up in 2023, Flaten said he expects the partners will have a better understanding of the markets and how these ingredients can be best produced. Avena is already planning ahead by completing a new processing line for tempered flours at its Portage la Prairie plant.

Another recent highlight for the company has been joining Field to Market Canada, a multi-stakeholder initiative that is working to define, measure and advance the sustainability of food, feed, fiber and fuel production.

Avena's first Field to Market project, in partnership with growers, is to measure and quantify the sustainability of pulse crops in southern Saskatchewan. Avena is the first company within Field to Market Canada's membership to register a continuous improvement project focussed on advancing pulse sustainability. An oat project with parallel objectives has also been started. These projects have helped to generate interest from commercial food manufacturers in Saskatchewan pulse and oat ingredients.

"We want to participate and help everyone in the supply chain to meet consumer demand for environmentally-sustainable food in a way that has integrity, provides accurate information, and provides good opportunities for the farmers we are buying from."

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

"For safe, healthy diets and a sustainable world."



AVENA FOODS LIMITED

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

www.avenafoods.com





STEP
SASKATCHEWAN TRADE & EXPORT PARTNERSHIP
2021 EDITION



**AGRICULTURE/AGRI-VALUE
PRODUCTS & SERVICES**

STEP agriculture/agri-value: sector products and services

\$5.3 BILLION! The annual revenue from value-added agriculture in Saskatchewan in 2019 has increased by 50 per cent since 2012 on its way to achieving the Provincial Growth Plan target of \$10 billion by 2030, and for good reason.

World-wide consumer demand has been shifting towards healthier food options, and since the onset of COVID-19, many consumers are more aware of what they are eating. More specifically, they are more aware of what foods can help them boost their immune system. Moreover, a growing world population and a growing middle-class has led to a higher demand for healthy and tasty food products. This is what Saskatchewan companies have to offer - a wide variety of food products and ingredients that satisfies consumer preferences in global markets. International buyers can purchase organic or conventional products, they can work with the suppliers on different flavors, packaging, labeling, and they can be confident that Saskatchewan companies have the highest standards and strict assurance protocols for safety, quality and dependability.

Saskatchewan produces more than 4 million metric tonnes of pulses a year. Lentils, peas and chickpeas are a cost-effective source of protein that can help meet the increasing global demand for plant protein. Being a leader in pulse production, coupled with being home to world class researchers and research facilities such as the Crop Development Center and the Food Center, Saskatchewan is now home to many multi-million-dollar investments in the pulse fractionation business.

Products offered by STEP members: pulse snacks, pulse flour, pulse fractions (protein, fiber and starch). Saskatchewan is a leader in oilseed crops, producing more than 70 per cent of Canada's flaxseed and more than 50 per cent of Canada's canola. Other crops also grown in Saskatchewan include hemp and camelina.

Products offered by STEP members: edible oils, flax and hemp snacks, hemp ingredients, flax ingredients, CBD oil, etc. Saskatchewan produces more than 40 per cent of Canada's cereal grains and was the country's top durum, wheat and oat producing province. Increased interest in cereal products will continue to drive demand for goods prepared using Saskatchewan's high-quality grain products.

Products offered by STEP members: gluten free and organic oats, conventional oats, processed oats, malt barley, breakfast cereals, organic and conventional flour. Saskatchewan is among the best locations in Canada for live-stock production and is the second largest beef cattle producing province in Canada. Saskatchewan has 1.9 million hectares of forage land, 4.6 million hectares of rangeland, and 5.9 million hectares of fresh water. Saskatchewan ranchers raise cattle, hogs, bison and dairy cows.

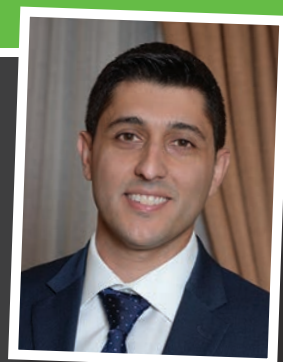
Products offered by STEP members: burgers, jerkies, cuts, etc. Saskatchewan offers health products derived from unique ingredients found in Saskatchewan. Access to these ingredients allows Saskatchewan processors to create innovative specialty products for consumers.

Products offered by STEP members: honey, fruit spreads, Saskatoon berries, wild rice, protein crisp, quinoa ingredients and others.

The need to feed the world does not pause for pandemic. STEP will continue to support Saskatchewan companies with their efforts to win more business on the international stage.

In the past year, we have adjusted our programs and organized virtual events to keep our members connected with buyers from around the world. The plan for 2021-2022 is to follow a hybrid approach and virtually participate in events in the US, Canada, Europe, Mexico and the Middle East, while continuing to plan for international events when travel and gathering restrictions are removed.

*Submitted by: Roy El Hawat, Director - Agri-value, STEP
Directory cover photos: Pexels.com; Shutterstock.com*



A

ADM Agri-Industries Company

North Battleford, Saskatchewan
www.adm.com

Products and services include processed lentils, peas (both large and small, including green peas, yellow peas, maple peas, Dunn peas, and Austrian winter peas); yellow and brown flax; wheat and fava beans. Packaging options include 100 lb bags, 45 kg bags, 50 lb bags, 25 kg bags, 20 kg bags and bulk.



Adroit Overseas Ent. Ltd.

Surrey, British Columbia
www.adroitoverseas.com

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



AgriCan International Inc.

Regina, Saskatchewan
www.agrican.ca

Products and services include exporting and processing of chickpeas, red lentils, yellow peas, green peas, flax seeds, and soy beans as well as feed grade ingredients such as barley, peas and wheat. Pet food grade chickpeas, lentils and peas.



Agrocorp Processing Ltd.

Moose Jaw, Saskatchewan
www.agrocorp.com.sg

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



AGT Foods

Regina, Saskatchewan
www.agtfoods.com

Products and services include bulk pulses (split and whole lentils, chickpeas, peas and beans), pulse ingredients (flour, protein, starch and fibre), finished pulse goods such as texturized pulse proteins,



pulse-based pastas (including Veggipasta) and pulse-based bread-ing systems (including Veggicrumb), as well as wheat, durum wheat, canola and oilseeds, feed barley and specialty crops. Technical ser-vices centered on pulse research and development in food and in-dustrial applications is also available.

Algarithm Ingredients Inc.

Saskatoon, Saskatchewan
www.algarithm.ca

Products and services include AlphaMega3™ algal oil, BetaMega™ algal oil powder, and GammaMe-ga3™.



Avena Foods Ltd.

Regina, Saskatchewan
www.avenafoods.com

Products and services include sustainably grown oat and pulse in-gredients. Avena offers bulk quantities of gluten-free pulse ingredi-ents (chickpea, bean, lentil, pea flours/grit and cracked pulses), natu-ral dietary fibers that are FDA-approved (pea hull and oat hull fibers), natural pulse-based egg replacer, and Purity Protocol certified glu-ten-free oat ingredients (oat flour, quick oats, rolled oats, oat groats and steel cut oats). Avena Foods also offers in-house application/technical support. Ingredients are GFSI, kosher and organic certified.



B

BioPure Corp.

Fort Qu'Appelle, Saskatchewan
www.biopure-oil.com

Products and services include wheat, flax, barley and yellow peas.



Bioriginal Food & Science Corp.

Saskatoon, Saskatchewan
www.bioriginal.com

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



Black Fox Farm & Distillery

Saskatoon, Saskatchewan
www.blackfoxfarmanddistillery.com

Products and services include interna-tionally recognized ultra-premium gins and whiskies, grown, mashed, fermented, distilled and aged on farm. Created by nature, transformed by Black Fox.



Blue Sky Berries

Langham, Saskatchewan
www.blueskyberries.ca

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



Blue Sky Hemp Ventures

Saskatoon, Saskatchewan
www.blueskyhempventures.com

Products and services include varieties of hemp food, hulled hemp-seed, and hemp protein in various concentrations. With the exciting



news of having the ACMPR license, they are excited to be able to of-fer CBD materials November 2020 and also are open to toll process biomass. The company is currently targeting B2B type of customers, distributorships, retail brands and co-packers.

Bordertown Milling Company Ltd., The

Togo, Saskatchewan
www.bordertownmilling.com

Products and services include whole grain wheat flour available in 2 kg and 20 kg bags (larger quan-tities available upon request).



Boreal Heartland Herbal Products

Air Ronge, Saskatchewan
www.borealheartland.ca

Products and services include herbal tea blends, dried wild mushrooms, bulk wild herbs from boreal forest, custom commercial harvest and processing of boreal forest herbs.



BroadGrain Commodities Inc.

Wynyard, Saskatchewan
www.broadgrain.com

Products and services include red and green lentils, green and yellow peas, yellow, brown and oriental mustard, brown and yellow flax-seed, canary seed, and coriander.



C

Cafooda International Ltd.

Saskatoon, Saskatchewan

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



Canada Golden Cooking Oil Ltd.

Moose Jaw, Saskatchewan
www.canadagoldenoil.com

Products and services include cold pressed camelina oil.



Canada Superfarm Enterprise Inc.

Saskatoon, Saskatchewan
www.goldenbees818.ca

Products and services include the ability to bottle Canada No.1 hon-ey in 500 g.

Canadian Organic Spice & Herb Co. Inc.

Watson, Saskatchewan
www.splendorgarden.com

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



Canadian Prairie Bison

Canwood, Saskatchewan
www.cdnbison.com

Products and services include bison pemmican, bison jerky and sea-soned bison burgers as well as whole primal cuts.



Canadian Rangeland Bison & Elk Inc.

Windhorst, Saskatchewan
www.rangelandbison.ca

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



CanMar Foods Ltd.

Regina, Saskatchewan
www.canmarfoods.com

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



Can Pro Ingredients Ltd.

Arborfield, Saskatchewan
www.canproingredients.ca

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



Cellstar International Group Limited

Regina, Saskatchewan

Products and services include flaxseed oil in 250 ml and 500 ml containers and oatmeal in 1 kg packages.



C-Merak Industries

Tisdale, Saskatchewan
www.c-merak.ca

Products and services include FABAFuel protein, starch, flour and fibre ingredients. C-Merak Grains buys, sells and trades grains and pulses.



Condie Seed

Regina, Saskatchewan
www.condienseed.ca

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



Crone Farms Inc.

Moose Jaw, Saskatchewan

Products and services include yellow peas, red lentils, green lentils, hard white wheat, hard red spring wheat, amber durum oats and chickpeas. All products can be process for international export.



Crop Aid Nutrition Ltd.

Saskatoon, Saskatchewan
www.cropaidnutrition.com

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



Crossmount Cider Company

Crossmount, Saskatchewan
www.crossmountcidercompany.ca

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



Custom Agricultural Intelligence Inc.

Sedley, Saskatchewan
www.customagintel.com

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



CUSTOMAGINTEL

D

D.A.M.N. Fine Foods Inc.

Asquith, Saskatchewan
www.damnfinefoods.com

Products and services include spicy jellies made from fruit. Flavours include: Cherry Bomb, Blueberry Burn, Smokin' Saskatoon, Rip-Roarin' Raspberry and Sizzlin' Strawberry.



Danco Forage Ltd.

Estevan, Saskatchewan

Products and services include livestock feed marketing, equine and pet food marketing.



Dandilee Spice Corp.

Grenfell, Saskatchewan
www.dandileespice.com

Products and services include mustard, caraway, coriander, borage seed and brown flax.



DG Global West

Toronto, Ontario
www.dgglobal.ca

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



Diefenbaker Spice & Pulse (DSP)

Elbow, Saskatchewan
www.dspdirect.ca

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



Drake Meat Processors Inc.

Drake, Saskatchewan
www.drakemeats.com

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



Dutch Potato Farm

Outlook, Saskatchewan

Products and services include retail bagging of mini potatoes, seed potatoes, grains and oil-seeds.



Dutton Farms Ltd.

Paynton, Saskatchewan
www.duttonfarms.com



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

Evova Foods Inc.

Saskatoon, Saskatchewan
www.toddsbettersnacks.com

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

E

Emerald Seed Products Ltd.

Avonlea, Saskatchewan
www.emeraldseedproducts.com



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

ETG Commodities Inc.

Mississauga, Ontario
www.etgworld.com



Products and services include red and green lentils, yellow and green peas, chickpeas and flax seed.

Etter Seed and Processing Ltd.

Richardson, Saskatchewan
www.etterseed.com



Products and services include lentils, peas, flax and canary seed - cleaning, bagging and shipping by containers.

F

Faba Canada Ltd.

Melfort, Saskatchewan
www.fabacanada.com



Products and services include raw zero-tannin faba beans (snowbirds and snowdrops), buying faba beans from farmers and selling them into the Egyptian food market. Working closely with about 200 farmers to make sure they provide buyers with the volume and quality of product they are looking for.

Five Grain Foods Inc.

Saskatoon, Saskatchewan



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

FNA (Farmers of North America)

Saskatoon, Saskatchewan
www.fna.ca



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



Food Security Starts with Us.



We sell and deliver Canadian potash to more than 40 overseas countries.



We help the world's farmers grow more food.



Canpotex.com

Frederick Seeds

Watson, Saskatchewan
www.frederickseeds.ca

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



Heads Up Plant Protectants Inc.

Saskatoon, Saskatchewan
www.headsupst.com

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



HGI Hemp Production Services Inc.

Saskatoon, Saskatchewan
www.hempproductionservices.com

Products and services include bulk hulled hempseed, toasted hulled hempseed, toasted whole seed, hempseed oil (cold pressed), and hempseed protein powders (50 per cent, 45 per cent, 33 per cent, 23 per cent and 20 per cent).



Holman Farming Group

Luseland, Saskatchewan
www.holmanfarminggroup.com

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



Global Food and Ingredients Inc.

Toronto, Ontario
www.gfglobalfood.com

Products and services include red and green lentils, yellow, green and specialty peas, split peas, chickpeas, red split lentils, edible beans, flax seed, canary seed, Mexican chickpeas, edible beans and specialty crops.



Grace Hill Farms

Mankota, Saskatchewan
www.gracehill.ca

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



GrainEx International Ltd.

Sedley, Saskatchewan
www.grainex.net

Products and services include commercial and organic beluga lentils, French green lentils, split large green lentils, whole and split peas, flax, milling and durum wheat.



Gravelbourg Mustard

Gravelbourg, Saskatchewan
www.gravelbourgmustard.ca

Products and services include gourmet mustard in various flavours, including dry mustard and mustard rub.



Great Western Commodities

Shaunavon, Saskatchewan
www.greatwesternrail.com

Products and services include durum wheat, pulses and special crops.



Greenfields Agriculture Corporation

Saskatoon, Saskatchewan
www.greenfieldsagriculture.ca

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



Growers International Organic Sales Inc.

Saskatoon, Saskatchewan
www.giosi.com

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



InfraReady Products Ltd.

Saskatoon, Saskatchewan
www.infrareadyproducts.com

Products and services include organic, conventional, kosher and halal precooked cereals, pulses, grains and oilseeds.



JDM Exports

Assiniboia, Saskatchewan
www.jdmexports.ca

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



JDM Exports

Jinfu Cereal & Oil Company Ltd.

Regina, Saskatchewan

Products and services include cereal, oil, milk powder, natural health products, etc.



Joos Wax Works

Ridgedale, Saskatchewan

Products and services include beeswax rendering service. The company will also sell and buy raw beeswax.

JTK Winny Ag

Rosetown, Saskatchewan
www.jtkwinnyag.com

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



Hannigan Honey Inc.

Shellbrook, Saskatchewan
www.hanniganhoney.com

Products and services include pure Canadian white honey, mild in flavor, available in bulk drums or containers.





Blue Sky
HEMP VENTURES

BLUE SKY HEMP VENTURES is a growing force in the Canadian hemp processing industry, providing a range of sustainable, high-quality, and exceptional value hemp products throughout North America and around the globe. The company has facilities in Rosetown and Saskatoon with its main office in Calgary.

"I became familiar with industrial hemp while I was still in university - some 20-plus years ago. I noticed immense potential in hemp and that never left me," said Blue Sky CEO Andrew Potter.

After Potter made a career for himself in the finance and energy sectors, he wanted to pursue something more entrepreneurial, and it was hemp that became a recurring thought. He finally decided to make the leap and reached out to former colleague, Mike Rimell (now Chief Financial Officer) to research opportunities in the hemp sector.

After deciding that the potential was worth pursuing, Potter reached out to Wilson Johnston, a family member who was a farmer and well-known agronomist to add his agricultural expertise to the company. Devin Dubois also joined the founding group and brought a strong background in law and agricultural technology. He became the Vice President of Corporate Affairs.

The group soon took the hemp world by storm. Although the privately-held company was established only four years ago, it has quickly become known as a world leader in whole plant utilization.

Currently, Blue Sky contracts 8,000 acres of prime farmland in Western Canada, with the potential to expand up to 20,000 acres with its farmer-partners. At full capacity, Blue Sky is able to process over 5,500 tonnes of hemp grain and over 400,000 kg of hemp biomass for cannabidiol (CBD), which has purported medical benefits.

"While most of our competitors focus on one part of the plant, we have a unique commitment and investment in whole plant utilization. This means that we harness the whole plant - using the grain for hemp superfoods, flower and leaf for CBD, and the stalk for sustainable industrial products," said Potter.

Blue sky cultivates, processes and manufactures a range of wholesale hemp based ingredients for food, pharma, cannabis and industrial clients across Canada and around the world. Blue Sky supplies wholesale hemp ingredients and CBD extract and provides white and private label opportunities for food brands and licenced cannabis producers.

Blue Sky's superfoods include hemp seed, protein powder and oil. These plant-based foods are great foods to add to your diet. They contain high amounts of easily digestible protein and omegas, two necessary components for good health.

Blue Sky is among the few of Health Canada's licensed CBD cultivators and processors. The move into CBD is the next step in Blue Sky's vision of using the plant from end-to-end. Offering CBD has had positive results for many consumers who suffer with anxiety, depression, inflammation, chronic pain, sleep disorders, and heart disease. Blue Sky currently produces CBD crude oil, distillate, isolate and RFL Hemp Biomass.

The 15,000 square foot facility in Saskatoon controls CBD extraction and post-processing operations. Saskatoon is the home of the main processing facility, processing 5,500 tonnes of hemp seed a year.

In the stalk of the hemp plant, there is a high value fibre which can be used in a range of industrial applications like rope and textiles. This year Blue Sky plans to introduce fibre decortication (separates bast fiber from the shive) to their processing facilities.

This will allow Blue Sky to provide hemp fibre to manufacturers in the industrial sector. Blue Sky hopes their hemp fibre will be used for not only rope and textiles, but also as a renewable energy source, plastic displacement input, and wood pulp alternative. Blue Sky's Rosetown facility is home to the company's biomass operation and soon to be home of fibre processing.

Blue Sky's whole plant utilization is different from other hemp businesses because the combination of low-cost plant material and having three uncorrelated revenue streams allows the company to survive the unpredictability of business cycles and run operations at a lower cost.

"Whole plant utilization is at the heart of everything we do. First, by using the whole plant, hemp is made more economic for the farmer. Second, by using the whole plant, nothing is left to waste and large amounts of carbon dioxide are absorbed, leaving the company with a zero-carbon footprint," said Potter.

"We are proud to combine three generations of farming right here in Saskatchewan. We are growers, cultivators and processors controlling the full supply chain ensuring the best quality product."



A Better World, Fuelled By Hemp



Blue Sky
HEMP VENTURES

Using cutting edge innovations combined with deep farming relationships, we are harnessing the full potential of hemp, delivering a quality range of food, fibre, and nutraceutical products at a lower cost to our customers and to our planet.

Need hemp? We can help.

Geoffrey Wingfield
Director of Sales
204-230-6553
gwingfield@blueskyhempventures.com

www.blueskyhempventures.com



K

KBI Seed Processing

Manor, Saskatchewan
www.kbiseedprocessing.ca

Products and services include production, cleaning and processing of organic and conventionally grown grains and spelt organic oat groats. KBI also offers supply chain coordination and management from seed to final products.

KeyLeaf

Saskatoon, Saskatchewan
www.keyleaf.ca

Products and services include research and development, nutraceuticals, concept to commercialization, ingredients, food, pharmaceuticals, cosmetics, research, development, commercialization, piloting, processing, biology, cannabis, and hemp.



MGM Seed & Grain

Saskatoon, Saskatchewan

Products and services include whole oat groats, steel cut groats, quick rolled oats, large flake oats, oat flour and oat bran.



Ming Hai Inc.

Saskatoon, Saskatchewan
www.mingintl.com

Products and services include flaxseed, flaxseed oil and meal, yellow peas, green peas, and maple peas.



Mosaic Company, The

Regina, Saskatchewan
www.mosaicincanada.com

Products and services include mining and processing of phosphate and potash minerals into crop nutrients, and then shipping via rail, barge and ocean-going vessel to their customers in the major agricultural centers of the world.



L

Lazer Enterprises Inc.

Borden, Saskatchewan
 Products and services include canola, malt barley, hemp and red lentils.



LB Distillers

Saskatoon, Saskatchewan
www.luckybastard.ca

Products and services include Lucky Bastard vodka, Chai Vodka, Horilka, Gambit Gin, Touch Wood Gambit Gin, Naked Single Malt, Knock On Wood Amber Rum, Saskatoon Berry Liqueur, Carmine Jewel Liqueur, Crème de Cassis Liqueur, Haskap Liqueur, Lacey's Bettah Bitters, Bowman's Bacon Bitters, and Absinthe Bitters.



Mumm's Sprouting Seeds

Parkside, Saskatchewan
www.sprouting.com

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



N

Natural Specialty Crops ULC

Regina, Saskatchewan
www.naturalspecialty.net

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



Naturally Nutritious Foods Inc.

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



North West Terminal Ltd.

Unity, Saskatchewan
www.northwestterminal.com

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



Northern Lights Foods

Air Ronge, Saskatchewan
www.northernlightsfoods.com

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



Northern Nutraceuticals Inc.

Spalding, Saskatchewan
www.northernnutra.ca

Products and services include organic or conventional flaxseed oil, hempseed oil, borage oil and canola Oil. We provide co-packing and private labeling as well.



M

Marquis Milling and Grain

Rosthern, Saskatchewan
www.nunweilersflour.com

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



Marshall Trading Company Inc.

Saskatoon, Saskatchewan
 Products include organic and conventional flax, pulses and corn.



McCracken Grain Solutions Ltd.

Ogema, Saskatchewan
www.mccrackengrain.ca

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



Northern Quinoa Production Corporation

Saskatoon, Saskatchewan
www.quinoa.com

Products and services include quinoa and value added quinoa products, including quinoa flour, quinoa flakes and quinoa crisps. They are non-GMO, BRC and kosher certified.



0

O&T Farms Ltd./Oleat Processing Ltd.

Regina, Saskatchewan
www.otfarms.ca

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



P

Parrish & Heimbecker, Limited

Winnipeg, Manitoba
www.parrishandheimbecker.com

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



Petracek Commodities Ltd.

Esterhazy, Saskatchewan
www.cutarmcreek.ca

Products and services include organic and conventional flaxseed, milled flax and flax flour.



Prairie Bee Meadery

Caron, Saskatchewan
www.prairiebeemeadery.ca

Products and services include 15+ varieties of award winning honey wine (mead) available in finishes from sweet to dry as well as four varieties of fruit honey. Using local honey produced from local farms, Prairie Bee also grows rhubarb, sour cherries, raspberries and haskap fruit for use in their wine. Prairie Bee also has the capability to custom make and label for a specific local market.



PRAIRIE BEE
MEADERY

Prairie Berries

Keeler, Saskatchewan
www.prairieberries.com

Products and services include processed individually quick frozen (IQF) saskatoon berries, freeze dried powder, freeze dried whole berries, purees, sweeten dried berries, concentrate, dried pomace, pie fillings, fruit toppings, gourmet jams and syrups.



Prairie Clean Energy

Regina, Saskatchewan
www.prairiecleanenergy.com

Products and services include converting agricultural waste into bio-mass fuel for the global industrial marketplace.



Prairie Genesis

Outlook, Saskatchewan
www.prairiegenesis.ca

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



Prairie Group Exporting Bio Products

Lestock, Saskatchewan

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

Prairie Heritage Seeds Organics Inc. (PHS)

Radville, Saskatchewan
www.phsorganics.com

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



Prairie Horizon Industries Limited

Regina, Saskatchewan
www.prairie-horizon.com

Products and services include grains and pulses.



Prairie Malt Ltd.

Biggar, Saskatchewan
praiiemalt.com

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



Prairie Tide Diversified Inc.

Saskatoon, Saskatchewan
www.prairietide.com

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



Protein Powered Farms Inc.

Perdue, Saskatchewan

Products and services include pea protein, pea starch and pea fiber.



Proveta Nutrition Ltd.

Bruno, Saskatchewan
www.proveta.ca

Products and services include bull rations, cow pellets, feedlot rations, beef supplements and mineral packs, dairy rations, robot pellets, broiler starters, growers and finishers, broiler supplements, horse pellets and sheep rations, as well as canola and flax oil and canola and flax meal.



Providence Grain Solutions

Fort Saskatchewan, Alberta
www.providencegrain.ca

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



Purely Canada Foods Corp.

Lajord, Saskatchewan
www.purelycanada.ca

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



Q

R

Radouga Distilleries

Blaine Lake, Saskatchewan
www.radougadistilleries.com

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



Ranchland Veterinary Services P.C. Ltd.

Carnduff, Saskatchewan
www.ranchlandvet.ca

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



RBK International Canada Limited

Saskatoon, Saskatchewan
www.rbkinternational.ca

Products and services include peas, beans, lentils, wheat, canola, barley, quinoa, oats, and chia seeds. RBK International Canada also exports HMS 1&2 (80:20) aluminum alloy wheel (TROMA) scrap, aluminum casting (TENSE) scrap, aluminum turnings (TELIC) scrap, aluminum used beverage can (UBC) scrap, OCC scrap-old corrugated cardboard, and LDPE 98/2.



RedWillow Organics

Carrot River, Saskatchewan
www.redwilloworganics.ca

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



Rein Agri Food Group Corp.

Tisdale, Saskatchewan
www.reinagrifood.com

Products and services include a focus on trait specific procurement, processing and supply, conventional and organic grains. Conditioning capabilities include forages, grasses, cereals, oilseeds, pulses, fiber feed stock products.



Richardson Food & Ingredients

Winnipeg, Manitoba
www.richardson.ca

Products and services include oat groats, whole oat flakes, whole oat flour, oat bran, toasted coated grains, and granola clusters. Richardson Oilseed is an integrated, innovative manufacturer of canola oils, margarines and shortenings supplying retail, food service, food manufacturing and industrial bakers worldwide.



Richland Agriculture Group Co.

Saskatoon, Saskatchewan
www.richlandagriculture.ca

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



Rock Paper Coffee

Perdue, Saskatchewan
www.rockpapercoffee.ca

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



Rudy Agro Ltd.

Outlook, Saskatchewan
www.rudyagro.ca

Products and services include large and small green lentils, red lentils, yellow and green field peas, maple and Austrian peas, and marrowfat peas.



S

Saskatchewan Food Industry Development Centre Inc.

Saskatoon, Saskatchewan
www.foodcentre.sk.ca

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



SaskMade Marketplace

Saskatoon, Saskatchewan
www.saskmade.ca

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



SCCL (Saskatoon Colostrum Company Ltd.)

Saskatoon, Saskatchewan
www.sccl.com

Products and services include spray-dried bovine colostrum.



Schluter & Maack Canada Ltd.

Pilot Butte, Saskatchewan
www.schlueter-maack.de

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



SCHLÜTER & MAACK
HAMBURG 1820

Scoular Canada Ltd.

Saskatoon, Saskatchewan
www.scoular.com

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



Seaboard Special Crops

Regina, Saskatchewan

www.seaboardspecialcrops.com

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



Seed Source Inc.

Archerwill, Saskatchewan

www.seedsource.ca

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

Smart Earth Camelina Corp.

Saskatoon, Saskatchewan

www.smartearthcamelina.ca

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

South West Terminal Ltd. (SWT)

Gull Lake, Saskatchewan

www.swt.ca

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



Stonehenge Organics

Assiniboia, Saskatchewan

www.stonehengeorganics.com

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



Sun River Honey Inc.

Grandora, Saskatchewan

www.sunriverhoney.com

Products and services includes Canadian produced raw honey in 650 lb drums, 500 g, and 1 kg retail sizes.



Sunhua Natural Foods Company

Regina, Saskatchewan

www.sunhua.ca

Products and services include canola oil, chick peas, flax seed, quick oats, wild rice, honey and maple syrup.



Superior Pulses Inc.

Mississauga, Ontario

www.superiorpulses.ca

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



T

TA Foods Ltd.

Yorkton, Saskatchewan

www.tafoods.ca

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



Teranet Holdings Ltd.

Langenburg, Saskatchewan

Products and services include grain processing services such as cleaning and bagging grain and sourcing services. Teranet processes all grains and specializes in canary seed and heavy oats (pony oats).



Terramax Corporation

Qu'Appelle, Saskatchewan

www.terramax.sk.ca

Products and services include chickpeas, lupins, soybeans, faba beans, navy beans, camelina, hemp and other dry beans and grains.

TH Exports Inc.

Saskatoon, Saskatchewan

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

Three Farmers Foods

Saskatoon, Saskatchewan

www.threefarmers.ca

Products and services include roasted chickpeas snacks 120 g, roasted green pea snacks 90 g, roasted lentils snacks 120 g, and cold-pressed camelina oil 500 ml. Available in bulk, too.



Three Foragers Bee Company

Saskatoon, Saskatchewan

www.threeforagers.ca

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



THREE FORAGERS
BEE CO.

U

V

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

Saskatoon, Saskatchewan

www.vido.org

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



Veikle Grain Ltd.

Cut Knife, Saskatchewan

www.veiklegrain.com

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



Verdient Foods Inc.

Vanscoy, Saskatchewan

www.verdientfoodsinc.com

Products and services include processed pea starch, pea protein, and pea hull fiber.



Victoria Pulse Trading Corp.

Vancouver, British Columbia
www.victoriapulse.ca

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



Virtex Farm Foods Ltd.

Saskatoon, Saskatchewan
www.northprairiefamilyfarms.com

Products and services include North Prairie Family Farms Gold Extra Virgin Canola Oil.

Viterra

Regina, Saskatchewan
www.viterra.com

Products and services include grain marketing, handling and processing.



W

W.A. Grain & Pulse Solutions

Innisfail, Alberta
www.wagrains.ca

Products and services include processed cereal grains, canola, mustard and flax, green and yellow peas, red and green lentils, faba beans, and seeds.



Wendell Estate Honey

MacNutt, Saskatchewan
www.wendellestate.ca

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



X

XPT Grain Inc.

Regina, Saskatchewan
www.xptgrain.ca

Products and services include gold and brown flax, maple peas, yellow peas and marrowfats as well as market advice and grower information.




Y

Z

Zak Organics Food Co. Ltd.

Fir Mountain, Saskatchewan
www.zakorganics.com

Products include an organic snack food made from green peas. 



15% tax rebate
on capital expenditures
valued at \$10 million
or more.

Saskatchewan Value-Added Agricultural Incentive (SVAI)

Real-Time Remote Technologies

North Star's commercialized solutions provide real-time data and sends the information to the user, so they can analyze their products or business and make decisions effectively and efficiently.

WHEN IT COMES to technology solutions, no two days are the same. North Star's software solutions are adaptable to every company they work with, and their hardware can be as complex as a fully custom-built piece of equipment or as familiar as a computer or mobile phone we use every day.

The company was founded by Aaron Serhan in 2015, who owned an agricultural crop input dealership. He noticed the inefficiencies of distributing fertilizer from retailer to farmer. He proposed a possible solution to a colleague Denis Levi, who had plenty of knowledge and technical background in machine to machine (M2M) and Industrial Internet of Things (IIoT) technologies.

The two quickly developed an idea that evolved into a real business opportunity. Serhan later convinced Curtis Kolibab to join Denis and him, and together they formed North Star Systems Inc. in Saskatoon. Today, the company has 17 employees.

North Star uses IIoT technology, which enables businesses to track their assets and utilize sensor data. Their commercialized solutions provide real-time data and sends the information to the user, so they can analyze their products or business and make decisions effectively and efficiently.

"Our roots are deeply agricultural related. The agricultural community really gave us a chance to showcase how the technology can make a difference in their business operations. It has helped increase their efficiency, reduced costs and provided a higher level of customer service to their clients," said Kolibab, CEO.

North Star also works in the oil and gas and water and wastewater industries. They are also looking to expand into lubricants, compressed gases and bulk granular products. The company has really changed the way people think about how they dispatch and distribute products to their clients, whether it be fertilizers, fuels, chemicals, portable water, lubricants or oil.

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

North Star has managed to foster solutions that withstand our extremes of Saskatchewan's environment - whether it's in the middle of a remote field trying to achieve connectivity,

or connecting different types of sensors in extreme temperatures. If North Star can make it work effectively in this province, then they can essentially do it anywhere.

"I think another reason that sets us apart is our ability to connect and adapt to the many other systems out there, like other software and sensor technologies. There is such a vast range of different types of sensors from moisture to pressure sensors, and our platform is able to connect to any type of sensor on the market. Our software can also connect to other software systems, so the user experience is really quite flawless," said Kolibab.

North Star services are primarily offered in the North American market, but the company hopes to reach other markets like South America, Europe and Australia. STEP has been particularly helpful at bringing North Star opportunities from abroad through trade shows, marketing information and networking initiatives.

"I believe that there's so many opportunities in Saskatchewan. If we can continue to make people aware of local businesses making a difference, it is not only going to help expand the opportunities for us, but further and foster Saskatchewan in the future."



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Mumm's Sprouting Seeds plants **DEEP ROOTS**



By: Olivia Lawrence

BIG BUSINESS CAN sprout from small ideas. Take the case of Mumm's Sprouting Seeds, an organic seed and sprouting operation based in Parkside, Saskatchewan.

The business began in 1982 when Jim and Maggie Mumm began selling high quality organic sprouting seeds from their farm near Shellbrook. Today, the company works with nearly 100 organic farmers, provides employment for 26 staff members, and sells products throughout North America.

"We are just fortunate to be a part of something that is advancing the growing movement of consumers enjoying healthy food and producing their own food at home," said Lisa Mumm, co-owner of Mumm's Sprouting Seeds. She took over from her parents in 2012.

The first seed that Jim and Maggie experimented with was alfalfa, and after seeing quality results, they decided to experiment with other speciality seed crops such as daikon radish, Siberian onion, and quinoa. Now the business offers more than 100 seed varieties to their customers, including Mung beans, radish, lentils, oats, chia, barley, wheat, mustard, sunflower, popcorn, and more.

"The business started from the family farm, which is only 500 acres, and half of that is in old growth forests. With only 250 acres under cultivation, we're only able to produce about one to two per cent of our business' needs," said Lisa.

"This past year is the first year that we didn't actually have any production on our farm simply because my husband and I wanted to better balance business life and raising our son, Nico. Working with other organic farmers is a necessity for our business, and the results have been great."

Mumm's team ensures all of their seeds are tested extensively for germination, quality and ability to grow before they are placed on the market. A proper food safety analysis and pre-packaged analysis are also top priorities before any seeds are sold. Mumm's quality seeds have allowed them to build a solid reputation for themselves in the microgreen sector for high quality and high germination seed.

Mumm's currently offers bulk sales to commercial sprout and microgreen growers, and they ship orders throughout North America. Other customers are garden centres, and natural health and grocery stores across Canada and the United States. Mumm's also distributes to urban farmers and plenty of market gardeners.

The other side of the business focuses on retailers and customers who are looking for smaller amounts of seed. Mumm's offers seeds

through its webstore, and this e-commerce approach has been extremely popular and successful during the last few years.

"A lot of our customers love purchasing their own seeds from our site, so they can grow sprouts and microgreens at home in their own kitchens. Customers can also find seeds at natural health retailers across Canada and the US," said Lisa.

Last year was a banner year for Lisa as she received the Outstanding Organic Farmer Award from SaskOrganics. She was recognized due to her work in the community, on the farm, her business, and her contributions on the board of the Canada Organic Trade Association and Organic Connections.

The success of Mumm's has primarily come from word-of-mouth, but their partnership with STEP the last three years has also helped advance business activities. Close to 25 percent of Mumm's sales are distributed to the US, five per cent international, and the remainder in Canada.

"STEP has been great for connecting us with a lot of opportunities. One specific project they really helped us with was launching our retail exports into California, Washington and Oregon. This project was funded by the Women's Entrepreneurship Strategy and would not have been possible without STEP's guidance and expertise," said Lisa.

"STEP helped us with analyzing distribution and gave us helpful market data so we could best launch our products there. In addition to that project, STEP has invited us to various workshops and connected us with international trade opportunities."

This year Mumm's is looking forward to the launch of some new retail products that will make growing microgreens in the kitchen easier than ever.

"We are quite grateful to be located where we are in Saskatchewan. We have access to a lot of really high quality organic grain and seed crops, which has really enabled us to build our business to the point where it is today."

Despite the company's growth, Lisa said her family still enjoys growing sprouts and microgreens. "One of Nico's first foods was sunflower shoots, and it's still one of his favorites," she said. "Paul loves the brassicas, and my favorite mid-winter treats are garlic chives and dill sprouts. Mom loves spring salad mix. We hope you and your family enjoy the easy, year-round nutrition of sprouts and microgreens as much as we do!"

For more information, visit www.sprouting.com. 



Mumm's quality seeds have allowed them to build a solid reputation for themselves in the microgreen sector for high quality and high germination seed.





Creating a **BUZZ**

with **Sun River Honey's** soft, spreadable, creamy honey

THESE DAYS business is buzzing at Sun River Honey. The family-owned bee business packages and exports local honey at its facility in Grandora, about 15 minutes west of Saskatoon. As its success has grown, the company also supports bee populations by planting one square foot of pollinator pasture for every retail jar sold.

The family beekeeping business originated in 1997 when Sara Comerford along with her husband, Henry, become beekeepers and operated 16 hives on their farmland. At the same time, Sara learned the art of beekeeping while working for a local beekeeper. They officially formed Sun River Honey in 2002, and with their children, Aaron and Shannon, they grew the farm to nearly 2,000 hives by 2019.

This growth was spurred by the family's realization that bulk honey was in demand in the United States. They sold bulk honey for many years, but often found themselves frustrated to discover their white local honey being used to lighten liquid honey blends. They realized that the product had to be handled properly to really demonstrate its natural, creamy qualities.

With this realization, the family business added a packaging line to its facility and spent a year on research to perfect their handling methods. This led to a proprietary soft and spreadable creamy honey, which allowed their local honey to shine and provide customers who loved honey, a softer, more spreadable version.

Sun River Honey changed again in 2019 when Henry and Sara retired from beekeeping.

"Our parents were retiring, so my sister and I had to decide how we were going to run the family business," explained Aaron. "As a family, we decided to sell the beehives to another local beekeeper, but with all the hives still running in exactly the same locations as they were. Then Shannon and I would focus on packaging, exporting and the retail side of the business."

This proved to be the right decision. It has allowed them to focus on quality production and provide a steady supply of honey to their customers throughout the entire year. It has also allowed them to maximize the production of their creamed honey, which they perfected in 2018.

“The creaming technique that we do to our honey makes it really smooth, soft and easily spreadable. It took a lot of research and trial and error, but we wanted our honey to always be spreadable and extremely easy to get out of the jar - unlike many other honeys that are out there. Our honey has a consistency similar to peanut butter,” explained Shannon.

Sun River Honey decided to take a complete e-commerce approach to sales for the business.

“What I love about this approach is our customers leave us reviews, and we deal directly with them. Everything from their first social media contact, ordering the product, enjoying the product and coming back to buy it again. E-commerce ensures customers will experience quick delivery, a unique experience, and a quality product,” said Aaron.

The creaming technique that we do to our honey makes it really smooth, soft and easily spreadable.... Our honey has a consistency similar to peanut butter.

Sun River also offers bulk sales with other beekeepers' honey. Up until 2019, Sun River distributed a lot of bulk honey - 45-gallon drums of honey - by the truckload. The owners wanted to continue to offer bulk sales despite the transition.

Currently, Sun River Honey is primarily active in Canada, the US and to a lesser extent, in China. The company's aim is to continue to expand the e-commerce side of the business.

Along with their e-commerce approach, Sun River is very active on social media, notably Facebook and Instagram. Shannon and Aaron are also in the process of expanding Google advertisements and video platforms such as YouTube.

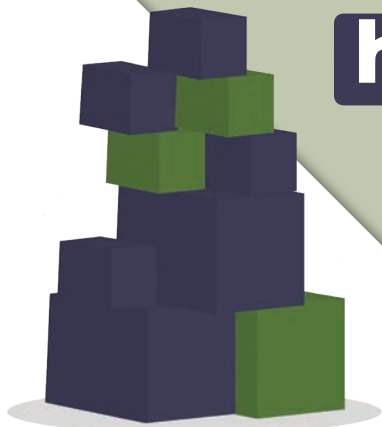
Sun River has really embraced online networks, and the owners believe it's the best way people are going to discover them. Sun River has been working with STEP for over five years now, which has significantly advanced business engagement.

“The single biggest thing STEP has given us is network opportunities with likeminded businesses, service providers, and customers. STEP ensures you are working with legitimate companies. Even if its companies who sell different products, their challenges are similar, so we can share information,” said Aaron.

“It's nice having a local organization with knowledgeable people that we can go to for help. We have worked with a lot of helpful organizations at the federal level, but with STEP they are always available and always have your back.”

Looking forward, Sun River Honey's next goal is to connect with new customers in new countries. Currently, Shannon and Aaron have been generating ideas about new products within the honey category in hopes to provide more honey options for their customers and expand Sun River's opportunities.

For more information, visit www.sunriverhoney.com. 



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GET MORE OUT OF STEP'S Market Intelligence Service

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. Our team has access to over \$90,000 in subscription industry resources, which assists us in accessing the latest primary data. We supplement this 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.

Examples of types of reports we provide include, but are not limited to:

- Market assessments and overviews
- Competitive intelligence and analysis
- Potential customer, manufacturer, dealer and distributor lists
- Political risk analysis
- Tariff and regulatory information

Major Databases STEP subscribes to:

- Emerging Market Information System
- D&B Hoovers
- Import Genius
- Global Trade Tracker
- Crunchbase
- IBIS World (North America Only)
- InfoMine/Mining Intelligence
- International Strategic Analysis
- Kompass
- Mintel
- Euromonitor (Food Only)
- Global Data (Food Only)

MI Service Allocation:

- STEP Pre-Market Members - 25 hours per fiscal year (April 1-March 31)
- STEP Regular Members - 50 hours per fiscal year (April 1-March 31)
- STEP Premium Members - 100 hours per fiscal year (April 1-March 31)

Getting Started:

To discuss your potential research requirements, contact Jeff Thackeray, Senior Director, Market Intelligence at 306 530 3914 or jthackeray@sasktrade.sk.ca.

A PRAIRIE TRADITION:

Adding value through co-operation



FARMERS throughout the prairies have been using the co-operative model since first settling in the area. Across the prairies, farmers formed purchasing co-ops in the early 1900s to get better prices for general goods and petroleum. In Alberta, they created electricity and water co-operatives to bring the utilities to underserved rural areas. At the same time, these innovators started credit unions, insurance mutuals, and grain marketing co-operatives.

Some of these co-ops have outlived their usefulness, like the grain pools. Others have grown into multi-billion dollar companies by forming “co-ops of co-ops” called federations or amalgamating into larger entities.

Probably the most unique of these co-ops got its start in the thirties thanks to high fuel prices caused by tariffs and a monopoly in the oil industry. In response, farmers struggling to purchase the vital crop input first tried creating purchasing co-ops to bring down fuel costs.

When that wasn't enough to make fuel purchases feasible for their farming operations, eight farmers remortgaged land, formed a co-op, and pooled funds to buy a skimming plant. That skimming plant slowly grew into a refinery and today produces 130,000 barrels a day, directly employs over a thousand people, and distributes 17 million litres of petroleum daily.

But these days, this unique legal structure is often undervalued or misunderstood. The result has been less innovation in how producers leverage the model to add value to their raw products.

The idea behind most producer co-operatives is that producers with similar products share packing, administration and distribution costs. They often also add value to their products. This co-operation isn't to make the co-op money, but to drive revenue to the producer or save the operation money. Or both.

Roughly thirty greenhouses near Medicine Hat, Alberta, use the model to package, market and distribute cucumbers, peppers and tomatoes to buyers otherwise inaccessible to the small operations on their own, for example. This co-op also reduces the input costs of the member operations through group purchasing.

Seed cleaning is another area of the ag industry where co-ops have flourished. In Alberta, the 67 or so seed cleaning co-ops have even formed a co-op of co-ops to better leverage their aligned interests and market their services.

The point of these co-ops is often about more than securing a service. It's about gaining or maintaining control over the value of the commodities they produce. By forming co-

ops, the individual producer can benefit from partnering with other producers who have similar products and interests to gain more control over the value chain.

The range of this vertical integration is limited only by the ambition of those involved. As a legal structure, the co-operative model has proven it can scale, foster innovation, and control large swaths of value and market interest if there is a desire to achieve it.

Farmers may start with seed cleaning, testing and conditioning and perhaps combine this with a marketing arm. Over time, by channeling re-investment, such as retaining earnings instead of offering dividends, to fund research and development, producers might also move towards producing, packaging and distributing canola oil or prepared mustard, for example. Ocean Spray is an excellent example of this type of innovation.

While producers may never compete on a multi-national conglomerate level, they can own large portions of a value chain if they choose, and the co-operative model can help them achieve it.

To learn more about how this unique legal structure can add value to your business, visit CooperativesFirst.com or contact Heather at heather@cooperativesfirst.com.

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Every small town is unique and full of opportunity. Sometimes it just takes a bit of work to see it. To stand out, we western Canadians often make a giant statue of something. (Dinosaur, moose, or oil can, anyone?) But what REALLY makes a town different are its people. YOU are your hometown advantage – but only if you choose to be it.

Visit HomeTownAdvantage.ca to learn more.

Customer Experience *Always WINS*



BUSINESSES of all sizes are fighting for one thing: customers. Some companies try to wow prospects by offering deals on products, giving discounts and other promotions to make a sale. Reducing prices is not a viable long-term strategy. The impact of providing a discount can make the customer experience more transactional rather than memorable, further commoditizing your products and services. The best way to win over customers and getting them hooked on your brand is by offering an experience they cannot forget.

Why Customer Experience?

In a nutshell, customer experience is what a customer's perception is of your brand based on their interactions. It is the feeling they get when they engage with your content, service, product and any message you put out there.

Customer experience is paramount to your organization's success because it can impact your customers' lifetime value (LTV). Offering a high-quality product or service that does what it is supposed to do is not the benchmark for a great customer experience. You can meet customers' expectations by providing them with what they want, but you can easily exceed their expectations by how you deliver it. If a business wants to wow customers, there needs to be a jaw-dropping moment in the journey that makes your brand memorable.

The Rise of Customer Expectations

In an ever-increasing competitive marketplace, another challenge that organizations face is the rise in customer expectations. As a result, businesses need to develop newer and better strategies to get more prospects to convert to customers. By focusing on customer experience, not only does it bring a viable long-

term growth strategy, it encourages positive endorsements and has an impact on social marketing. You cannot undervalue your customers' social circle if you aim to earn repeat business.

Businesses nowadays cannot ignore customer service since having faithful customers has immense advantages. Unhappy customers will stop buying from a brand that offers them a poor experience, even if the transaction was minimal.

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Accenture's study showed that 54 per cent of customers engaged with a rival business after receiving a less favourable experience from their initial transaction. Organizations today have to give more attention to improving their customer experience strategy if they do not want to lose their customers to other competitor brands.

For many businesses, having a customer experience strategy is an afterthought when it should be at the forefront for retaining their customers. You don't need to fret if you have no idea where to begin, as almost every business faces this challenge, especially during the startup and growth phases. It doesn't end there either. Consider the obsession that Ama-

zon has with customer experience. By making every decision revolve around customer experience, Amazon continues to win the retail battle. The success of Amazon is proof that customer experience always wins.

Where to Begin?

Start by getting a deep understanding of your customer. You can start by building a customer profile (or buyer persona) and mapping out the customer journey using measurable key performance indicators. There are numerous platforms and systems you can use to track customer behaviour effectively across the digital landscape. We can then understand, "what makes your customers tick?," providing you with the outcome your customer experience strategy needs to deliver.

For example, when we approach a website redesign project, our goal is to design an experience for the target audience. We start by evaluating the current website's analytics, usually available for free through Google Analytics. We also install some advanced screen recording tools such as Lucky Orange and utilize A/B testing tools such as Unbounce. To evaluate whether the approach we are taking will work, we use an artificial intelligence analysis that delivers predictive user behaviour data before completing the design process.

The analysis not only saves us time, but it significantly enhances our ability to ensure the end result meets expectations. To demonstrate in real-time, we can recruit people as part of a focus group to gather results from a smaller audience before the project goes live.

The above example primarily relates to digital experiences, but it is essential to make every customer interaction count, online or offline. To learn how we can help enhance your customer experience, visit www.2Web.ca.



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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 - Marketing & Communications at 306-787-7942 or hswan@sasktrade.sk.ca.

SASKATCHEWAN - only province in Canada to increase exports in 2020

The recently-released STEP annual *State of Trade* report found that the total value of Saskatchewan exports to the world reached \$30.4 billion in 2020 marking a 2.5 per cent increase over 2019. Saskatchewan is the only province in Canada to record an increase in exports for the year. Canada's total exports dropped by 11.8 per cent.



The growth in exports was due to substantial volumes of agriculture commodities shipped to international markets despite the world-wide downturn in economies during the COVID-19 pandemic. Saskatchewan agri-food exports reached \$17 billion in 2020 growing 31.4 per cent from 2019.

Saskatchewan exports to the world reached \$30.4 billion in 2020 marking a 2.5 per cent increase over 2019.... Canada's total exports dropped by 11.8 per cent.

The Honourable Jeremy Harrison, Minister of Trade and Export Development, said these numbers demonstrate that Saskatchewan has what the world needs. "Our key markets are aware that Saskatchewan's robust agriculture industry produces high-quality products at incredible volumes," Harrison said. "The need to feed the world does not pause for pandemic."

Export highlights included a 15 per cent increase in wheat, a 32 per cent increase in durum, a 47 per cent increase in canola seed, 63 per cent increase in peas, and a 96 per cent increase in lentils. Saskatchewan's forest products also fared well with dimensional lumber exports increasing by 29 per cent while oriented strand board (OSB) exports increased by 97 per cent.

The preliminary year-end data notes that exports to the U.S. dropped by 18.2 per cent to \$13.1 billion, due mostly to the price of oil, but maintains their position as the number one market for Saskatchewan products. Exports to China increased by 33 per cent to \$4.14 billion in 2020. Japan, India, and Brazil rounded out the top five international market destinations.

On the downside, exports of oil dropped by 32.3 per cent and potash by 7.7 per cent 2020 due to ongoing soft prices for those commodities. STEP CEO Chris Dekker predicted that positive export growth to carry into the new year.

"While there continues to be ongoing uncertainties in world markets, we are forecasting Saskatchewan exports to grow between three and five per cent in 2021," Dekker said. "Given a level playing field, Saskatchewan exporters can compete with anyone on the international stage."

TAKE ADVANTAGE OF FITT membership benefit



Just a reminder that STEP has partnered with the Forum for International Trade Training (FITT) to offer special discounted programs for members. These discounts apply to FITTskills Online Workshops and Online Courses.

FITT is the national standard for international business training, resources, and professional certification for individuals and businesses. FITT programs are customized for global trade professionals across Canada and around the world. STEP members, Board of Directors and staff have participated in FITT skills training and professional international trade certifications for many years.

For more information about FITT, visit www.fittfortrade.com or contact Leigh-Ann Redmond, Director, Digital Marketing, FITT, at (613) 230-3553 x 102 or (800) 561-3488, or email Leigh-Ann@fitt.ca.

STEP'S PRE MARKET Membership Services

STEP offers customized services for startup/near export ready Saskatchewan companies. These services are tailored to enterprises that are not currently involved in export, and are pre-commercialization, but have product or service offerings, resources, and are committed to initiating and pursuing international markets.

These service offerings are ideal for new to exporting enterprises that are aggressively seeking new business opportunities. The suite of customized pre-market membership services are available at reduced membership investment fees.

Some of these services include: customized market research reports, access to advice and guidance from STEP staff on markets and market development as well as STEP Market Studies and Exporting Guides and the STEP Pre Market Funding Program. Other services include attendance at STEP Seminars, Trade Conferences, and Networking Events at member rates; Corporate Profile in Sector Directories of STEP's Global Ventures Magazine and website; and networking and business development opportunities.

Please visit www.sasktrade.sk.ca for more information. 



Moisés FERREIRA



“ At STEP, I am always learning. We do research for companies in many sectors, which brings new data and relevant aspects affecting different economic sectors. ”

ALTHOUGH Moisés Ferreira is a relative newcomer to STEP, his experience in international affairs and training in export development left him well situated to serve as a Market Intelligence Specialist.

Born and raised in Rio de Janeiro, Brazil, Ferreira completed his Undergraduate Degree in International Relations and entered the workforce with a member-driven organization in the city that specialized in international development. It was a similar organization to STEP in that it provided advice and counsel to various businesses. It also hosted delegations from countries such as Japan, China, India, Bangladesh and Thailand.

He became familiar with Canada while still pursuing his Undergraduate Degree. He participated in a student exchange program at York University in Toronto, which helped him to become enthusiastic about this country. Still, it was quite the transition moving from a city of six million people to a smaller city like Regina.

After completing his undergrad program, Ferreira decided to move to Saskatchewan and pursued his Masters in Public Administration at the University of Saskatchewan in Saskatoon. Ferreira earned his Masters in April 2020 and then worked at Innovation Saskatchewan before starting his position at STEP's Regina office in September of last year.

“My portfolio at STEP is in Asia,” he explained. “I support companies by providing them with market research on statistics, regulations, relevant news and updates, so they can make better decisions and planning when it comes to export.”

Typically, when a STEP member wants to explore a particular market, it will approach STEP to research that market to determine how big the market is, who are the main competitors, who are the potential buyers, and how much of a specific product or commodity has been traded between countries. Ferreira provides the research to help these members reach their business goals.

“At STEP, I am always learning. We do research for companies in many sectors, which brings new data and relevant aspects affecting different economic sectors.”


He especially enjoys working on the Asian market because it is such a big and relevant market in the global economy today. One of Ferreira's most memorable projects to date was helping a local honey maker in Saskatchewan navigate the Japanese market.

“He was facing some challenges in the market. At the time, I had limited knowledge, but after a few days of hard work and going after the right information, I was able to connect the member with the appropriate resources and stakeholders, so they could develop new business and work together,” said Ferreira.

The local honey maker was suitably pleased with Ferreira's work, according to his formal feedback. STEP offers an evaluation form for members, so they can let employees know how useful the market research was. Ferreira acknowledges that his background has prepared him well to work at STEP, but he also continues to learn something new every day on the job, which he enjoys.

“I am very approachable and always available one-on-one. I am 100 per cent dedicated to my position and providing the best service I can. If people need help or advice, I will do whatever I can to assist that person,” said Ferreira.

When Ferreira is not working, he enjoys being outdoors, especially when the weather is nice. You can find him hiking in some nearby trails, and he also loves swimming, cycling and nature camping. Ferreira cannot wait for summer, so he can go camping and exploring.

“My position at STEP has allowed me to get in touch with interesting data and information,” said Ferreira. “I have always been up-to-date when it comes to international trade information, and now even more so because it is just part of my daily job. Working with STEP is just a very good match with my personality - it is a work environment that I really like being a part of.” 

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