

GLOBAL VENTURES

SASKATCHEWAN'S EXPORT RESOURCE

CREATING A BUZZ
**WENDELL
ESTATE HONEY**

PASSPORT TO
**GLOBAL
MARKETS**

A STEADY PULSE
**CHAPLIN
GRAIN**

**VALUE-ADDED INDUSTRY
ENDLESS OPPORTUNITIES**

**A GOLDEN IDEA
CANMAR GRAIN PRODUCTS**

INVESTING IN
**SASKATCHEWAN
FARM LAND**

**SPECIAL REPORT:
AGRI-VALUE DIRECTORY**

**PRAIRIE INSPIRATION
BONNY MACNAB SHOWCASES SK ART**

MASTER OF
**INTERNATIONAL
TRADE**



Value Added Agriculture in Saskatchewan, Canada

CONNECTING SASKATCHEWAN
BUSINESS WITH THE WORLD
Saskatchewan  Canada

SASKATCHEWAN OVERVIEW:

1.15 million
people



Largest certified
organic acres
in Canada



Northern Vigor™
effect on crops



Competitive
edge in crop &
food sciences



Area of
651,036 km²



43% of
Canadian arable
farmland



Agriculture at a glance

1st

in agri-food exports
in Canada

25%

of total Canadian
agri-food exports

65%

of world's lentils
exports

36%

of world's oats
exports

300+

different food
processors

90

different organic
processors

1,000+

Certified organic
processors

50%

of Canada's
organic production

OPPORTUNITIES:

Fruits:

Wines, jams, pie fillings,
syrups - Beverage
flavourings
and functional
attributes



Food Ingredients:

Pulse fractions for
proteins, starch, fibre, flour
Grains: Pasta and
Flour products.
Oils



Animal Feeds:

Commercial pre-mixes,
pulse protein,
and processed forages -
Pet foods and ingredients



Specialty and Gourmet Foods:

Honey, fruit products,
mustards, ethnic foods,
oils and many
more



Niche Food Opportunities

Gluten-free, organic,
and non-GMO options
Seed potatoes
and natural options



Non-Food Applications

Cosmeceuticals
and nutraceuticals
Biofuels and bioproducts



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SPRING 2017



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Cover/ Pg 3 photo: Wendell Estate Honey; Saskatchewan flag cover photo: ©Ruskpp|Dreamstime.com; Pg 15: O & T Farms



Message from the President & CEO

In February, STEP released the annual *Saskatchewan State of Trade* overview which reported that total provincial exports registered \$26.5 billion according to preliminary numbers from Statistics Canada. The report shows that, while volumes remained high, world prices for many of Saskatchewan's top exports (e.g. oil, potash and wheat) declined pushing the value of Saskatchewan exports below the record levels achieved in 2014 and 2015.

Not surprisingly, the United States remains Saskatchewan's number one market with just over half of our 2016 exports being shipped south. Compared to the economies of Ontario and Quebec that export over 70 per cent of their goods to the US,

Saskatchewan is considerably more diversified. In 2016, China and India accounted for approximately 16 per cent of Saskatchewan's export sales.

In spite of our market diversification, American issues remain top of mind. A great deal of time has been devoted to keeping members up-to-date on the protectionist comments made by the Trump Administration and their potential impact on Saskatchewan exports. At a meeting between President Trump and Prime Minister Trudeau on February 13, Trump acknowledged that his bigger concern lies with the Mexican components of NAFTA, saying that the goal would be to "tweak" those elements affecting Canada in order to better streamline cross-border trade.

While the environment under the Trump Administration remains unpredictable, we are confident that they understand the mutual benefits of the Canada/US business and trade relationship. I encourage ex-

porters to review additional information on trade relations between Saskatchewan and the US on our website.

In the midst of the international issues that have a direct impact on our members, there is reason for optimism for Saskatchewan's exports and the provincial economy in 2017. A low Canadian dollar has the potential to boost competitiveness, while economists forecast stabilization in oil prices for the duration of the year. The prospects for growth in the agriculture added-value industry also remains strong as evidenced by the success stories highlighted in this edition of *Global Ventures*.

On behalf of STEP staff and our Board of Directors, I wish you all the best in the new fiscal year. Many happy sales!

Chris Dekker, President & CEO, STEP

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GOVERNMENT OF SASKATCHEWAN APPOINTMENTS

Alanna Koch, Deputy Minister to the Premier,
Executive Council and Office of the Premier, Regina

Laurie Pushor, Deputy Minister,
Saskatchewan Ministry of Economy, Regina

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

Vision

Prosperity through trade.



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Saskatchewan Canada

CONNECTING SASKATCHEWAN
BUSINESS WITH THE WORLD

BIZ Notes

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 - Corporate Services at 306-787-7942 or hswan@sasktrade.sk.ca.

Passport to Global Markets



Starting in spring 2017 the **Conference Board of Canada** and **Saskatchewan Polytechnic** will offer a new **Championship Selling™** program: **Passport to Global Markets**. This program, developed by the Conference Board of Canada in conjunction with **Optimé International** of Toronto, a global leader in sales capability development and effectiveness, is being offered for the first time in Western Canada. The 38-hour program will focus on best practices for sales in domestic and global markets.

The Conference Board of Canada has identified a skills gap for Canadian sales professionals selling in global markets. The **Championship Selling™** program addresses this gap by focusing on multicultural communications, highest yield selling skills and sales processes and performance metrics to help prairie companies generate growth and improve sales in an increasingly complex global market.

“We have noticed a declining ability for Canadian companies to compete and win in the global competitive marketplace,” says Bruce Good, Executive Director, Centre for Business Innovation, Conference Board of Canada. “The ability to commercialize and learn how to sell our innovative ideas, products and services needs a new focus.”

Championship Selling™ is designed for students and experienced sales professionals looking to enhance their skills. Learners will participate in face-to-face and online training using real-world examples and modern sales techniques. The program will challenge participants on how they think about sales, and it will focus on performance metrics, hiring and developing professionals, tailoring the sales solution and identifying new market opportunities.

Saskatchewan Polytechnic has committed to a three-year contract to provide the **Championship Selling™ – Passport to Global Markets** program.

Master of International Trade

The **Johnson Shoyama's Master of International Trade (MIT)** is a course-based, online graduate program that brings together practical experience and academic expertise in a multidisciplinary approach to international trade.



Craig Atkinson



“Johnson Shoyama’s MIT program was a great fit – and it is one of the only specialized international trade programs, at the graduate-level, in the world,” says Craig Atkinson. “I was drawn to the program because it covers all aspects of international trade. The multidisciplinary approach made it a challenge, but at same time, it is essential to study all of these areas because they’re interconnected.”

The program focuses on primary economic principles relevant to international trade, public and private legal infrastructure that regulates international trade and trade financing, strategies for conducting business transactions across international borders, issues of political organization and governance that affect trade activities, and methodological analytical tools for authoring trade specific and trade focused reports and policy papers.

The program is designed for professionals and practitioners engaged in international trade and trade policy in government, international organizations and the private sector, as well as students interested in pursuing a career in international trade. For more details visit, www.schoolofpublicpolicy.sk.ca/programs/graduate-programs--online/master-of-international-trade.php.

STEP Members at Paragon Awards

Congratulations to the following STEP members who have been selected as finalists in the following categories for the **Paragon Awards 2017 – Celebrating Business Excellence**. The award program, sponsored by the Regina & District Chamber of Commerce, is scheduled for April 7, 2017.

Young Entrepreneur

- Natasha & Elysia Vandenhurk - Three Farmers



Export Achievement

- Emerald Seed Products
- O & T Farms Ltd.




Customer Service Excellence

- Viterra Inc.



Business of the Year

- Viterra Inc. 

upcoming

Seminar – Making the Most of Your Trade Leads

Date: March 28, 2017

Location: Regina, Saskatchewan

Trade leads are an important element in your day-to-day business. Following up on a trade lead can be a bit complex. Time and resources are required to identify the right lead and make the follow up. What should you do in order to follow up on the lead, how to contact them, proper email structure, timing, how to get calls returned, etc. This seminar will include overviews from experts sharing their advice, experiences and success stories.

**Contact: Mertoza Tarafder, Director,
Agri-Value**

**Telephone: 306 787 9687
mtarafder@sasktrade.sk.ca**

Trade Mission – Food and Food Ingredient Mission – 2017 Food and Hotel Indonesia

Date: April 3-12, 2017

Location: Jakarta, Ho Chi Minh, Manila
Benefitting from fast economic growth in recent years, South East Asia will soon become a major market for the food ingredients industry. Indonesia, Philippines and Vietnam, with a population of over 448 million people and a fast-growing middle class, have more demand for food/food ingredients. Members will have the opportunity to seize market opportunities by visiting 2017 Food and Hotel Indonesia in Jakarta. STEP will also conduct a post show outreach program to Manila, Ho Chi Minh, Vietnam and Manila, Philippines.

**Contact: Yi Zeng, Senior Director, Trade Development - Asia
Telephone: 306 787 2194
yzeng@sasktrade.sk.ca**

Trade Mission – Canadian Institute of Mining

Date: April 30 - May 2, 2017

Location: Montreal, Quebec

The Canadian Institute of Mining, Metallurgy and Petroleum exhibition showcases technologies and how they are applied in mines around the world. It exhibits various equipment and services, including exploration and development, construction, extraction, reclamation, engineering and safety. Over 6,000 attendees are expected to attend this year's event.

**Contact: Ryan Niemela,
Trade Specialist, Trade Development -
Technology, Services & Resources
Telephone: 306 933 6558
rniemela@sasktrade.sk.ca**

Seminar – How to Effectively Work With Manufacturers Agents, Representatives & Brokers

Date: April 2017

Location: Saskatoon, Saskatchewan

Learn measures to successfully use outsourced sales representatives to build business sales revenues in North American markets.

**Contact: Rob Ziola, Senior Director,
Trade Development - Manufacturing
Telephone: 306 933 6557
rziola@sasktrade.sk.ca**

Trade Mission – Saskatchewan/Asia Trade Seminar & Business Matching

Date: May 1-3, 2017

Location: Toronto, Ontario

The increase of Asian immigrants entering Canada's trade and export business has created new platforms and opportunities for Saskatchewan exporters. STEP is organizing this event associated with 2017 SIAL Canada. STEP will partner with Bank of China Canada Inc., JETRO and others

to organize events to expand networks in Asian communities/businesses in the Toronto area, cultivating opportunities with potential buyers of SK products.

**Contact: Yi Zeng, Senior Director, Trade Development - Asia
Telephone: 306 787 2194
yzeng@sasktrade.sk.ca**

Trade Mission – SIAL Canada

Date: May 2-4, 2017

Location: Toronto, Ontario

This is an integral part of the SIAL network, the leading global network of shows dedicated to the food industry. It will bring together 14,000 exhibitors and 330,000 visitors from 200 countries. Established in 2001, SIAL Canada is the only show supported by Agriculture and Agri-Food Canada, MAPAQ and OMAFRA.

**Contact: Marco Coppola, Trade Coordinator - Trade Development
Telephone: 306 787 7928
mccoppola@sasktrade.sk.ca**

Trade Mission – Eastern Europe – Kazakhstan

Date: May 2017

Location: Kazakhstan

STEP will lead an agriculture and ag equipment trade mission to Kazakhstan to establish relations with existing and build new contacts. STEP will also take members into the market for a program of meetings, tours and rural visits.

**Contact: Rob Ziola, Senior Director,
Trade Development - Manufacturing
Telephone: 306 933 6557
rziola@sasktrade.sk.ca**

Seminar – Export Marketing Campaigns – Agri-value Team

Date: May 2017

Location: Saskatoon/Regina

Marketing does not have to be expensive. Learn to successfully reach customers and

TRADE EVENTS

engage them in ways that are creative, cost-effective and can generate results. Attendees will learn to identify some of the tools they can use and how to setup a plan to do so for their company.

Contact: Mortoza Tarafder, Director,
Trade Development - Agri-Value
Telephone: 306 787 9687
mtarafder@sasktrade.sk.ca

Seminar - Lets Talk Exports

Date: May 9, 2017

Location: Saskatoon, Saskatchewan

Join STEP and Export Development Canada (EDC) to hear from Peter G. Hall, EDC's Vice-President and Chief Economist, discuss various global economic trends, including the shifts in US trade policy, political uncertainties in the developed world, key risks facing the world economy, and the impact on exporters.

Contact: Kelsey Leptick, Administrative
Coordinator - Export Services
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kleptick@sasktrade.sk.ca

Trade Mission – Taste of Canada

Date: June 5-6, 2017

Location: Boston, Massachusetts

STEP members are invited to participate in this food showcase that is a mini Canada-only display of qualified export-ready suppliers. Showcase your food and beverage products in a tabletop setting and meet buyers one-on-one. Pre-screened US retail and food service industry importers, buyers and distributors are invited to attend, allowing buyers and suppliers to meet, discuss suppliers' capabilities, review buyers' needs, and negotiate synergies.

Contact: Jeff Cooper, Trade Specialist,
Trade Development - Agri-Value
Telephone: 306 933 6512
jcooper@sasktrade.sk.ca

Trade Mission – Upper Midwest Design-2-Part Shows

Date: June 7-8, 2017

Location: Minneapolis, Minnesota

For over 40 years, engineers and product manufacturers have come here to find the top suppliers of custom components, parts and contract manufacturing services. Hundreds of American job shops and contract manufacturers exhibit their skills in design, prototypes, production runs, assemblies, electronics and value added services each year. STEP will host a group display of SK contract manufacturers.

Contact: Rob Ziola, Senior Director,
Trade Development - Manufacturing
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rziola@sasktrade.sk.ca

Trade Mission – Global Petroleum Show

Date: June 13-15, 2017

Location: Calgary, Alberta

This is Canada's premier oil and gas event that attracted 45,000 delegates in 2016. STEP has secured booths in a prime location with Saskatchewan branding. Attendees are there to network, strengthen business relationships, and learn about opportunities in the upstream, midstream and downstream sectors.

Contact: Ryan Niemela, Trade Specialist -
Trade Development - Technology,
Services & Resources
Telephone: 306 933 6558
niemela@sasktrade.sk.ca

Trade Mission – IFT 2017

Date: June 25-28, 2017

Location: Las Vegas, Nevada

IFT is the world's largest food ingredient conference and expo. STEP will host a Canadian pavilion of exhibitors from SK, AB, MB and ON. With 24,000 plus attendees from over 75 countries, SK exporters have the opportunity to market their food ingredient solutions to food manufacturers, R&D personnel, product development managers, food ingredient distributors and importers, and food scientists. STEP will conduct market development work through networking opportunities, gathering industry trends, meeting arrangements and building sector knowledge.

Contact: Jeff Cooper,
Trade Specialist, Trade Development -
Agri-Value
Telephone: 306 933 6512
jcooper@sasktrade.sk.ca

Trade Mission – Pet Food and Ingredients Mission to Mexico

Date: June 17-20, 2017

Location: Mexico City and Monterrey

This is a first time exploratory visit to the pet food industry in Mexico. STEP invites pet food ingredient suppliers to Mexico to meet buyers from the pet food industry and conduct a program of plant visits and meetings with pet food manufacturers.

Contact: Mortoza Tarafder, Director,
Trade Development - Agri-Value
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For a complete list of upcoming trade events, visit www.sasktrade.sk.ca.

Flax seed can help protect against coronary heart disease, and breast and colon cancers.



A GOLDEN IDEA BY JONATHAN HAMELIN

CanMar Grain Products: a delicious way to consume flax

When it's time for movie night at your house, your snack-of-choice is likely to be a hot buttery bowl of popcorn. Thanks to one Regina company, however, you can now reach for a unique alternative snack loaded with agri-value.

CanMar Grain Products Ltd. is dedicated to processing and roasting flax for human consumption, marketed under the brand Flax for Nutrition. As CanMar co-owner Duncan Werner explains, it's flax like you've never tasted before.

"Flax is a small seed, but when we roast it, it pops up like popcorn and makes it really easy to chew," said Werner. "Our signature product is a Golden Roasted Flax Seed. We roast a yellow flax seed, and it gives it a nice golden colour. It's got a tasty, nutty flavour and pleasant aroma. People have been told to grind flax as raw flax seed is so hard that if you chewed it, you probably wouldn't break it up, and it would pass through you without any benefit. By grinding it up, your body can digest it better. That's why a lot of people who aren't familiar with our flax say you should grind it. With our Golden Roasted Flax Seed, you don't need to do that because it's easy to chew on its own. However, we do take our Golden Roasted Flax Seed and mill it for those who prefer it that way."

The company was founded by Werner and his father, Cecil, in 2002. The family has agriculture roots, owning some farm land west of Regina. The founders also had an extensive background in exporting animal seed products prior to forming the company, predominantly to Japan, South Korea and Taiwan. Werner noted that since sesame seeds are quite popular in Japan and South Korea, they envisioned that they could roast a yellow flax seed that would look like sesame seeds, with even more health benefits.

Studies show that regular consumption of flax seed can help protect against coronary heart disease, and breast and colon cancers, while also having a positive influence on conditions such as blood cholesterol levels, arthritis and Types 1 and 2 Diabetes. Of course, when something is that good for you, it doesn't always taste amazing.

"We thought we could make a flax product that would be more enjoyable for people to consume," explained Werner. "It would be a win-win for us and our consumers."

In late 2004, work was complete on CanMar's 25,000 square-foot, food-grade plant, with state-of-the-art cleaning, roasting and packaging capabilities. The facility is nut and gluten free and has



multiple certifications: SQF Level 2, Gluten Free and Organic. Safety is a top priority at CanMar.

The company purchases its flax predominantly from Saskatchewan but also in areas of Manitoba and Alberta. All of the flax is grown under strict conditions to ensure the highest quality, safety and nutrition.

After securing the flax, CanMar uses cleaning equipment to remove the finest pieces of material the human eye can't see. After ensuring the flax is as close to 100 per cent pure as possible, the company roasts it using its Canadian patented process. Their unique roasting process maintains high quality Omega-3 fatty acids, while reducing the risk of potential pathogens. It's also rich in dietary fibre (both soluble and insoluble) and plant lignans.

Although Golden Roasted Flax Seed is unique on its own, CanMar has expanded its variety of offerings over the year, specifically focusing on value-added products. It now offers a flavoured line of milled roasted flax seed that includes blueberry, apple cinnamon, strawberry and pomegranate.

"The fruit we use is real, with the moisture removed," Werner said. "It's not like we're adding sugar flavours or anything like that. Each one pound bag of our blueberry mix, for example, is equivalent to three cups of real blueberries.

"Our flavoured flax seed gives the consumer a choice. You can add it to yogurt, ice cream, cereals and oatmeal. It's just a different flavour profile. Sometimes people get sick of the same thing all the time."

CanMar has also created a bar called the Just 8 Golden Roasted Flax Bar. The bar contains golden roasted flaxseed and roasted lentil flour (both ingredients that are produced in-house) and natural sweetener.

CanMar's market has evolved over the past 12 years. The company sells its flax in Canada at Safeway, London Drugs and Costco, while also doing private label work in the US. Internationally, it sells to Costco Mexico and Costco Japan and also to Dubai, China, Taiwan, Belgium, the United Kingdom and South Africa.


Werner said that a big factor in CanMar's success has been its association with STEP.

Cecil was a founding director with STEP, so it was only natural that CanMar would become a member as soon as it formed.

"It's truly a global world we live in," said Werner. "STEP's a valuable resource for all companies because we can't be everywhere all the time, and STEP tries to bridge that gap. We have attended numerous trade shows that STEP has organized, and they also bring in delegations from all over the world. STEP's market intelligence program helps companies like ours acquire valuable information in areas we're interested in."

Moving forward, Werner said the plan is to "diversify and grow our market."

"We're working on some new concepts, such as the bars and other healthy snacks, and working at expanding our retail market in eastern Canada," he said. "We're really trying to get our roasted flax seed in the hands of more consumers. We have invested a lot over the last few years becoming more efficient, so we now have the capacity to grow."

For more information on CanMar Grain Products Ltd., visit www.roastedflax.com. 



WENDELL ESTATE HONEY

Creating a buzz

Wendell Estate Honey is a relatively new product, having only been available at select retailers and online since 2012. However, the history behind this premium product and its development is long, dating back two generations and some 80 plus years to when John Wendell first started keeping bees back in the 1930s.

Back then, John worked part-time driving a delivery truck for a creamery. During his down time, he pursued many interests, including raising bees. Over the years, his interest in and knowledge of bees grew, and in the early 1940s, he decided to pursue his passion for raising bees full-time. He owned farm land outside of MacNutt, and this is where he began what is known today as Wendell Honey.

The company continues to grow and thrive on the original farm site in south-

east Saskatchewan near the Manitoba border. John's son, Tim, took over the farm in 1974 and has run the business ever since with his wife, Isabel. Much has changed since John started the farm with 30-50 hives. The 400 hive operation that Tim took over now operates 4,000 hives and 2,000 nucleus colonies with annual production approaching 1.5 million pounds of honey per year.

"Back in the day, dad just picked up bee-keeping through reading books, attending meetings and talking to people of a similar mentality," said Tim. While Tim admitted to learning much about bees from his father, he came to realize that there was much more to learn.

"One of the impediments I had when I got started in the business was I thought I knew a lot. After being in business for a while, I realized I didn't know much of

anything," he said. "People in the business have said that 'the day you think you know everything about bees, you should probably sellout because it's not going to work for you.'"

As you can imagine, over 80 years there have been many changes and things to adapt to. One of the challenges for Tim was the rapid expansion of the business. During his ownership, their number of hives has increased ten-fold.

"When you go from 400 hives to 4,000 the whole dynamic of the business changes," said Tim. "Not only do you need more employees, but also more equipment, bigger buildings and everything that comes with larger production.

"We're also impacted by agriculture changes, such as the advent of eight-wheel and 12-wheel tractors, or now even tractors with tracks that are able to get



Wendell Honey produces pure, fresh, natural raw honey.

BY JONATHAN HAMELIN

out earlier in the spring. The advancing of crop blooms has also affected us because a couple of weeks earlier means the packaged bee industry won't work very well as the bees don't have enough time to build up. All of agriculture is interdependent and constantly changing."

Through all the changes, two things have remained constant: their dedication to caring for and managing their bees and delivering a quality product. Since the beginnings of Wendell Honey, the Wendell family, their friends and some local customers have enjoyed the honey produced on the farm in its purest, raw form.

Prior to 2012, most Wendell Honey was packaged in large drums and sold by the semi-truck load to buyers throughout North America. It would then typically be heated and combined with other honey varieties and repackaged for sale on store



shelves in a form that looked (and tasted) much different than the original product. So in 2012, after years of consideration and planning, Tim and Isabel created a new company, Wendell Estate Honey, to package and bring customers a taste of their fine honey in its natural form.

Wendell Honey produces pure, fresh, natural raw honey that is harvested from one of the highest honey producing areas in North America. The company selects and breeds its bee stock and intensely manages their hives in an effort to maintain the bees' health for optimum honey production. The company is also progressive and willing to experiment with new ideas, while being conscious of the importance of timeliness in honey production. The end result is a pure, white honey with a smooth, exquisite texture.


"We get lots of comments from people that this is the best honey they've ever tasted," said Tim. "The number one reason, we believe, is that they're not used to tasting raw honey. Honey that is bought from a store is often heated, processed and, at times, adulterated. There's lots of fraudulent honey out there. All honey produced in Canada is backed by depend-

able regulations. We use premium packaging. We take care of our product from the hive to the consumer. The best way to ensure you get a quality product is to buy Canadian-produced honey from a trusted supplier or directly from the source farm."

Early recognition for Wendell Estate Honey came from the *Dragons' Den* panel on CBC. As part of the company's efforts to increase its marketplace, it appeared on the show in 2012. Upon tasting the honey, some of the comments were: "I love this stuff", "Nectar of the gods" and "Oh, that is awesome." Wendell Estate Honey was offered a \$200,000 investment from Boston Pizza founder Jim Treliving.

Today, Wendell Estate Honey is available in stores across Canada and through its online store. The company continues to make ground in the US and other countries, and it continues to rely on its association with STEP to expand its markets. It has been a member for five years. Tim said that the partnership has been integral in expanding their brand, adding that they have had some recent success breaking into the Asian market working with STEP.

"We have gone on a number of trips to Asia with STEP," said Tim. "This has been beneficial because part of our success has come from the Asian market, not just in Asia but in Canada as well."

For more information on Wendell Honey Farm, visit www.wendellhoney.ca. For details on Wendell Estate Honey, where it is available for purchase, or to purchase it online, visit www.wendellestate.ca. 



A steady pulse

Chaplin Grain uses high processing speeds and a unique location to meet demand

BY JONATHAN HAMELIN

Chaplin Grain Corporation has always kept its finger on the pulse of the industry.

In 2004, brothers Ron and Murray Gleim bought a grain elevator in Chaplin. The brothers, who also run a family farm in the area, began by primarily running their own grain through the elevator, cleaning it and loading it onto producer cars. However, noticing a tremendous potential in the industry, they decided to become a mass processor of pulse crops a few years ago.

“As farmers, we could see where the pulse industry was going and how it was growing every year,” Ron said. “We made a few of trips to Dubai for the Gulfood annual food and hospitality event and also travelled to India, where we met with a group of farmers and brokers who buy lentils from Canada. The message we got everywhere was that the base in India, and most developed countries, was growing at a rate of one to two per cent. In India alone, this means another 30 million or more people with access to purchase quality food every year. This convinced us to sign contracts with Canadian subsidiaries from Dubai.”

Today, Chaplin Grain sources pulse crops from Western Canadian farmers. The company processes pulse crops, including organic and conventional laird lentils, red lentils, yellow peas, green peas, chickpeas and camelina. Chaplin Grain also operates as a toll processor for brokers, producers and themselves. Its product is shipped by either rail or truck to points in Canada for domestic and overseas shipments.

Since signing contracts overseas, the company has invested millions of dollars into upgrading its operations. It has invested heavily into adding a new cleaning line and increasing its storage capacity, and it has tripled the storage in the grain elevator on its seven-acre site at Chaplin. Ron notes that the company is able to clean 40 metric tonnes an hour with a 10,000 metric tonne storage capacity. He says “we are now able to load 18 railcars in an eight-hour period.”

The company is strategically located between the No. 1 and No. 19 Highways and neither have weight restrictions. Chaplin Grain is also located on the Canadian Pacific (CP) Railway mainline,



and it has 20 railcars of its own leased for their customers to utilize.

“By being located on the CP mainline, we have access to weekly rail service, which is unique for a pulse plant,” Ron said. “Our own cars turn every 21 days, so we always have access to railcars even when car supply gets tight for smaller plants. Consistent rail service is vital to any pulse plant. Over the last year, we’ve signed an agreement with SGS (the world’s leading inspection, verification, testing and certification company) to have a full-time employee in our plant. When our product leaves on a rail car, it has the SGS certificate of export for our broker. This saves a lot of time.”

Besides their upgraded facility and strategic location, Ron said the company is trusted by customers and farmers because of its farming roots. He added that they are always seeking companies to partner with in the pulse industry in order to increase their volumes.

“We’re a family farm and business, privately owned by my brother and myself. We just go back to our farming roots where a handshake still means something,” Ron said. “You just do your best for the farmers and the companies you deal with. We’re

open and honest and try to grow our business through quality and integrity.”

Chaplin Grain has also expanded to Gull Lake in recent years. They have added storage to their grain elevator in Gull Lake and are in the process of adding a cleaning line with a colour sorter to address the needs of European organic buyers. At its Gull Lake facility, Ron said the focus will primarily be organics. Both plants are certified organic.

As the company looks to expand its business at both locations, it will continue to rely on its membership with STEP. The company has been a member for five years.


“We’ve attended the BioFach Trade Show in Nuremberg, Germany, Gulfood in Dubai and the Natural Products Expo West in Anaheim, all with STEP. We travelled to Anaheim with STEP again this year,” Ron said. “These trips have given us contacts in both our pulses and our organics.”

He added that “being a member has been very beneficial for us. Most of the companies we deal with are STEP members. Many of them we’ve met through STEP. We’ve been able to establish international connections, which has led to new business back home. Without STEP, we wouldn’t be where we are today. We wouldn’t have

Chaplin Grain has the potential to process in excess of 8,000 metric tonnes per month between their two facilities.

the contacts, knowledge or confidence we have today.”

In the future, Ron believes there is only room to grow for Chaplin Grain and other pulse processors. The updates to their plants have attracted more companies and buyers, and between the two facilities, they have the potential to process in excess of 8,000 metric tonnes per month.

“There’s a bright future for Chaplin Grain, and other facilities like us, in the pulse industry in Saskatchewan,” Ron said. “There’s no doubt in our minds, and that is why we’re here, because of the industry around the world. There are so many people who make pulses a part of their daily diet. Their incomes are growing, and the population is growing, so it’s almost a never-ending supply of markets for farmers and processing plants like ourselves.” 



spotlight on:

Saskatchewan's Value-Added Industry

Endless opportunities for the sector

Saskatchewan continues to be a global leader in agriculture, producing nearly three-quarters of the world's lentil exports and nearly one-quarter of the world's canola exports. Saskatchewan hopes to build on these strengths to expand the value-added products produced for the world.

Consumers today prefer convenient and healthy food choices with clean labels. Some customers need a nutritious meal quickly, while others look to address specific dietary restrictions, such as gluten sensitivities. Consumers choose specific products from around the world and pay a premium for them. The ever-growing demand for value-added agricultural products fuels the tremendous opportunity Saskatchewan offers.

Several advantages make Saskatchewan unique in value-added agriculture. Saskatchewan producers consistently supply the highest quality and safest agricultural products thanks to innovative farming

practices, technology and expertise. Saskatchewan evolved to combine this production strength with cutting-edge processing equipment and research at several institutions around the province.

POS Bio-Sciences develops extraction techniques from small-scale to commercial operations. Boasting state-of-the-art equipment and seven Ph.D.s, POS can develop a process to extract and purify nearly any compound from agricultural products, within a facility licensed by the Canadian Food Inspection Agency. Beyond food, POS also works in the biofuel, medical technology, cosmetic and synthetic fabric industries demonstrating the range of industrial applications.

The Agri-Food Innovation Centre (AFIC) is the latest evolution of the Saskatchewan Food Industry Development Centre. The Food Centre built a distinguished history and reputation as a world leader in product development and testing food packaging,

shelf-life, and palatability for entrepreneurs wanting to launch a new food product or multinational companies expanding their product lines. The new AFIC facility in Saskatoon offers expanded opportunities to new businesses through incubation suites, test kitchens, analytical testing, and greater processing capacity.

The University of Saskatchewan conducts leading-edge research in many areas of agriculture by developing varieties along with experimental processing techniques. The Government of Saskatchewan supports these efforts through the Strategic Research Program (SRP) which funds the research of Drs. Nickerson, Reaney and Ai as the SRP Research Chairs to support the development of process technologies for the value-added processing sector. The number of successful companies adding value to agriculture products in Saskatchewan demonstrates the tremendous opportunity of expanding this area. New and established

Photo courtesy of the Saskatchewan Food Development Centre. Inc.

processors capitalize on Saskatchewan's extensive base of agricultural products, adding value in innovative ways.

InfraReady Products continues to expand their offerings in new and exciting ways. InfraReady gets their name from the infrared cooking process they developed. They now apply their technology to 60 different raw materials to create 300 products, including micronized lentil flour which, after treated with their infrared technology, acts as a meat binder preventing oxidization in processed meats.

Oatdeal offers several smoothie mixes and a whitener/sweetener for coffee using oats grown in Saskatchewan. Oatdeal's products are high in protein and fibre and are gluten-free. Combining oats and milk in various ways allowed Oatdeal to address consumer demand for clean label products and more natural ingredients.

Three Farmers started selling camelina oil several years ago. Fueled by the success of their nutritious and flavourful cooking oil, Three Farmers now offers flavoured roasted chickpeas and peas. Consumers wanting to know more about their food

can enter a routing number on the package into the Three Farmers website and trace their food back to the field.

Prairie Berries sells several forms of Saskatoon berries from frozen to concentrated Saskatoon berry juice. Saskatoon berries contain more antioxidants than wild blueberries and taste just as good. Prairie Berries offers simple, ready-to-eat solutions for consumers looking for high antioxidant foods to add to their diet.


The investment community recognizes the potential of value-added agricultural products from Saskatchewan. Three Farmers, Oatdeal and Prairie Berries were all featured on Dragon's Den.

No matter the size or complexity of agricultural processing, Saskatchewan will continue to meet the challenge and bring world-class products to a hungry world. Currently, the Government of Saskatchewan has multiple programs available for Saskatchewan agri-businesses to support the overall growth of the province's value-added sector and ensure that Saskatchewan companies remain competitive.

These funding programs are provided under the five year federal-provincial-territorial Growing Forward 2 initiative and include the **Saskatchewan Lean Improvements in Manufacturing (SLIM) program**, which provides funding for agri-businesses that are involved in value-added processing of agriculture products assistance for adoption of best practices, new state-of-the-art technologies and processes that stimulate significant improvements in productivity and efficiency.

The Saskatchewan Agri-Value Initiative (SAVI) program is available to help support small to medium-sized enterprises in their efforts to add value to their agriculture products through product and process development, marketing and training.

The Market Development Program (MDP) provides funding assistance to support industry efforts to market Saskatchewan agri-food products outside the province, improve market access, and build capacity to develop markets.

For more information regarding funding through these various programs, please visit Saskatchewan.ca/GrowingForward2. 



...is a world leader in producing and exporting safe, high-quality agriculture products and is the nation's top agri-food exporter in 2015, exporting a record \$15.3 billion in agriculture products.

The Saskatchewan Ministry of Agriculture helps support our industry's efforts to build and grow their export businesses through the following programs:

- Market Development program (MDP);
- Saskatchewan Agri-Value Initiative (SAVI);
- Saskatchewan Lean Improvements in Manufacturing (SLIM)

To explore Saskatchewan's export and investment opportunities or for program information, contact the Saskatchewan Ministry of Agriculture.

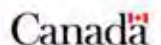
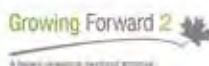
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STEP Agriculture/Food Value-Added PRODUCTS AND SERVICES



STEP's Agri-Value Sector: *Prospects Abound in Global Markets*

BY MORTOZA TARAFDER, DIRECTOR,
TRADE DEVELOPMENT, AGRI-VALUE, STEP

SASKATCHEWAN is well known to the world for its reputable agriculture products; perhaps more so than any product exported as they have a far-reaching effect. Saskatchewan-produced goods, including food, fiber and feed, continue to fulfill domestic and international human and animal nutritional needs.

Our products are highly regarded as safe, reliable and affordable as nutrition and food security continues to be a growing global challenge. Another reason for optimism in the provincial food industry is the evolution of eating trends for plant-based products. Protein, fiber and whole grains continue to be nutritional items that are highly sought after in various markets.

As we look at Asian markets with strong population growth, rising income levels and growing urbanization, we also observe that they remain behind continuous growth for demands for agricultural products. According to the Food and Agricultural Organization, the world's population is expected to rise to 9 billion by the year 2050. This projection suggests that we will need over 60 per cent more food than we currently consume.

As per the McKinsey Report, "by 2020, more than half of global GDP growth is expected to come from countries outside of the Organiza-

tion for Economic Co-operation and Development; over half the world's urban population will be in emerging economies. Not only is demand for food in emerging markets expected to rise dramatically because of population and income growth, these regions are likely to adopt a rich-country diet including additional calories, protein, and processed foods."

The extent of STEP's engagement with Asia, coupled with our members' capacity to supply, is a key component to success in this somewhat complex environment. As an organization servicing members, we are constantly engaged with some of the largest markets in the world, including Japan, China, India, Indonesia and Bangladesh.


Recent revisions to trade agreements, including CETA, have provided renewed hope for Saskatchewan-based products in several markets such as the European Union. Herein is an opportunity for Saskatchewan exporters in the midst of uncertainty in other regions. While much has been written and shared about trade and market issues, including the potential of rising protectionism, such is the uncertainty that surrounds global business. In an era where finding assistance, guidance and qualified leads can be challenging, STEP members receive service and direction to guide them through this process.



For 20 years, STEP has had a proven record of helping members reach their goals.

I also want to share with you that on a recent mission to Mexico, STEP members had the opportunity to meet with various companies, including food ingredient suppliers, distributors and commodity buyers, who are eagerly looking for alternative suppliers. While Mexico is considered a more traditional market, the trade mission timing was extremely positive and generated some very positive business leads for attendees.

As a STEP member, I would like to encourage you to continue to explore non-traditional markets as they represent the world's growth pockets. STEP's goal is to identify opportunities for its members while helping to expand markets and drive business growth. Exploring new markets and working with reputable and trusted buyers continues to be an excellent method to address challenges.

We appreciate the opportunity that STEP members present us with as they allow us to work with them to grow their enterprise while assisting in their marketing efforts. Our goal is to continue this service partnership in the future. 

ED SECTOR PRODUCTS AND SERVICES

STEP AGRICULTURE/FOOD VALUE-ADDED SECTOR PRODUCTS AND SERVICES

Agri-Can International Inc.

Regina, SK
www.agrican.ca



Broker and exporter of conventional and organic lentils, peas, chickpeas, oats, milling barley, durum, spring wheat, roasted flakes breakfast blend, and ready mixes for muffins, cookies and pancakes.

Agrocorp Processing Ltd.

Moose Jaw, SK
www.agrocorp.com.sg



Processor of peas, lentils, oilseeds and grains.

Agroglobe Traders Ltd.

Saskatoon, SK
www.agrolobetraders.com



Products and services include pulses and special crops, including lentils, chickpeas, beans, and kidney beans, cleaning, polishing, and bagging.

AGT Foods

Regina, SK
www.agtfoods.com



Processor and exporter of split and whole lentils, chickpeas, peas, beans and other specialty crops, as well as pulse ingredients.

Avena Foods Ltd.

Regina, SK
www.avenafoods.com



Processor of Only Oats™ brand whole grain conventional gluten-free and organic gluten-free products, rolled oats, quick oat flakes, oat flour, steel cut oat pearls, oat bran, gluten-free consumer ready products, baking mixes, grandma's oatmeal cookie, cinnamon spice muffin, decadent chocolate muffin and whole oat pancake mix. Private label packaging is available.

Best Cooking Pulses, Inc.

Rowatt, SK
www.bestcookingpulses.com



Processor and exporter of certified organic and conventional naturally polished green and yellow split peas, whole peas, chickpeas, lentils, pulse flours (pea, chickpea, lentil and bean), pea hull fibers, and pulse inclusions for the food and pet food industries.

BioPure Oil Corp.

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



Products include camelina (bulk and bottled) and camelina meal (bulk and loose).

Bioriginal Food & Science Corp.

Saskatoon, SK
www.bioriginal.com



Products and services include ingredients monitored for product quality from source to final product whenever possible, including nutritional supplements, infant nutrition, bakery, sports beverages and more. Specialists in the omegas, proteins, coconut and nutraceutical markets.

Blairs.Ag Cattle Company

Nokomis, SK
www.blairscattleco.com



Producer of purebred Angus and Hereford cattle, semen and embryos.

Blue Sky Farm

Langham, SK
www.blueskyberries.com

Products and services include the propagation of saskatoon plants, rooted cuttings, cloned material of saskatoon cultivars, JB30, Martin, Thiessen, Northline, Smokey, Ottawa 3 Dwarf Apple Root Stalk, and fresh saskatoon berries in the Martin, Thiessen and JB30 varieties.

Broadgrain Commodities

Wynyard, SK
www.broadgrain.com



Processor and exporter of red and green lentils, green and yellow peas, yellow, brown and oriental mustard, brown and yellow flaxseed, canary seed, and coriander.

By Livestock

Regina, SK
www.bylivestock.com



Products and services include animal genetics, semen, embryos, export documentation and monetary transactions, tours for international groups and cattle operations of all breeds in Saskatchewan.

STEP AGRICULTURE/FOOD VALUE-ADD

Can Pro Ingredients Ltd.

Arborfield, SK

www.canproingredients.ca

Processor of extra virgin canola oil, feed grade canola oil, canola protein concentrate, alfalfa plus pellets, dehydrated alfalfa pellets, suncured alfalfa pellets.



Canadian Green Commodities Corp.

Elrose, SK

www.canadiangreencommodities.com

Products and services include wheat, peas, canola, flaxseed, and grain cleaning.

Canadian Lamb Producers Cooperative

Saskatoon, SK

www.cdnlamb.com

Products and services include the marketing of fresh lamb products to national and international markets, as well as sausages, kebabs, burgers, meatballs and more.



Canadian Organic Spice & Herb Co. Inc.

Watson, SK

www.splendorgarden.com

Manufacturer, wholesaler and distributor of the Splendor Garden retail brand of organic spices, herbs and seasoning blends that are organic, gluten free, GMO free and non-irradiated and available in bulk packaging and gift packs.



Canadian Prairie Bison

Canwood, SK

www.cdnbison.com

Exporter and marketer of bison products, including ribeye steak, striploin steak, burgers, lean ground, Philly style, meatballs, or strips.



CanMar Grain Products Ltd.

Regina, SK

www.roastedflax.com

Processor of organic and conventional roasted flax seed, pasteurized flax, milled roasted flax seed with blueberry, apple cinnamon, strawberries or pomegranate, milled roasted flax for breakfast cereals, food ingredients in a nut free, gluten free, kosher facility. Private label programs are available.



Canpresso Products/Three Farmers Products

Saskatoon, SK

www.threefarmers.ca

Producer and processor of Three Farmers cold pressed camelina oil and Three Farmers roasted snacks, consisting of roasted chickpeas and Pea Pops (roasted green peas).



Canpulse Foods Ltd.

Saskatoon, SK

www.globeways.com

Processor and exporter of canary seed, lentils, coriander, peas, beans, chickpeas and flax in bags or bulk.



Century Agro Ltd.

Regina, SK

www.centuryagro.com

Exporter of lentils, chickpeas, peas, beans and canary seed.



Ceres Global Ag Corp.

Oxbow, SK

www.ceresglobalagcorp.com

Products and services include the export of canola, wheat, oats, red lentil and yellow peas, LPG/NGL, grain storage, handling and merchandising at the Ceres Northgate Terminal, and connecting Saskatchewan commodities to export markets via the BNSF railroad.



Chaplin Grain Corporation

Chaplin, SK

Producer and exporter of organic and conventional camelina, chickpeas, yellow peas, green peas, Laird lentils, red lentils, french green lentils, flax, hard red spring wheat, soft white wheat, durum, barley, malt barley, and oats.

Clancy Seeds Ltd.

Carrot River, SK

Products and services include grains, oilseeds, yellow peas, canary seed industrial hemp, pedigreed seed, custom seed cleaning, custom grain drying, and packaging into bags, bulk or rail cars.



Custom Agricultural Intelligence Inc.

Sedley, SK

www.customagintel.com

Manufacturer of customized unique blends of liquid and dry formulations of crop health therapy, branded as Smart Boost Cereal, Smart Boost Canola, and Smart Boost Pulse.



ED SECTOR PRODUCTS AND SERVICES

Dandilee Spice Corp.

Grenfell, SK

Processor and trader of caraway, coriander, borage seed, and brown flax.



Diefenbaker Spice & Pulse (DSP)

Elbow, SK

www.dspdirect.ca

Products and services include 30 raw and processed ingredient quality products in the pulse and spice categories.



Dutch Potato Farm

Outlook, SK

Producer and retail bagging of mini potatoes, seed potatoes, grains and oilseeds.

Emerald Seed Products Ltd.

Avonlea, SK

www.emeraldseedproducts.com

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



ETG Commodities Inc.

Mississauga, ON

www.etgworld.com

Exporter of red and green lentils, yellow and green peas, chickpeas, and flax seed.



Etter Seed and Processing Ltd.

Richardson, SK

www.etterseed.com

Products and services include lentils, peas and canary seed, as well as cleaning, bagging and shipping by containers.



Farmer Direct Co-op Ltd.

Regina, SK

www.farmerdirect.coop

Products include large green lentils, red lentils, green and yellow peas, black beans, red beans, pinto beans, gold and bran flax, ancient grains, emmer, eikorn, HSRS, and soft white wheat, available in 1 lb shelf packs, 25 lb bulk bags, 1 MT totes, containers, as well as car loads.



FarmLead Resources Ltd.

Saskatoon, SK

www.FarmLead.com

Products and services include the technology and software to operate and manage the FarmLead.com online grain marketplace.



Fast Genetics

Saskatoon, SK

www.fastgenetics.com

Products include pig genetics.



FNA (Farmers of North America)

Saskatoon, SK

www.fna.ca

Supplier of food, fiber and fuel inputs, as well as an interest in secondary processing.



GrainEx International Ltd.

Sedley, SK

www.grainex.net

Trading house for organic beluga lentils, french green lentils, split large green lentils, whole and split peas, flax, milling and durum wheat.





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AGROCORP PROCESSING
Agrocorp Processing is a wholly owned subsidiary of Agrocorp International Pte Ltd. based out of Singapore – one of the largest pulse trading houses in the world, annually trading in excess of **6,000,000 MT** of diverse agricultural commodities. Agrocorp Processing has experienced ongoing growth and success in International markets: **shipping pulses, major grains and oilseeds** in both container and bulk vessel. Agrocorp's 4 plants in Canada have a combined **500,000 MT** export capacity.

STEP AGRICULTURE/FOOD VALUE-ADD

Gravelbourg Mustard

Gravelbourg, SK

www.gravelbourgmustard.ca

Manufacturer of gourmet mustard in various flavours, dry mustard, mustard rub, recipe bottle and a recipe book with over 100 recipes.



Greenfields Agriculture Corporation

Saskatoon, SK

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

Grenier Organic Farm

Marcelin, SK

www.freshairfarms.ca

Producer and exporter of bulk organic, hard red spring wheat, milling quality barley, feed barley, feed oats, milling quality oats and hemp, and faba beans.



Hanes Hummus

Saskatoon, SK

www.haneshummus.com

Producer of Hanes Hummus retail brand product, including original, roasted garlic and dill, and hot date flavours.



Hannigan Honey Inc.

Shellbrook, SK

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

Hawkeye Land & Livestock Ltd.

Hodgeville, SK

Products include live cattle, semen, embryos, consulting and training services for beef production.

ILTA Grain Inc./ ILTA Processing Inc.

Surrey, BC

www.iltagrains.com

Processor and exporter of field peas, lentils, canary seed, and chickpeas.



InfraReady Products Ltd.

Saskatoon, SK

www.infrareadyproducts.com

Processor and supplier of organic, conventional, kosher and halal precooked cereals, pulses, grains and oilseeds.



J & J Winny Holdings

Rosetown, SK

Processor and exporter of bulk red lentils.

JGL Grain

Moose Jaw, SK

www.jglgrain.com

Exporter of organic barley, canola, canola meal, lentils, peas, heated oilseeds, heated grain, heated legumes, all screenings, flax, oats, mustard, and alfalfa pellets.

Lazer Enterprises Inc.

Borden, SK

Producer of canola, malt barley, hemp, and red lentils.

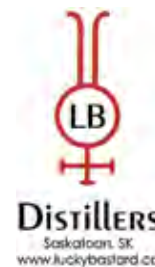


LB Distillers

Saskatoon, SK

www.luckybastard.ca

Manufacturer of Lucky Bastard vodka, chai vodka, horilka, gambit gin, touch wood gambit gin, naked un-aged 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.



LSM Commodities Ltd.

Saskatoon, SK

www.lsmcommodities.com

Products and services include all qualities of cereals, pulses and oilseeds, as well as milled, flaked, split and crushed value-added products.

LV Exports Ltd.

Humboldt, SK

www.lvexports.com

Producer and exporter of canola, wheat, fava/faba beans, yellow peas and red lentils.



Manitou Holdings Inc.

Saskatoon, SK

www.manitouseeds.ca

Products and services include cleaned barley, canary seed, canola, durum, flax, mustard, lentils, oats, peas, beans, wheat and more.



Marshall Trading Company Inc.

Saskatoon, SK

www.glutenfreemilling.com

Products include organic and conventional flax, pulses, lentils and chickpeas.



ED SECTOR PRODUCTS AND SERVICES

Ming Hai Inc.

Saskatoon, SK
www.mingintl.com

Products include flaxseed, yellow peas, green peas and maple peas.



Natural Chow Pet Food Corp. O/A Spring Meadows Natural Pet Food

Saskatoon, SK
www.springmeadowsnaturalpetfood.com

Manufacturer and exporter of raw, frozen pet food.

Natural Specialty Crops ULC

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



Naturally Nutritious Foods Inc.

Spalding, SK
Producer of french green lentils (dark speckled), red lentils, large 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 Prairie Family Farms

Saskatoon, SK
www.northprairiefamilyfarms.com

Processor of North Prairie Family Farms Gold Extra Virgin Canola Oil.



North West Terminal Ltd.

Unity, SK
www.northwestterminal.com

Exporter of yellow peas, green peas, canola, oats, rye, wheat based distiller grains, and ethanol.



Northern Lights Foods

Air Ronge, SK
www.northernlightsfoods.com

Producer and processor of organic wild rice, bulk, retail packages and private labels available.



Northern Nutraceuticals Inc.

Spalding, SK
www.northernnutra.ca

Producer and processor of organic flaxseed oil and hempseed oil, natural or organic bor-



age, flax, hemp, canola, and sesame oils in 250ml and 500ml glass bottles, as well as coconut oil in 275ml.

Northern Quinoa Production Corporation

Saskatoon, SK
www.quinoa.com



Processor and exporter of organic, conventional and kosher products, including NorQuin brand Golden Quinoa, washed and ready to use whole seed, NorQuin brand Golden Flour, NorQuin brand Crispy Quinoa and NorQuin brand Quinoa Flakes.

Nutri Rx Inc.

Norquay, SK
www.nutrirx.ca



Products include Emerge Cereal and Emerge Canola seed treatments, Energize Cereal and Energize Canola in-crop micronutrient, Recharge Cereal and Recharge Canola in-crop micronutrient mixed with fungicide application, and Influence PGR to help cereal crop yields.

O & T Farms Ltd.

Regina, SK
www.otfarms.ca



Producer of specialty feeds that are Omega-rich, high in protein, and easily digestible. Products include LinPRO, LinPRO-R, ExtraPRO, CerealPRO and EquinePOWER.

OATDEAL The Healthy Choice

Saskatoon, SK
www.oatdeal.com

Processor of oat-based smoothies and oat-based coffee whitener.



Parrheim Foods

(A Member of the P & H Milling Group)

Saskatoon, SK
www.phmilling.com

Processor of organic pea starch, pea fibre and pea protein concentrates, non-genetically modified products, gluten-free, low allergenic, lactose free, natural and functional.

Petracek Commodities Ltd.

Esterhazy, SK
www.cutarmcreekfarm.com

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



STEP AGRICULTURE/FOOD VALUE-ADD

POS Bio-Sciences

Saskatoon, SK
www.pos.ca



Contract applied research and development for bio-processing, specializing in process development, small scale specialty toll processing and analytical services.

Prairie Berries

Keeler, SK
www.prairieberries.com



Producer and processor of individually quick frozen (IQF) saskatoon berries, purees, sweeten dried berries, concentrate, dried flakes, pie fillings, fruit toppings, gourmet jams and syrups.

Prairie Group Exporting Bio Products

Lestock, SK
Producer and exporter of BioSwiss certified grain, oilseeds and pulses, shipped in bulk or bags loaded in 20 foot containers.

Prairie Malt

Biggar, SK
www.prairiemaltltd.com



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

Prairie Popcorn

Esterhazy, SK
www.prairiepopcorn.ca



Products and services include 12 flavours of popcorn, four seasonings in shaker format, popcorn kernels and oil for purchase.

Proveta Nutrition Ltd.

Bruno, SK
www.proveta.ca



Products 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.

R.W. Organic Ltd.

Mossbank, SK
Producer and exporter of organic wheat, oats, barley, peas and lentils.



Radouga Distilleries

Blaine Lake, SK
www.radougadistilleries.com



Products include Apple Pie Liquor and Provincial Vodka.

Rebel Nutrition International

Regina, SK
Product and services include livestock nutrition, micro and macro premixes.



RedWillow Organics

Carrot River, SK
www.redwilloworganics.ca

Producer, processor and purchaser of bulk organic cereal grains, oilseeds and forages, including wheat, barley, oats, rye seed, buckwheat, clover seed, timothy seed, flax seed, alfalfa seed and specialty commodities such as radish seed.

Rein Agri Food Group Corp.

Melfort, SK
www.reinagrifood.com



Products and services include a focus on trait specific origination, processing and supply. Conventional and organic conditioning capabilities, including forages, grasses, cereals, oilseeds, pulses, fiber feed stock and oil products.

Riese's Canadian Lake Wild Rice

La Ronge, SK
Producer of lake harvested O.C.I.A. certified organic wild rice.

Rockwell's Whole Foods

Regina, SK
www.rockwellswholefoods.com



Products and services include organic virgin coconut oil, all natural liquid coconut oil that does not turn solid in refrigeration, organic toasted and sweetened coconut chips, organic red palm oil, organic chia seed.

Saskatchewan Food Industry Development Centre Inc.

Saskatoon, SK
www.foodcentre.sk.ca



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

SCCL (Saskatoon Colostrum Company Ltd.)

Saskatoon, SK
www.sccl.com



Manufacturer of spray-dried bovine colostrum.

ED SECTOR PRODUCTS AND SERVICES

Scouler Canada Ltd.

Saskatoon, SK

www.scoulerspecialcrops.com



Processor of organic and conventionally produced whole green and yellow peas, split green and yellow peas, green lentils, red lentils, kabuli chickpeas, whole and split desi chickpeas, navy beans, pinto beans, dark and light red kidney beans, black beans, yellow beans, pink beans, whole and split faba beans, flaxseed, and canary seed.

Seed Source Inc.

Archerwill, SK

www.seedsource.ca

Producer and processor of pedigreed seeds, including oats, peas, canola, wheat, barley, flax, canary seed, and grass.

South West Terminal Ltd. (SWT)

Gull Lake, SK

www.swt.ca

Exporter of durum, spring wheat, yellow peas, red lentils, canola, rye and malt barley.



Specialty Distributing Ltd.

Saskatoon, SK

www.specialtydistributing.ca

Products and services include organic and conventional hemp, flax, legumes and grains, de-hulled hemp seed, hemp hearts, cold pressed hemp oil, vegetarian protein, cold pressed flax seed oil and flax high lignin, flax flour and protein, chia oil, chia protein, as well as co-packaging.



Speedy Creek

Swift Current, SK

Beer and contract packaging for canola oil, flax oil and hemp protein.

Stokke Seeds

Watrous, SK

Processor and exporter of food grade flax, caraway, and coriander.

Stonehenge Organics

Assiniboia, SK

www.stonehengeorganics.com

Producer and exporter of large green lentils, french green lentils, black lentils, red lentils, green and yellow peas, brown flax, rye, wheat, durum, barley, oats, non-GMO canola, organic alfalfa hay, gluten free oats.



Sun Country Farms

Langham, SK

www.suncountryfarms.com



Manufacturer and exporter of birdseed, suet, nectar, feeders, bird houses, bat houses and wildlife products.

Sun River Honey Inc.

Grandora, SK

www.sunriverhoney.com



Products include Canadian produced raw honey in 635lb drums, 500g, and 1kg retail sizes.

Sunny K Seeds

Manor, SK

Products and services include conventional and organic seeds focusing on three ancient grains, including spelt, einkorn and emmer.

Sunshine Ag Ltd.

Regina, SK

Producer and exporter of quick oats, flax oil, wheat flour, chickpeas, green peas and wild rice.



Contact Information

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Owner

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Mylo Chubb: 306-640-8600
Madison Chubb: 306-640-8437

www.stonehengeorganics.com
stonehengeorganics@sasktel.net

Stonehenge Organics is a fourth generation farm, owned and operated by Mylo & Judy Chubb and family. At Stonehenge Organics, we strive to produce premium quality organic products using sustainable agriculture. This is achieved by building and enriching our soils using minimum tillage technologies, cover crops, and green manure crops.

Our farm operation spans 6000 acres of rolling clay-loam soil in the heart of the Palliser triangle of Southern Saskatchewan, Canada.

Stonehenge Organics was one of the first farms in Canada to implement and maintain an on-going Environmental Farm Plan.



STEP AGRICULTURE/FOOD VALUE-ADD

TA Foods Ltd.

Yorkton, SK
www.tafoods.ca

Processor of organic and conventional whole flax, ground flax and flax oil.



Taslar Trading Corp.

Regina, SK
www.taslar.ca

Products include lentils, peas, oil seeds and cereals.



Terramax Corporation

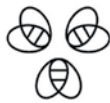
Qu'Appelle, SK
www.terramax.sk.ca

Marketer and exporter of chickpeas, lupins, soybeans, faba beans, navy beans, camelina, hemp, and other dry beans and grains.

Three Foragers Bee Company

Saskatoon, SK
www.threeforagers.ca

Products include Canada No. 1 white raw and creamed honey (500 gram and 1 kilo-gram jars or bulk), beeswax, and private labeling.



THREE FORAGERS
BEE CO.

Toepfer International Western Grain & Processing Division

Saskatoon, SK
www.westerngrain.com

Processor and exporter of lentils, peas, chickpeas, flax, mustard, oats, bird seeds, canary seed, maple peas, austrian winter peas, and rye. Other products include popcorn, non-genetically modified soy beans, peanuts, organic flax oil, wheat, barley, malt barley, durum, and canola. Packaging options include 100lb bags, 45kg bags, 50lb bags, 25kg bags, 20kg bags, and bulk.



Trade and Export Canada Inc.

Creelman, SK
Producer and exporter of cleaned organic grains, oilseeds and pulses, including barley, flax, oats, peas, wheat and mustard, as well as conventional oats.

Trogi Foods

Regina, SK
www.trogifoods.com/
www.facebook.com/TrogiFoods

Products are made into three salsa varieties, including original, hot (tomato based) and mango/pineapple (fruit salsa), all natural, no preservatives, no added water, no added sugar, low so-



dium, developed and produced in a CFIA reviewed processing facility in Regina. Products have fresh flavor, great texture and real ingredients and are available at grocers, specialty shops and western Canadian craft shows.

Tu-Bees Foods Inc.

Saskatoon, SK
www.tu-bees.com

Products include gourmet flavoured honey in decorative jars, laminate tubes, natural flavourings, gluten free, nut free and dairy free, as well as eight Kochee flavours, including black cherry, cinnamon, coconut, lemon, maple, raspberry, plain creamed honey, and chocolate. Non-Kosher flavours include ginger, saskatoon berry, and pumpkin spice.



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

Saskatoon, SK
www.vido.org

Research and development of vaccines, as well as the serial release testing for animal vaccines.



Veikle Grain Ltd.

Cut Knife, SK
www.veiklegrain.com

Processor and exporter of whole yellow and green peas, split yellow and green peas, whole red and green lentils, dehusked red lentils, canola and wheat.



Victoria Pulse Trading Corp.

Vancouver, BC
www.victoriapulse.ca

Exporter of red whole lentils, green lentils, green peas, and yellow whole/split peas.



Viterra

Regina, SK
www.viterra.com

Products and services include grain marketing, handling and processing.



W.A. Grain & Pulse Solutions

Innisfail, AB
www.wagrains.ca

Processor and exporter of cereal grains, canola, mustard and flax, green and yellow peas, red and green lentils, faba beans, as well as seeds.



ED SECTOR PRODUCTS AND SERVICES

Wendell Estate

MacNutt, SK

www.prairiebees.ca

Producer and exporter of pure, unprocessed, raw honey and bee queens.



Westcan Puls Corp.

Saskatoon, SK

www.westcanpuls.com

Producer and exporter of pulses, lentils, oilseeds, wheat and barley.

Western Alfalfa Milling Co. Ltd. (WAMCO)

Norquay, SK

www.wamcoltd.ca

Manufacturer of organic and conventional alfalfa pellets (sold in bulk or 1 tonne tote bags) and organic alfalfa green soil nutrition (available in 6kg, 50lb, bulk and tote bags).



Wylie Farms Ltd.

Biggar, SK

Producer and exporter of wheat, pedigreed seed, peas, lentils and barley.



XPT Grain Inc.

Regina, SK

www.xptgrain.ca

Supplier and exporter of gold and brown flax, maple peas, yellow peas and marrow-fats, as well as market advice and grower information.

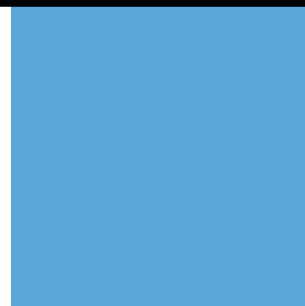


Zak Organics Food Co. Ltd.

Fir Mountain, SK

www.zakorganics.com

Products and services include an organic snack food made from green peas.



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Finding inspiration on the prairies

Bonny Macnab's successful art career in Saskatchewan

BY JONATHAN HAMELIN

As an artist, you never know where inspiration will strike. Just ask Bonny Macnab.

Macnab grew up on the west coast of Canada and learned at an early age that she was very much a right-brain person who wanted to be involved in the arts. After graduating from high school, she started modelling in Vancouver. Macnab was planning to relocate to Toronto when she happened to stopover in Saskatchewan.

"I was hooked," she said. "My family and I actually used to spend the summer on the prairies with my grandparents. I always loved it here. I stopped in Saskatchewan because I wasn't sure about going to Toronto, and this just felt like the right place to be."

Macnab decided to forgo her relocation to Toronto and settled in Mervin, where she built Mapleridge Gallery in 1999 – a log house that serves as a home for her family and contains an art gallery with a studio inside. She said this picturesque setting has kept her inspired ever since she moved to Saskatchewan.

"The gallery overlooks a coulee where you can see rolling hills for miles. Inspiration is everywhere," she said. "There's not a day that goes by that I don't get up and take for granted where I live."

Mapleridge Gallery has been the birthplace of some of Macnab's greatest creations. She has had three solo exhibitions, been juried into many shows across North America and won numerous people's

choice awards, with her most recognized and awarded medium being watercolor portraits. She also puts on numerous art classes in the gallery and has been involved in four ArtsSmart programs in Saskatchewan.

Since she has also operated a commercial greenhouse for 25 years, which has its own source of inspiration, life is never quiet for Macnab. But it's been worth it for her to follow her artistic pursuits.

"When you're an artist, you just need to be involved in art," Macnab said. "Every second year I try and find a course from someone I want to learn from to enhance my skills. I'm also interested in artists' retreats. For the last 14 years, I've gone down with a group of around 25 artists to Eastend. We



work on our art projects. I'm inspired by what's around me. I do a lot painting from life. As soon as it's nice enough, I'm driving around the country and finding a spot to go and paint."

In 2010, one of Macnab's pieces was selected for the International Silk Festival in Santa Fe, New Mexico. She had the opportunity to take a week-long course in painting and dying silk and fell in love with the artistic medium. Macnab later launched the brand Silk Artisan by Bonny Macnab and began creating silk edition scarves, banners and hand painted silks.

"I found that I was able to carry my artistic techniques into dying silk," she said. "Everywhere I see beauty and emotion within the untold story. My intention with my art is to add interest to the 'normal' with shape, color and brush stroke. Silk adds a third dimension, as well as movement to my work. My hope is the viewer gets addicted to my curiosity of what is in life and adds to the extraordinary pleasure of why I create."

In the beginning, Macnab found that selling original silk from rural Saskatchewan was difficult. It took her two years to find a printer who could reproduce her originals with the quality she was looking for. She had a plan in place, but she struggled to find the means of financing her new business. In 2015, she took a course on arts entrepreneurship and business development through the Saskatchewan Arts Board. Her instructor recommended approaching STEP about getting her product into the global marketplace.

"By then I had my product, logo, business cards and new website, so I approached STEP," said Macnab.

STEP helped her attend the West Coast Women's Show for female entrepreneurs and has also conducted market research for her. "I've appreciated the marketing assistance STEP has provided, along with the encouragement," said Macnab. "I feel that I have some clout by saying I'm a member of STEP. When I reach out to a company,


it helps to say that STEP recommended I contact them.

In 2016, Macnab's silks were juried into the Saskatchewan Craft Council, which stated her artwork is "exquisite." Her work can be found in many private residences around the world, although she is still going through the market research as she tries to narrow down the right market for her product.

"My silks are in seven stores in Saskatchewan, which is excellent. I also have a boutique in Lake Louise looking at my silk," she said. "I definitely want to be in wholesale markets where companies want to buy from me. My e-commerce site is starting to take off (www.bonnymacnab.com), and Facebook has been a terrific source of exposure (BonnyMacnab/Silk Artisan)."

One of Macnab's latest art projects will be of particular interest to Saskatchewan Roughrider fans. She is working on a farewell mural that will be installed at the new Mosaic Stadium in Regina, home of the Saskatchewan Roughriders. The mural, eight feet (30 centimetres) by 12 feet (365 centimetres), will include memorable photos from visitors to the old stadium.

"My boys are more into sports than I am, but I'm interested in being inspired by people and helping them celebrate and experience," said Macnab. "It's been terrific, and the City of Regina has been excellent to work with."

Macnab is also enjoying the opportunity to share her knowledge. "I have been asked to do some mentoring this year, which is a valuable experience," she said. "I went through the Canadian Artists Representation Copyright Collective mentorship program about 10 years ago, and it was priceless in my career. It's time to pass that on." 

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spotlight on: Agriculture Outlook

Loonie has greatest influence for this year

BY J.P. GERVAIS, FCC AGRICULTURAL ECONOMIST



The low dollar not only makes Canada more competitive in agricultural markets relative to some of the world's largest exporters, but it also means higher farm cash receipts for producers whose commodities are priced in US dollars.

Canadian agriculture benefited from a relatively low dollar throughout 2016, and this trend is expected to continue into 2017, according to J.P. Gervais, Farm Credit Canada's agricultural economist. He is forecasting the dollar will hover around the 75 cent mark and will remain below its five-year average value relative to the US dollar in 2017, potentially making the loonie the most significant economic driver to watch in Canadian agriculture this year.

"There are certainly other factors that could influence Canadian agriculture, such as the global economy, the investment landscape, commodity and energy prices," said Gervais, speaking to his top five agriculture economic trends to watch in 2017. "The Canadian dollar, however, has been a major driver for profitability in the last couple of years and could have the biggest influence on the overall success of Canada's agriculture industry in 2017."

The low dollar not only makes Canada more competitive in agricultural markets relative to some of the world's largest exporters, but it also means higher farm cash receipts for producers whose commodities are priced in US dollars. A low Canadian dollar will keep the demand for Canadian agricultural commodities healthy, which is especially important considering the higher projected supply of livestock and crops. This means potential revenue growth, especially considering a likely rebound in livestock prices off the weakness observed in the second half of 2016.

"A lower Canadian dollar makes farm inputs more expensive, but the net impact in terms of our export competitiveness and cash receipts for producers are certainly positive," Gervais said. "Given the choice, producers are better off with a low-dollar than one that's relatively strong compared to the US dollar."



Food processors are also better off with a low Canadian dollar, which is partly the reason behind the strong growth in the gross domestic product of the sector over the past few years. Canadian food products are less expensive for foreign buyers, while it is more difficult for foreign food processors to compete in the Canadian market, according to Gervais.

"The climate for investment in Canadian food processing is good, given the low dollar and growing demand in the US," said Gervais. He predicts that exports of food manufactured products to the US could climb 5 per cent in 2017.


A lower-than-average US per Canadian dollar exchange rate supports foreign sales


of agribusinesses as more than 90 per cent of all exports are made to the US, and compensate for a weaker demand due to the recent downturn in the US farm economy.

"The dollar's impact on agribusinesses is complex and not as consistent as it is on producers and food processors," said Gervais, noting that strong farm cash receipts due to a weak loonie are generally good news for agribusinesses, since they can expect sales to producers to increase with rising revenues.

But he also notes that "a weak loonie raises the price of inputs like fertilizers or equipment, making them more expensive for producers, which may impact their purchase decisions."

Gervais predicts that food manufactured product exports to the US could climb 5 per cent in 2017.

For an in-depth analysis of the impact of the Canadian dollar and Gervais's four other economic drivers to watch for in 2017, visit the FCC Ag Economics blog post at www.fcc.ca/AgEconomics. 



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Investing in Saskatchewan Farm Land:

Understanding the Implications of The Saskatchewan Farm Security Act

BY CHRISTOPHER J. MASICH, MCKERCHER LLP



Photo credit: www.istock.com.

Saskatchewan has approximately 40 per cent of all Canadian farm land. We have nutrient rich soils, predictable and stable weather patterns and technologically advanced farming practices that in return produce high yield crops. For these reasons Saskatchewan is a global epicenter of agriculture. Notwithstanding, farm land values in Saskatchewan are low compared to many other parts of Canada and the world. Together this creates very attractive investment opportunities for those looking to capture the relative value of Saskatchewan farm land. In light of this, buyers, sellers, investors and others, particularly if non-Canadian, need to know what investments are prohibited by *The Saskatchewan Farm Security Act*.

Direct Ownership and Restrictions on non-Canadian individuals and entities

Directly buying farm land is often an investor's first choice when making an investment in Saskatchewan farm land. *The Saskatchewan Farm Security Act*, however, restricts the ownership and operation of Saskatchewan farm land by non-residents and non-Canadian-owned entities. Specifically, the Act prohibits non-residents and

non-Canadian-owned entities from acquiring an aggregate land holding in excess of 10 acres. With that, it is important for transacting parties to understand the Act's definition of "farm land," "non-resident" and "non-Canadian-owned entity."

Farm land is defined as real property outside a city, town, village, hamlet or resort village that is used, or capable of being used, for farming. Notably this definition excludes land primarily used for extracting, processing or storing minerals, such as sand or gravel. The Act defines "non-resident" and "non-Canadian-owned entity" by referring to the defined terms "resident person" and "Canadian-owned-entity." A non-resident person is an individual who is not a resident person, and a non-Canadian-owned entity is a person or other entity that is not a Canadian-owned entity, or a person or entity that has shares listed on a stock exchange. The Act defines a resident person as a Canadian citizen or a permanent resident under the *Immigration and Refugee Protection Act (Canada)* and a Canadian-owned entity as a corporation or any other entity in which all the shares or interests are legally and beneficially owned, and all the memberships are held, by resident persons or other Canadian-owned entities.

The prohibitive effect of these definitions is that a non-Canadian individual or entity may only hold up to 10 acres of Saskatchewan farm land. Any land holding over that amount requires an order from the Farm Land Security Board. If an order is not obtained, and the threshold is exceeded, the Saskatchewan Farm Security Board could require the non-Canadian to divest itself of the land holding.

The Saskatchewan Farm Security Act
restricts the ownership and operation of
Saskatchewan farm land by non-residents
and non-Canadian-owned entities.

Indirect Ownership and Restrictions
on non-Canadian individuals and entities


The inability for non-Canadian individuals and entities to directly acquire Saskatchewan farm land has resulted in attempts to create indirect ownership structures that would allow investors to capitalize on Saskatchewan farm land. In 2015, Skyline Agriculture Financial Corp. (a non-Canadian-owned entity) created a structure that financed agriculture producers through a relatively complicated series of loans, revenue swaps and derivative agreements whereby the company would receive payments if an index of land values were to rise. Notwithstanding, Skyline did not own farm land in the traditional way, the structure's effect was to provide Skyline with substantially all of the rights associated with land

ownership and this was determined by the Farm Land Security Board to be contrary to the Act. Skyline's appeal of the Board's decision was denied, signaling to international investors that innovative attempts to capture the value of Saskatchewan farm land will not be permitted when the result is to give non-Canadian's rights in the land and appreciation of land values.

While Skyline's structure was not permitted under the Act, other companies like Input Capital Corp., a company listed on the TSX Venture Exchange, created the world's first agricultural commodity streaming company. Derived from streaming structures first developed in the mining industry, Input Capital's streaming structure is a financial tool for producers that provides cash upfront for crops yet to be planted. As Input Capital's model is not structured around farm land ownership or value appreciation, it is not contrary to *The Saskatchewan Farm Security Act* ownership restrictions. Input Capital's innovative structure, however, does permit investors, both Canadian and non-Canadian, to receive returns based on agricultural commodity values.

Closure

Saskatchewan's land base, quality and value are such that investors will continue to seek new and innovative ways to invest in Saskatchewan farm land, and understanding *The Saskatchewan Farm Security Act* is a critical first step.

Chris is a lawyer and partner in the Saskatoon office of McKercher LLP and maintains a Corporate and Commercial Law practice with particular emphasis in the areas of Corporate Finance, Securities, Environmental Law, Commercial Real Estate, and Agriculture and Agribusiness. 

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Staff Profile

KELSEY LEPTICK

BY JONATHAN HAMELIN

In her job as an Administrative Coordinator for STEP, Kelsey Leptick spends time on the front lines and behind-the-scenes. She is one of the first staff members that you will meet when arriving at the STEP Regina office, but her role reaches out to a cross-over of various duties in the organization.

Leptick said she is happy to focus on the administration of a busy office structure, but she also welcomes the important role of being the first impression for members, partners and incoming delegations both in person and through inquiries received by telephone and STEP's website. Fielding basic inquiries and connecting people to the right departments and appropriate source is key to delivering quality customer service.

Since joining the organization in July 2013, Leptick has learned about STEP's wide variety of services and programs, as well as its members' needs.

"When I started at STEP, I did not realize what came out of Saskatchewan," she said. "It's pretty diverse and pretty amazing."

Her role since then has been on the Export Services side of the organization, which focuses on targeted services for members. As an example, through her dealings with STEP's Market Access Program (MAP) – a funding program designed to support the domestic and international marketing efforts of STEP members – she is able to interact with exporters who are in the process of taking their goods and services to international markets.

"My work in this program is an opportunity to really learn more about our members," Leptick said. "I gather the information needed, and in that process, I can better understand both their interests and their capacities. The diversified markets that these members work in and their capability to conduct business in international markets are always of interest to me."

"MAP was offered to members for four years prior to my arrival. I was pleased to take on this role in a highly sought after program that has sound criteria, established processes, and a quick turn-around mechanism that ensures members are able to access it."

Her work at STEP also focuses on the delivery of STEP events. As this is a primary service delivery to members, she has been involved in a cross section of events and training sessions that vary in size and scope. She views each one of these events as an excellent opportunity for companies to network and gain exposure with those involved in exporting.


As a member of the STEP Trade Conference Committee for the past two years, she was heavily involved in the development and delivery of the 2016 STEP Trade Conference and 20 Year Anniversary Celebration.

"This event was a highlight for me as I was able to meet with past STEP staff and industry partners and leaders who have all been part of making STEP a strong and highly regarded organization," she said.

"I'm a people person, so I enjoy interacting at these types of events or in the office when assisting members with their questions. We have a great staff here and everyone's good to work with. There's always new ideas forming, and it just seems like it's a constantly moving and expanding organization."

Prior to joining STEP, Leptick spent nearly four years with the Saskatchewan Snowmobile Association. It was a fitting place for her to work as both her and her husband grew up as avid snowmobilers in small towns. Leptick started as a receptionist and was eventually promoted to manager before moving on to STEP.

When she's not working at STEP, Leptick is working toward earning her business certificate at Saskatchewan Polytech, but that's not the only thing that occupies her time.

"The thing that keeps me busy right now is having a one-year-old," she said. "I became a mom for the first time in 2015, so that's kind of the thing I do now when I'm not at STEP." 





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