



SASKATCHEWAN

WINTER 2018 ISSUE 4 VOL. 1

Industry West

industrywestmagazine.com

AUTONOMOUS FARMING REACHES INFINITE HORIZONS: SEEDMASTER MANUFACTURING INC.

**A CONVERSATION WITH...
MURAD AL-KATIB, AGT FOODS
& INGREDIENTS INC.**

**KEEP YOUR FRIENDS CLOSE AND
YOUR FARMER CLOSER**

**SPECIAL REPORT: ACEC-SK CELEBRATES
EXCELLENCE IN ENGINEERING**

**CANNABIS MAY BE SASKATCHEWAN'S
NEXT CASH CROP**

**PAN-PRAIRIE PROPOSAL RETHINKING
PROTEIN COULD GENERATE BILLIONS**



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Ag-West Bio bridges research and commercialization in Saskatchewan by linking early-stage bioscience companies with the resources they need to bring their ideas to life.

Ag-West Bio is funded by the Saskatchewan Ministry of Agriculture and Agriculture & Agri-Food Canada, with support from Western Economic Diversification Canada



Saskatchewan

Photo: Canadian Light Source, Canada's synchrotron



FROM THE GROUND UP

our snacks have a story

We're Zak Organics, a fourth generation family farm and producer of certified organic snacks. We are proud to grow, make and package our very own snacks, here in southern Saskatchewan.

We want to help people snack different. We're talking about the super tasty, always natural, extra nutritious, and allergy-friendly kind of snacking. That's why our great-tasting, better-for-you snacks are made pure and simple, right from the ground up.



WELCOME

WITH *INDUSTRY WEST* PUBLISHER, PAUL HUBER

I was at Agribition again this year. All the smells and sights take me back to being a kid and how I experienced it back then. I love seeing the animals and when I was little, those cows and horses were larger than life; in many ways they still are. I think that people forget that we have a special connection to livestock. We're living in a very different world than our grandparents and their grandparents. Getting the chance to reconnect with this world at an event like Agribition holds a special place in our hearts. Growing up in the country, I was lucky to have this experience first-hand.

I learned how to ride a horse at the age of five, sitting behind my father and hanging onto to him for dear life. Animals were very important to us. We went to great lengths to care for them and ensure their health and safety. Farming people will attest the same thing, whether to the land that they tend or the animals they keep, there is a special bond. The farmer out in the field working day and night to bring in their crop is pursuing a passion. It's one of the oldest pursuits in the world and the reason mankind has been successful: agriculture.

Industry West is very happy to theme our winter edition around agriculture. The importance of this sector can't be overstated. We are fortunate to be situated in one of the major agricultural centres for the world. This edition delves into the issues and opportunities in the agriculture sector, and the vital role that Saskatchewan plays in it.

Enjoy!

– Paul

P.S. If you're in Calgary this spring, the Advancing Women in Agriculture conference is happening March 26 & 27. *Industry West Magazine* is having a booth there so stop by and say hello!

iw Industry West

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Jenn Sharp, of Sharp Communications, is a writer, editor and marketer based in Saskatoon.

A born entrepreneur and connector, she's passionate about Saskatchewan's business, innovation and agricultural sectors. When not at her desk, she can be found riding her horse, on her yoga mat or exploring the world.



KRISTIN ATOR

is a part time photographer and full time mom. She grew up in Moose Jaw, Saskatchewan, and remembers fondly exploring with her first camera while at summer camp at Buffalo Pound Lake when she was eight. She graduated from the University of Saskatchewan with a degree in Civil Engineering and completed her MBA at the University of Alberta. Her passion for photography is an ideal creative outlet to balance her science and business education.



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was born in Asia, raised in Sweden and educated in the US and Canada, and holds an MBA in marketing from Simon Fraser University in Vancouver. She has experience from various marketing positions in the high tech sector, ad agency world, banking industry and in government. Victoria is currently based in Canada's North: Whitehorse, Yukon, where she lives on a farm she runs with her husband and three young children.

WHERE THE WORLD MEETS: CANADIAN WESTERN AGRIBITION 2017

BY INDUSTRY WEST STAFF

Canadian Western Agribition (CWA) enjoyed another remarkable year in 2017. The event was the first to be hosted in Regina's new International Trade Centre. Several new records were set over the six-day event. Total livestock sales hit \$3.5 million, the second highest in Agribition history, and the highest they've been since 1997. Purebred cattle sales came in at \$2 million, a record high. Total show attendance was up 2.7% over the previous year, with 126,500 visitors taking in the 2017 show. Evening event attendance was also up, with 27,000 people taking in the Equine Extravaganza, Full Contact Jousting, and Agribition Pro Rodeo events. CWA continues to attract buyers from around the world, with a record high in international buyers at 365 total buyers from 86 different countries. As well, 1,250 international guests took in the 2017 event.

AGRIBITION FACTS

126,500
visitors over
six days

400
volunteers

450
trade show
exhibitors

8,400
school kids from
across the province

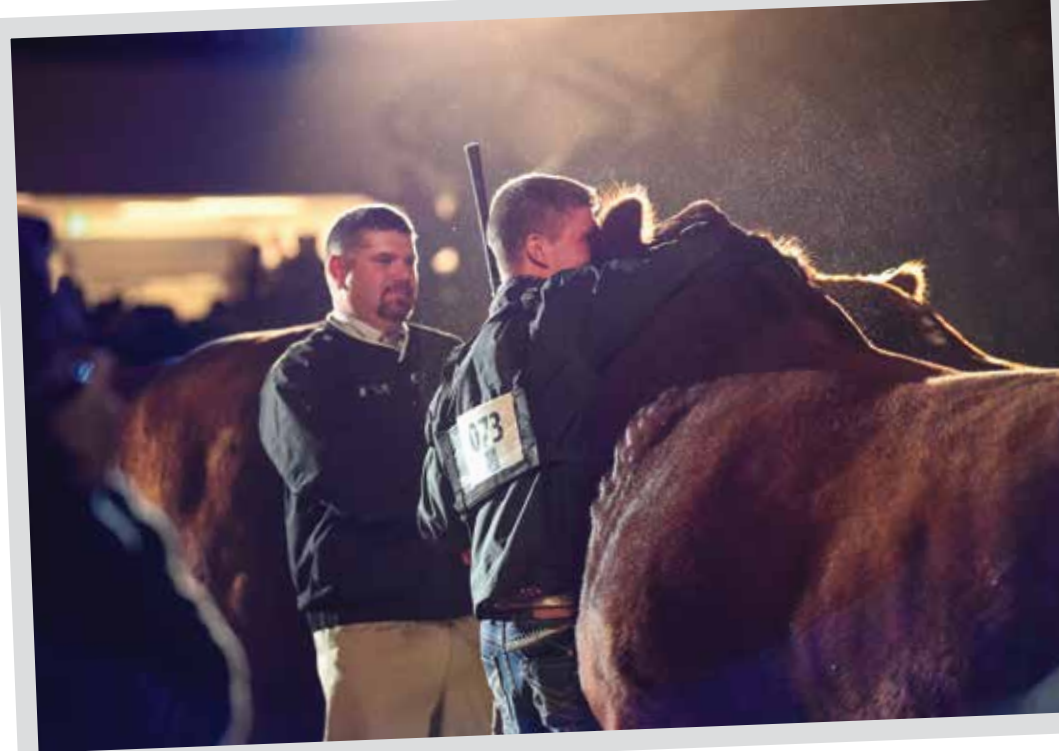
2,500
cattle, horses, goats,
bison, sheep, turkeys
and chickens

\$73.6 million
in provincial
economic impact

"We couldn't have hoped for a better housewarming for Agribition's new home in the International Trade Centre. The facility was the front door to the show this year and hosted a record number of international buyers," says CWA CEO, Chris Lane. "With strong numbers across the board, it shows that Agribition continues to grow and be a showcase of agricultural excellence. The records set this year set the stage for Agribition to be a true international hub of agriculture business, education and entertainment." CWA 2018 is planned for November 19-24, 2018 at the International Trade Centre in Regina. For exhibitor and attendance details, visit agribition.com. 



BULL RIDING AT AGRIBITION PRO RODEO
PHOTO CREDIT: LEWIS IMAGES



TOP LEFT:
SUPREME CHAMPION LIMOUSIN
BULL EXHIBITED BY GREENWOOD
PHOTO CREDIT: SHOWCHAMPIONS



MIDDLE LEFT:
STOCK DOG CHAMPIONSHIP
PHOTO CREDIT: PETER SCOULAR
PHOTOGRAPHY



BOTTOM LEFT:
HEAVYWEIGHT HORSE PULL FINALS
PHOTO CREDIT: SABRINA HAMILTON



BOTTOM RIGHT:
THE SASKTEL EVERYDAY
LIVING MARKETPLACE
FEATURES COOKWARE, JEWELRY, ART,
HOME DÉCOR, HEALTH AND WELL-
NESS PRODUCTS, AND MORE!
PHOTO CREDIT: PETER SCOULAR
PHOTOGRAPHY



TOP LEFT:
FARM MACHINERY AT AGRIBITION
PHOTO CREDIT PETER SCOULAR
PHOTOGRAPHY

MIDDLE LEFT:
STOCK DOG CHAMPIONSHIP
PHOTO CREDIT: PETER SCOULAR
PHOTOGRAPHY

BOTTOM LEFT:
STOCK DOG CHAMPIONSHIP
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BOTTOM RIGHT:
LADIES BAREBACK RACING AT
AGRIBITION PRO RODEO
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A CONVERSATION WITH...

MURAD AL-KATIB, PRESIDENT AND CHIEF EXECUTIVE OFFICER, AGT FOODS AND INGREDIENTS INC.

BY PAUL HUBER

In our new Feature series “A Conversation With...”, we sit down with a Saskatchewan entrepreneur talk about doing business in the province, its challenges and opportunities, and to get their thoughts on how to succeed in today’s business world.

Industry West Publisher Paul Huber spoke with AGT Foods CEO Murad Al-Katib and discussed the agriculture sector, the opportunities available in Saskatchewan, and Murad’s advice for Saskatchewan’s entrepreneurs.

Agriculture Today & Tomorrow

Opportunities in Saskatchewan’s rapidly changing agriculture industry are vast. Al-Katib sees agriculture as one of Saskatchewan’s—and Canada’s—major competitive advantages. He points out, that for the first time in decades the industry is being viewed as a foundational aspect of the economy, rather than a side note.

However, agriculture needs to become more sustainable, globally and here at home, to meet the demands of the world’s growing population. Saskatchewan and Canada will both need to play a role in developing a new status quo for food production. “The global challenge is to feed 10 billion people. Over the next 40 years we are going to have to produce the equivalent of what the world has produced in the last 10,000 years,” he says.

This next iteration of agriculture development, or what Al-Katib refers to as Ag 2.0, is going to be demanding, but also exciting. Saskatchewan stands to benefit greatly.

Becoming more sustainable is all about adopting technology and research-based science that is leading new innovations for the industry. Concepts like using three crop rotations, zero tillage, or fixing nitrogen levels in the ground by seeding pulses are simple, but effective strategies.

Drone technologies and satellite imaging are helping farmers to gather precise information. Using blockchains and gathering data is taking farming practices to a level of sophistication never seen before. Saskatchewan is already a global leader in agriculture and to remain in this position, we need more research and development in order to maintain this competitive advantage.

Agriculture is still largely viewed in a traditional sense: the farmer toiling in the field. According to Al-Katib, that perception is being changed by people increasingly becoming concerned with their food. He uses his own daughter as an example of a conscious consumer. Her generation wants to know where their food is coming from, how it was grown and what is going into it. As a result, the industry must keep up with these demands on quality.



MURAD AL-KATIB, PRESIDENT & CEO, AGT FOOD AND INGREDIENTS INC.






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The true value here is knowing and understanding the customers. Whether they are in Mumbai, Beijing, or Davidson, the sector is consumer-driven; here lies the potential for growing our agriculture sector.

Challenges & Opportunities

The world's growing population presents a challenge and an opportunity for Saskatchewan producers and processors in the global marketplace.

The rising middle class in China, India, and other developing regions of the world is having a major impact on agriculture. More wealth equals more expensive eating habits. Al-Katib predicts that in 30 years time we, in Saskatchewan, will be serving a very different client base. As meat products require exponentially larger water and nutrient levels to grow, Al-Katib sees vegetable-based proteins, like pulses, emerging as a major supplement to people's diets. As an example, it takes 1,800 gallons of water to produce a pound of beef, while lentils require less than half— just 700 gallons.

"Saskatchewan's position as a global agriculture leader will be anchored in protein innovation," he says. This is an exciting opportunity for agricultural entrepreneurs. Al-Katib points to Ripple Foods, an American company that makes a dairy-free milk alternative. "I was drinking nutritious, high in protein, non-dairy chocolate milk that was made from peas," he says. That's right— chocolate milk made out of peas. The potential of market-driven products that address the emerging need for vegetable-based protein is huge. Products like Ripple Milk represent major value-added opportunities.



PHOTO COURTESY AGT FOODS

MURAD AL-KATIB: A SHORT BIOGRAPHY

As a boy, Murad Al-Katib wanted to be a doctor like his father. Al-Katib's father, Fatih, opened a medical practice when he immigrated to Canada in 1965. His mother, Feyhan, became Saskatchewan's second-ever woman to be a rural municipal councillor, and later became the mayor of Davidson. Like his parents, Al-Katib was to become a public figure, but his was to be an entrepreneurial path.

Al-Katib earned a degree in Commerce from the University of Saskatchewan, followed by an M.B.A from the Thunderbird School of Global Management in Arizona. His career began in the world of international trade development. In 2001, Al-Katib was with the Government of Saskatchewan working as an assistant deputy minister. His ambition and vision for a business inspired him to leave his stable government job. He set up an office in the basement of his house where he began the groundwork for a lentil processing company that would achieve great international success.

In 2007, after years of building his company, Al-Katib took AGT Food and Ingredients public. Incredible growth saw the company average \$100 million a year in revenue. In 2016, this revenue reached \$1.4 billion. AGT has acquired 17 companies during its tenure and now operates 46 manufacturing facilities, employing more than 2,000 people worldwide. AGT produces more than 20 percent of the world trade in lentils.

In 2016, Al-Katib was named the Global Citizen Laureate by the United Nations Association in Canada. In 2017, he won the Oslo Business for Peace Award that is granted by the Business for Peace Foundation. He received this award alongside Mr. Elon Musk, renowned founder of Tesla. Most recently, Al-Katib was named EY World Entrepreneur of the Year 2017.

This is all part of the evolving perception of agriculture. It's no longer about growing and selling raw materials. It's about understanding what the world needs, researching the potentials, and finding innovative ways to add value to our raw commodities.

Al-Katib says that now, dry edible beans are the crop with the most potential. Navy beans, pinto beans, and black beans all promise to do well as commodities traded on the developing North-South market. Soybeans are also touted as an excellent crop, though in Saskatchewan the crop struggles to receive sufficient heat units during the growing season.

However, fava beans are Al-Katib's preferred crop. They have significantly higher nitrogen-fixing ability compared to other pulses like peas and lentils. Fava beans will also successfully grow in many different regions of Canada.

Turn an Opportunity Into a Business—And Succeed

With his experience in Turkey and his business drive, Al-Katib knew that there was an emerging market for lentils. He also knew that in order to convince farmers of lentils' potential, he had to speak to them face to face. Al-Katib literally drove from farm to farm, sat down at the kitchen table, and laid out his vision for farmers switching from their traditional crops.

He knew success was taking root as more and more farmers began seeing the value of growing red lentils. He knew that if they would agree to grow this crop that the global supply chain would facilitate the rest, and farmers would begin seeing a stable return on investment.

More importantly though, Al-Katib knew that he had achieved a unique level of success when he found himself able to help others on a large scale. He believes strongly in food security and humanitarian efforts to highlight this issue. He believes in developing sustainable agriculture practices that are environmentally-friendly, and that can be implemented across the country and around the world.

Al-Katib has undertaken an extraordinary initiative to supply staple foods, through the Red Cross and Red Crescent, to refugees fleeing conflict areas. Last year they distributed 4.5 million cartons of food that represented 700 million refugee meals.

The success of AGT and the drive and passion that Al-Katib has shown building this company is a testament to the potential that exists right here in Saskatchewan. The next great Saskatchewan company is just an idea away. **iw**



PHOTO COURTESY AGT FOODS

MURAD AL-KATIB'S ADVICE FOR ASPIRING ENTREPRENEURS

1. "Have no fear. It's cliché, but if you know in your heart what you want, then go out and get it."
2. "Do your homework: study, research, calculate risks, explore options and basically know your business inside and out. If you devote yourself to this level of understanding then nothing should surprise you because you will know all the potentials and be prepared."
3. "Build a great team. Know your own strengths and know what others bring to the table."
4. "Embrace diversity. Canada is a strong country because we embrace diversity and this inspires incredible creativity, work ethic and strength."

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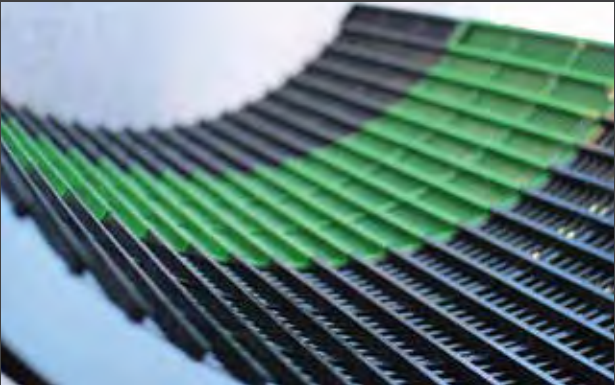


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PLEASE, SIR, I WANT SOME MORE

BY INDUSTRY WEST STAFF

Agriculture is Saskatchewan, and Saskatchewan is agriculture. It's everywhere you look. Pick a country road and head down it. You're pretty much guaranteed to see something growing or grazing on the land surrounding you. After all, Saskatchewan is home to 44 percent of Canada's total cultivated farmland.¹

For more than a century, Saskatchewan has been supplying the world with agricultural commodities. Loaded on trucks, trains and ships, we see our outputs head out of the province, and then come back to us on our grocery store shelves. This begs the question: why are we shipping out food grown here to have it come back processed and ready to eat?

Say hello to value-added processing. It's here, it's growing, and there are still many opportunities yet to be explored.

Value-added processing in Saskatchewan has been around for decades. Robin Hood Flour milled in Moose Jaw for over 60 years. Yorkton's Harvest Meats began in 1928 and is now a national brand. However, it's been in the last few years that consumers have really begun to see, and gravitate towards, local products grown and packaged here on store shelves. Local growers have seen this trend and are embracing it.

Allen Zak is a fourth-generation farmer near Fir Mountain, Sask. The Zak family had been organically growing wheat, peas, lentils and flax and saw the opportunity to move into processing the food they were growing. Allen & Marilyn Zak and Daena McMurdo, started Zak Organics Food Co. in 2015 and began selling Crunchy Peas, their line of Organic Green Pea Snacks. Zak Organics was so successful out of the gate that expansion came just two years into business.

"We're thrilled to have our very own production facility in Moose Jaw, Sask. Now all of our products can be produced, packaged and shipped from one location that's less than 200km from our farm, where we grow the peas," says Allen Zak, CEO and founder of Zak Organics. "Our mission is to create great-tasting, healthy snacks that everyone can enjoy, regardless of their dietary preferences or restrictions. With our new facility, we have increased production capacity as well as complete control over the quality and safety of our products."

John and Barb Cote farm near Saskatoon. They grow grains, flowers and juniper. The Cotes take these ingredients and distill them into award-winning gin. That's right—the world's best cask gin is made in Saskatchewan. The Cotes won at the World Gin Awards in 2017, for their Barrel Aged Vapour Infused Gin. Not only does Black Fox Farm and Distillery make gin, they also distill vodkas and liqueurs.

PHOTO BY KRISTIN ATOR



Natasha and Elysia Vandenhurk saw their opportunity in camelina. Camelina is an oilseed perfect for growing on the prairies. Their company, Three Farmers, was born when they convinced their father and two neighbour farmers to start growing camelina at Midale, Sask. Natasha and Elysia began cold-pressing camelina into cooking oil. The Vandenhurks took their product all the way to CBC's Dragons' Den, and have expanded into roasted pea and chick pea snacks—all grown and processed in Saskatchewan—and sold on store shelves across the country. Elysia Vandenhurk sees nothing but opportunity in Saskatchewan agriculture. "There are endless opportunities in agriculture and many different trends occurring around all aspects of it. Specifically, for Three Farmers, our focus is around cultivating goodness through our farming practices, through our food ingredient selection and through our manufacturing," says Vandenhurk. "The opportunities for 'niche' brands with unique products are greater than ever. Plant based proteins and clean, transparent labelling is where it's at."

There are so many examples of value-added processing in Saskatchewan that we could write for days about craft beer, mead wines, pasta, granola, baking mix, sausage, candy, juice, salsa... the list never ends. Grown in Saskatchewan, made in Saskatchewan: it's value-added processing for the 21st century consumer.

While there are many companies already taking our Saskatchewan agricultural goods and turning them into products for retail and wholesale, there is still so much room to grow. We have all the ingredients, both literally and figuratively. Not only do we produce the inputs, we have the skill to create the outputs. We have a skilled, well-educated workforce to develop and produce the products. We're centrally located and have excellent transportation links across the country and over the border to ship the products. There are two universities and a polytechnic with the research capabilities to take ideas and make them marketable. All that's left now is for Saskatchewan's entrepreneurs to pick up the proverbial ball and run with it. 

¹<http://www.saskatchewan.ca/business/agriculture-natural-resources-and-industry/agribusiness-farmers-and-ranchers>



WILF KELLER,
PRESIDENT
AND CEO OF
AG-WEST BIO
IN SASKATOON.
AG-WEST IS
ONE OF THE
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PARTNERS OF
THE PROTEIN
INDUSTRIES
CANADA
SUPERCLUSTER
INITIATIVE.

PAN-PRAIRIE PROPOSAL RETHINKING PROTEIN COULD GENERATE BILLIONS

BY JENN SHARP

**PROTEIN INDUSTRIES CANADA AIMS
TO MAKE THE PRAIRIES A HOTBED OF
AGRICULTURAL INNOVATION.**

PIC was founded by a group of partners, including Ag-West Bio in Saskatoon, in response to a \$950 million federal funding announcement for supercluster initiatives through Innovation, Science and Economic Development Canada (ISED). PIC's goal is to move Canada to second place in global agricultural

exports and fifth in agri-food exports, while developing a new range of plant-derived foods, ingredients and feedstuffs of superior quality to command market premiums.

Out of over 50 applications, nine supercluster proposals were shortlisted in October; up to six winners will be announced early this year. The federal investment into superclusters, innovation hubs home to strong industrial clusters, is the first of its kind in Canada. Superclusters are aimed at producing a high level of job creation, revenue growth and expanded exports. The pan-prairie PIC expects to generate \$10 to \$15 billion towards the GDP.

Wilf Keller, the President and CEO of Ag-West Bio, is optimistic about PIC's chances of securing a federal investment, thanks to a report outlining agriculture's untapped economic benefits. "In the past, agriculture was never a high-profile industry in the federal government," says Keller. But then, the government recruited Dominic Barton, the global managing partner of McKinsey & Company, to become the chair of the Canadian Minister of Finance's Advisory Council on Economic Growth.

Last February, after extensive analysis, he released what's often referred to as The Barton Report. The report identified the growth potential and opportunity for export improvement in Canadian agriculture, due to expanding global populations, a rising protein demand in Asia and the need for trusted markets. "So, we thought, 'if he said that, we may actually have a chance with the supercluster,'" explains Keller.

Keller, along with a dozen others, met with Barton in Toronto last April. "Our thoughts were strengthened with the fact that he said, 'yes, adding value to Canadian crops makes a lot of sense.'"

Canada is a global player in oil seed and pulse crops; PIC will aim at increasing the protein content of these crops to move Canada up the ladder. Canada mainly sells the seeds from these crops and has a minimal share in the plant-based protein market, worth \$13-billion world-wide. PIC will give the country a competitive edge in that market. "The world's in an era now where people are conscious of protein...and I think there's an emerging shortage of protein in terms of human food, livestock food, aquaculture, even pet food. There's a demand for protein and Canada could be a supplier, but we'd like to supply it in a different way than just seeds going out on a boat," says Keller.

PIC aims to grow three areas of business on the prairies: manufacturing of crop proteins, use of these pro-teins in value-added food products, pet and livestock food, and ramping up exports of bulk ingredients.

The economic argument for a pan-prairie supercluster is strong. The current export market of agri-food products is worth \$50 billion. The Barton Report proposed that number could grow to \$75 billion by tapping into agricultural production, of which PIC expects to contribute up to \$15 billion.

The Prairies, home to 85 per cent of Canada's arable land, will be the hub for the supercluster. PIC has partnerships at universities and companies in Guelph, Quebec and B.C., along with the support of organizations and individuals from across Canada. Saskatoon, Winnipeg and Edmonton all have cutting-edge agricultural research and innovation facilities. "We really have an innovation backbone of organizations that do food processing research. Where we spend a lot of energy on production research can feed into these areas," says Keller.

The next step is lining up companies developing new food products and helping start-ups grow. Keller believes the time is right for PIC. He points to James Cameron and Suzy Amis Cameron's investment in Verdient Foods Inc., a pea-processing facility outside Saskatoon, and the French company, Roquette, which is building a \$400 million pea, oat and flax processing plant in Manitoba.

PIC has raised \$300 million and has asked for an additional \$300 million. Work has begun on a venture capital fund to help small companies running in parallel to that \$600 million. If the federal supercluster proposal is not successful, Keller says private backing, along with established government funding, may be enough.

"It will require visionary management and very aggressive work to make this happen," says Keller. The \$700 million PIC package is expected become a global magnet for investments by large European companies.

"It could be transformational for Western Canada," says Keller. **iw**



AUTONOMOUS
FARMING REACHES
INFINITE HORIZONS:
**SEEDMASTER
MANUFACTURING INC.**

BY PAUL BURCH COVER PHOTO BY DAVID CARTER PHOTOGRAPHY

PHOTO COURTESY SEEDMASTER

“Elon Musk hasn’t returned my emails yet for some reason,” jokes Cory Beaujot. Beaujot is the marketing & communications manager for Saskatchewan’s SeedMaster Manufacturing Inc.

As a local manufacturing company and industry innovator, SeedMaster has been developing patented technologies in Saskatchewan for over fifteen years, with the roots of the company stretching back to the early nineties.

Cory Beaujot is part of the fifth generation Saskatchewan farming family that set out in 1991 to find a better way to deal with the unique combination of conditions found here. Extreme temperatures, high winds, short growing seasons and low levels of precipitation lead founders (and brothers) Norbert and Pat Beaujot to explore ways to help farmers grow better crops more profitably. The core concerns of their own farming needs set the foundation for their products: a line of equipment developed to provide technological solutions that let farmers make better use of their time, money, and resources. The brothers started a company called Seed Hawk — which led to the establishment some years later of SeedMaster.

While Seed Hawk was purchased by Swedish company, Vaderstad in 2013, SeedMaster has evolved along a different path over the last fifteen years. They first expanded their markets across Western Canada and the United States and have

strong and growing markets in Australia, Mongolia, Kazakhstan, Siberia and other regions of Eastern Europe. These markets are perfect for a Saskatchewan based company, with extreme temperatures, short growing seasons, vast spaces and low precipitation. Just as importantly these markets embrace change—and SeedMaster is leading the way in agricultural innovation.

“The size of farms has grown significantly, while the number of farmers has fallen,” says Beaujot, “So, we look to address the labour shortage and with the SeedMaster line we knew we needed to go bigger.”

How much bigger?

Since they opened their first manufacturing plant outside of Regina in 2002, they’ve been expanding the size of the machinery they produce—releasing North America’s first 100-foot seeding system in 2012. Manufacturing gigantic mechanical beasts and developing the software and supplementary technology to have them rumbling across vast swaths of prairie doing the work of several smaller machines gave SeedMaster a foothold in the industry and allowed them to continue exploring the marriage of computer technology and agricultural machinery. Custom built mobile and field-computing applications combining with GPS guidance and patented metering technology allowed SeedMaster machinery to put seeds in the ground with precision, speed and reliability.

“We wanted to provide the highest level of technology that most farmers would employ,” Beaujot explains. With standard machinery gaining complexity and the technology embedded within them evolving, the new generation of farmers have become very comfortable using the information and technology available.

We’re not talking about air conditioning or Angry Birds in the cab of a combine here, either.

SeedMaster made their mark by making bigger machines to cover more ground and developing technology to make those bigger machines more efficient. Iron, monitors, sensors and complex data gathering/interpretation mean that farmers are metering and placing seeds and fertilizer with near-surgical precision. Adjusting

for wind conditions, soil conditions, temperature and obstacles—things that farmers have always done by instinct and hard-won experience—are now being controlled by technology. With the latest advances, the possibilities for improvements seem limited only by the creativity of the manufacturers.

“My father is a very creative guy,” Beaujot continues. “About three years ago, the plans began for DOT. It’s a bit of a retirement project of his.” DOT Technology Corp has given us the DOT autonomous power platform. Here’s where the Elon Musk reference starts to make sense. DOT is an automated platform that connects with a variety of tools to take farming to the next logical step. This is the base for a self driving farm tool, an autonomous agricultural vehicle that is going to do to tractors what the tractor did to horses at the dawn of the 1900s.¹

Since the early days of powered machines, farm equipment has suffered from a similar constraint to the “Rocket Equation.”² To be strong enough and heavy enough to pull large machinery, the driving equipment must itself be heavy enough to provide traction. As the machinery being pulled got larger, the fuel efficiency involved in pulling it got worse.

Enter DOT.

It is a precision, driverless machine with remote-controlled functionality, giving the operator the ability to have DOT work completely autonomously

along a pre-planned path, monitor it perpetually, and operate it remotely. It’s a Tesla for farmers. While it is not electric (Elon, pick up the phone!), it does operate with a huge savings in fuel consumption.

“The farmer marks his field with a drone, or by driving the field on a quad or in a truck, and setting markers to identify obstacles,” Beaujot explains. “It is very, very safe. DOT is loaded with sensors and will stop and alert the controller if its sensors or cameras pick up something in its path, and it awaits further instructions. The operator can ‘see’ what it sees and make the decision to continue.” In this manner, the DOT seems safer than a human operator with a series of 18-hour days under their belt.

“We’re looking to supply the platform for other manufacturers to become DOT ready,” Cory continues, “Sprayers, seeders, rollers. These are expensive machines for time consuming tasks. Manure spreading is a sh*tty job for farmers,” he jokes, “DOT can do these jobs for them.”

Moving to smaller, lighter machines may seem like a strange step for the folks at SeedMaster. However, the nimbler, autonomous machine can actually scale up to cover the same amount of ground—if it needed to. Being able to operate autonomously removes the danger of fatigued farmers operating heavy machinery. DOT will partner up with other DOT platforms to function as a single unit. Five twelve-foot-wide machines can operate as a single 60-foot boom, covering a lot of ground and “communicating” to one another to maximize efficiency. Eventually, the machines will even be able to drive from one field to the next—though that technology is outpacing legislation in that regard.

Are Canadian farmers ready for self-driving tractors?

“The amount of change within Western Canada—even in the last fifteen years—has prepared people for change,” says Beaujot. There certainly seems to be a global appetite. “STEP (Saskatchewan Trade and Export Partnership) does an amazing job of making Saskatchewan manufacturers look great on the global stage,” Beaujot says, referring to SeedMaster’s recent trip to Agritechnica, a gigantic machinery



PHOTO COURTESY SEEDMASTER



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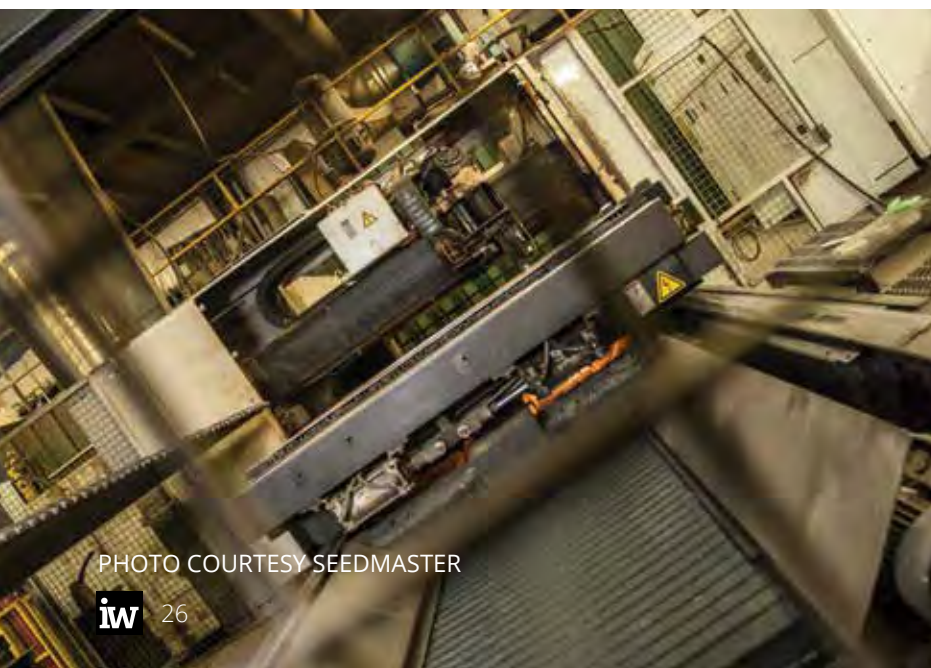


PHOTO COURTESY SEEDMASTER


trade show held in Germany in 2017. SeedMaster was in attendance and made connections around the world.

“The Australian farmers love the Canadian product. I think it’s that desire for things that last, and last, and last—combined with a low appetite for designed failures. The Australians are like Canadian farmers that way. They’re used to taking care of themselves.”

The self-sufficient attitude resonates clearly with the farming roots of the Beaujot family. Hailing from southeast Saskatchewan, their operation in Langbank became the first Saskatchewan farm to “employ” DOT—which hit the fields in 2017. More machines will follow but the folks at SeedMaster aren’t rushing ahead.

“We’re focused on getting it right,” says Beaujot. To that end, they needed top talent. But where to find it? The company added to their talented team by hiring the 2016 and 2017 winners of the Prairie Robotics AgBot challenge in Indiana, brothers Joshua and Caleb Friedrich.³ “They took first place—and they’re from the University of Regina,” he explains. In addition, they have recently acquired Thomas Chadwick, who returns to Regina following a stint in Southern California. Another award-winning software developer (2014 HACKRegina), Thomas had been working as a software engineer for a company in Redlands, California that specializes in map and GPS related technologies before joining the SeedMaster team.

SeedMaster is a local company and is happy to access local talent to get the job done. “When we started, a lot of it was about addressing human resources—getting more done with less people. But now, we’ve had a lot of conversations with people about the growing need to feed the world. There’s a looming problem (with population growth) and autonomous farming will be a very important part of the solution,” says Beaujot.

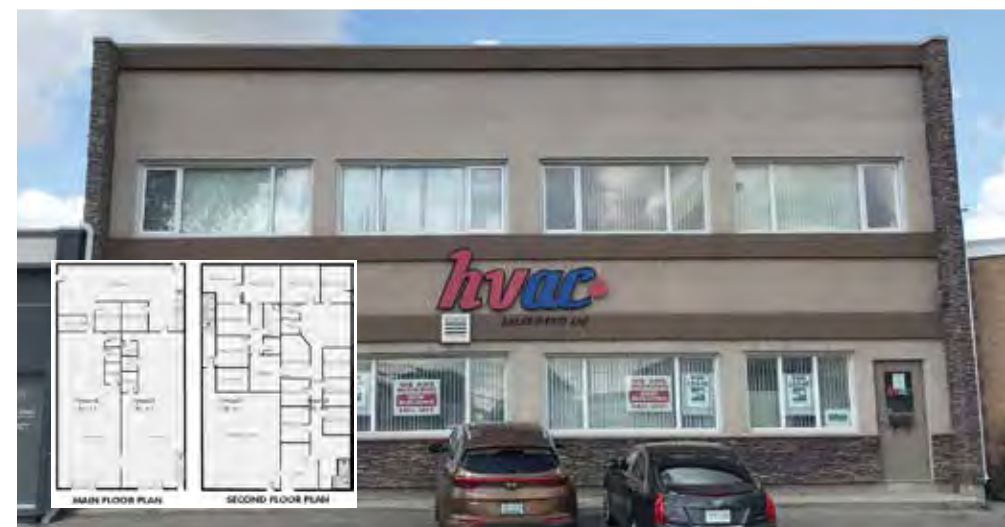
Automation. Reducing fossil fuel emissions. Solving a looming global hunger crisis. It might be time for SeedMaster to pester Elon again. 

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CUSTOM AGRICULTURAL INTELLIGENCE OFFERS A UNIQUE APPROACH TO CUSTOMIZED CROP HEALTH THERAPY

ADDING VALUE AND BUILDING BUSHELS

Every generation has its own unique set of challenges peculiar to different industries. In agriculture, there is a clarion call to crop growers to grow more food to feed the ever-growing human populace. To do this, crop growers have to rely on a finite source of minerals (compound fertilizers and micronutrients) to build bushels and get a respectable ROI. With depleting mineral resources, crop growers are now tasked to grow more from less. Weed resistance, pest and diseases also plague the agricultural industry. What if a systematic scientific protocol could help crop growers combat these issues?

The above question led to the incorporation of Custom Agricultural intelligence Inc. by Emmanuel and Bernice Richard with one simple goal: *“Balance soil and crop nutrients to achieve soil health and crop health.”*

“Soil health and crop health are interwoven topics that can be influenced by our everyday Ag practices.” says Emmanuel, a biochemist and the president of Custom Ag Intel. Balance is key! The Custom Ag Intel approach aims to balance the soil’s biology (micro-organism) and soil’s chemistry (micronutrients). Both must be in synergy to attain soil health and crop health. If not, the law of diminishing return sets in.

Driven to be part of the solution to agricultural challenges, all formulations are formulated to be compatible with existing crop protection passes. Custom Ag Intel has something to compliment every pass a farmer undergoes: Be it nourishing the soil, restoring depleted nutrients or maintaining a constant level of metabolic activity within the plant that leads to a stronger, healthier crop.

In addition to their liquid micronutrient protocol manufacturing facility, Custom Ag Intel newly commissioned a first-of-its kind dry fertilizer pelletizing facility to manufacture their customized dry micronutrient formulations.

“We wanted to give crop growers the option to put down calculated amounts of micronutrients around the seed bed while steadily maintaining the soil’s micronutrient bank. This will reduce the number of products that are foliar applied in the cropping

season. The convergence of innovation and technology has made this possible for us.” says Emmanuel.

In this facility, Custom Ag Intel chelates dry micronutrients and soil conditioners into homogenous prills that are easily absorbed by plants.


It is their hope that these prills begin the transformation of every soil into a lush, fertile environment where crops can thrive and develop disease resistance by virtue of being healthy.

To address every farm’s specific needs, farmers provide soil and tissue testing reports. Those results are used to make custom formulations that ensure each deficiency is addressed.

“Nature will tell you what it wants. You don’t have to blindly apply a broad-spectrum product, when the crop might not need it,” says Bernice.

The company also began drone scouting last year to give better crop intelligence information to farmers. A team of specially trained drone experts scout each farm at specific interval throughout the growing season. A report is created for the farmer (or agronomist) pointing out trouble spots, and recommendations for the appropriate protocol.

“Drones are tools in the tool box to help farmers get access to actionable data to make more informed deci-sion and be proactive in growing their crops,” says Emmanuel.

Custom Ag Intel is leading the advancement in customized prescription based liquid and dry protocol one farmer at a time—their way of adding value towards building bushels. 





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KEEP YOUR FRIENDS CLOSE AND YOUR FARMER CLOSER

BY VICTORIA RYAN



PHOTO COURTESY 641 GRILL & MOTEL

‘Farm-to-table’, ‘farm-to-fork’ and ‘farm-to-consumer.’ Whatever you call it, is it a trendy movement or the new way of sourcing local food that is here to stay?

Making the decision to support local farmers and to care about where your food comes from is on the rise. There is no doubt that great food is grown and raised in Saskatchewan. Farmers’ markets are more popular than ever, and more of us want to eat food that is sustainably raised from smaller, local producers.

With local food rising in popularity, new ways of connecting farmers with consumers are emerging. *Industry West* talked to a few Saskatchewan farmers and entrepreneurs about local food production, farmer-consumer relationships and the future of eating local in the province.

Traditionally, smaller farms in Saskatchewan have been selling through farm gate sales and farmers’ markets. Farm gate sales—where the farmer sells directly to the customer—has no middleman but it’s time consuming for the farmer and buyer. Another model frequently used is CSA, or Community Supported Agriculture. Customers buy a ‘subscription’ or ‘shares’ of farm products which provides the farmer with funds needed to buy seeds

or livestock and get the growing season started. In return, the customer receives products from the farm.

To facilitate access to local food for consumers and making the process easier for the farmer, channels are changing and new ones are emerging with the help of social media and online marketing. Community groups such as The Farmers’ Table are facilitating the marketing channel between farmer and consumer. Helene Tremblay-Boyko is one of the founders of The Farmers’ Table. The organization, made up of a group of Saskatchewan farmers, markets their products through a website where customers can place an order to be delivered to a pick-up spot on a pre-determined date.

“It is truly farm-to-consumer,” says Tremblay-Boyko. “No middlemen at all and we are building direct relationships with the customers.” The farmer benefits because the food is sold on delivery which is a huge advantage. “At a farmers’ market, products may not get sold and need to be brought back to the farm,” she adds. For customers, the benefits are also clear: no middleman involvement plus quality food that adheres to the production standards The Farmers’ Table sets for its producers. That means they all follow a sustainability protocol that doesn’t allow for use of antibiotics, pesticides, synthetic fertilizers or growth hormones, and all animals are pasture raised.



FARM ONE FORTY - LAROCHE FAMILY



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PHOTO COURTESY THE FARMERS' TABLE

Tremblay-Boyko says that the interest in local sustainable food has grown dramatically over the past ten years, with more options for the customers who want to buy local. Looking ahead, The Farmers' Table's objective is to get more farmers onboard to complement the product offering as well as replacing and replenishing current products.

Like Helene Tremblay-Boyko, Arlie LaRoche shares similar sentiments on the growing interest in local, sustainable food. LaRoche runs Farm One Forty together with her husband Brett in Vanscoy, southwest of Saskatoon. On 140 acres, the LaRoches' raise primarily livestock such as beef, pigs, chicken and sheep, with some vegetables and some grain for feed. The farm focuses on a holistic management of livestock which creates a sustainable ecosystem between soil, plants and animals.

LaRoche started out as a hobby farm and was able to go full-time farming in 2013-14. She sees that the public's interest in local, sustainable food has become more popular in the recent years. "I think there will always be some people who are not interested [in this type of farming], but it will become more the norm, and more mainstream," she says.



PHOTO COURTESY THE FARMERS' TABLE

Farm One Forty sells products from the farm mainly by pre-order through their website. Customers pick up at the farm or have the items delivered. The customer base expands mainly through social media and word of mouth. Their policy is to never grow more food than they think can be sold. "We are super transparent," she says. "There is a higher level of trust when customers can actually meet me in person and 'shake my hand'." Farm One Forty invites visitors to farm tours and arranges an annual Farm to Table event where an invited chef prepares a meal from the farm's products. LaRoche also finds fulfillment in providing people with a real perspective on where food actually comes from and how it is grown. Farm One Forty's tagline is 'Reconnecting Folks with Real Food', because the educational part of reminding people where food comes from is essential.

For Tim Shultz, co-owner and CEO of Regina's Local & Fresh, the goal is "to create a better, more sustainable local food system in Saskatchewan." Local & Fresh currently targets consumers with a busy lifestyle and allows them order local products online that are conveniently delivered to their doorstep. Shultz has plans to expand the business to create a more complete distribution system for local food including selling to independent restaurants, and a physical store stocked with local products.

Shultz started as a producer passionate about creating ways of marketing local foods to consumers. "Our vision was to create a business that would connect the consumer to the producer just like the producer was out there him/herself but to allow that producer to do what they do best and enjoy doing, which is to produce food," he explains. Shultz personally meets with every producer that supplies his business. All products are sampled and the production standards verified.



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641 GRILL & MOTEL EDDY BURGER

Building strong relationships with consumers is equally important. “We believe in that strong relationships are key to building trust between consumers and the food they choose to purchase,” he says. “The local food movement is fuelled by a longing to have a relationship with the food we eat. As soon as we lose that, it becomes a product sitting on a shelf with other options, that product has become a commodity.” In the future, Schultz would like to see a well-rounded selection of local products in conventional grocery stores and sees a business like Local & Fresh building that logistics and distribution chain.

With increased interest in local food, more Saskatchewan restaurants also source local. For Kali Eddy and her husband Mathew, local food is what they do. 641 Grill & Motel is located in the Qu’Appelle Valley at Craven, where the access to local growers and food producers is plentiful. The Eddys are not only running the restaurant, they are also the supplier of the ground beef and some pork from their own farm. “It isn’t just farm to table, it’s **our** farm to **your** table,” says Eddy.

The 641 Grill & Motel serves rustic comfort food and as much of the food as possible is locally sourced. The highly popular Eddy burger is a great example: the beef comes from the Eddy’s own farm, the bacon from a different farm and the onion rings, buns and sauce are all made in-house.

It is important to Eddy to use local products because they live in a small town which survive on local support. ‘Local’ isn’t just a trendy buzz word to Eddy. “When we say local we actually know the people by name and they live in our community, or play sports with our kids”, she says. “Small towns survive on local support.”

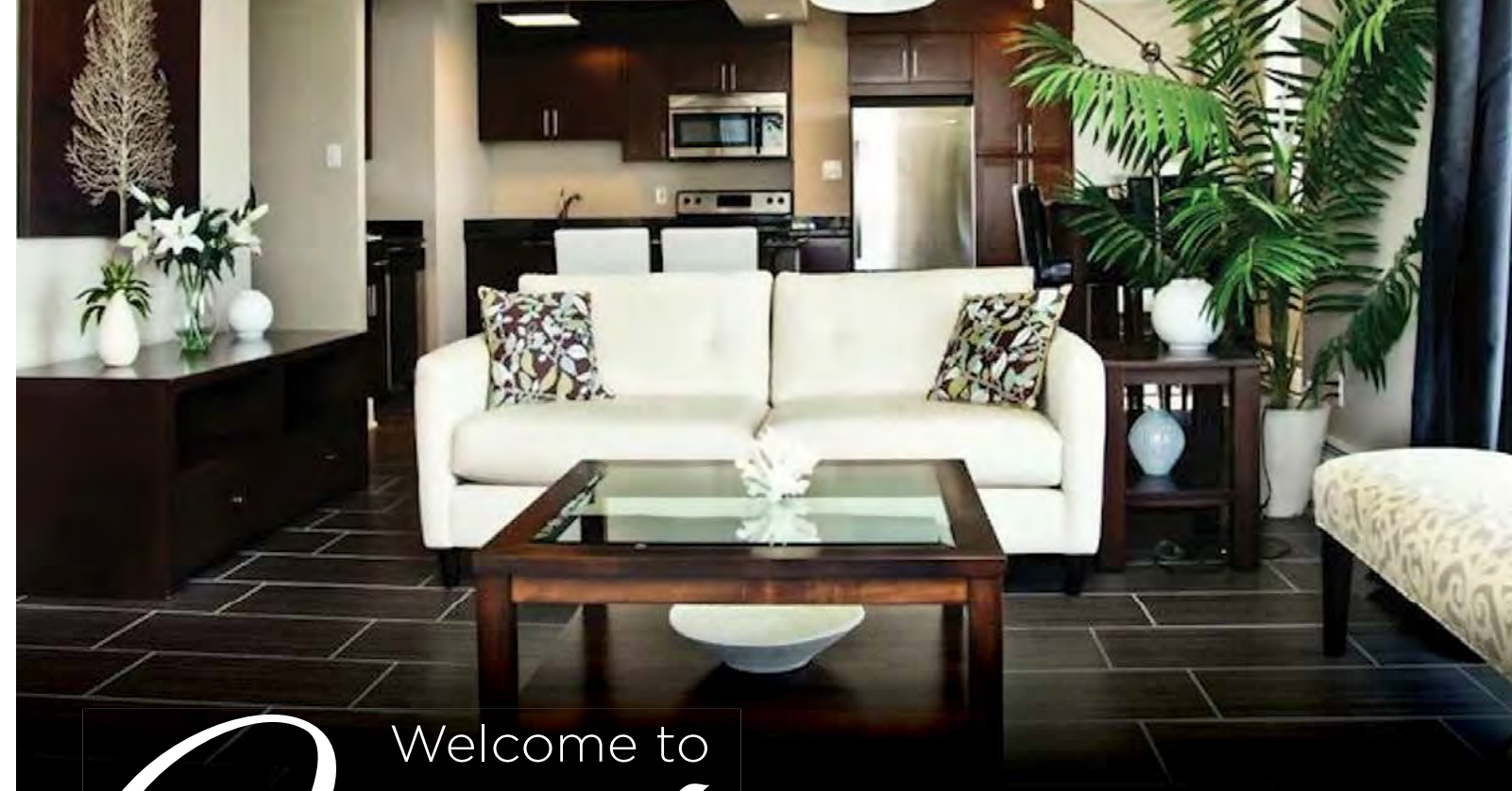
Convincing people to pay a little more for a higher quality product than they typically would in a small-town restaurant has been a challenge. For Eddy, telling



PHOTO COURTESY THE FARMERS’ TABLE

the customers about the concept, their own farm and the other local suppliers has been the key and it is working. “They [customers] have come to appreciate the quality and uniqueness and with that often comes a higher price,” says Eddy.

Tremblay-Boyko, LaRoche, Shultz and Eddy all agree that the eat local movement isn’t just a trend. It’s becoming the ‘new normal’ and it’s going mainstream. They see continued growth and expansion in the future, whether it is a succession plan for the farm or development plans for the business. Moreover, the relationship between farmers and consumers is critical. The added marketing power from online ordering and social media is changing how local farmers and customers connect. Educating consumers about options and increasing knowledge about how food is produced while facilitating access to locally produced food enables customers to make informed decisions. “Our food has story, and people need to know that in order to appreciate what we are trying to do,” concludes Eddy. 



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PHOTOS PROVIDED BY GRAVELBOURG MUSTARD

CUTTING THE MUSTARD

BY BROOK THALGOTT

Gravelbourg's Val Michaud has entrepreneurship in her blood. She started her first business—a hair salon—at the tender age of 19. “I have always felt like I was a bit of an odd duck,” says Michaud. “Owning a business just came naturally to me.” For 25 years, Val styled hair in Gravelbourg until one day a new opportunity appeared in her community. Years earlier, a local business began producing table mustard for consumers. In 2011, the mustard company was for sale and Michaud saw her next venture.

“I needed a change from my hairstyling business, and there it was—mustard,” recalls Michaud.

She purchased the original company's recipes and began adding her own flair to Gravelbourg Mustard. “I reformulated two of the original recipes and began experimenting with my own ideas,” says Michaud. Over the new six years, she sold her gourmet mustards at local trade shows and through retailers in Western Canada while promoting the unique and delicious flavour mustard can bring to the kitchen. “I still had my hair salon while I grew Gravelbourg Mustard, and then I had to decide to fully commit to the mustard company in order to take it to the next level,” says Michaud.

Commit she did. Michaud, still her company's only staff member, dragged herself through a rebranding process and built a new website. She created thirteen products, began targeting the food service industry, and perhaps the bravest decision of all—she auditioned for CBC's famed business show *Dragons' Den*. Michaud had her first audition in May in Regina, and two weeks later, got a call offering her a spot on the show. “I went to Toronto and made my pitch to the Dragons. It was totally out of my comfort zone. As soon as I stepped behind my table and started my demonstration, it felt easy. It was like I was at my booth in a show,” says Michaud. “The filming lasted about 45 minutes, and you don't get any ‘do-overs.’”

Michaud struck a deal with Manjit Minhas, getting \$100,000 for 45% of her company. “The deal is still in the works,” says Michaud. “Once you agree, then the due diligence part begins between myself and Minhas.” Just appearing on *Dragons' Den* has provided Gravelbourg Mustard with national exposure. Since the episode aired, Michaud has had many calls from interested buyers from across the country. If the agreement with Manjit Minhas completes, Michaud will invest the funds into product co-packaging and distribution, with help from the Saskatchewan Food Industry Development Centre in Saskatoon. Exporting is also on the table, as Canadian-made products have such an excellent reputation in the global marketplace. “The Asian market holds a lot of opportunity because Canadian products are known for their quality,” says Michaud.

Michaud's passion for her company and for her home province grows with each milestone achievement. Promoting the mustard industry and value-added processing is part of Gravelbourg Mustard's DNA. “I am not only dedicated to my work, but also to Saskatchewan,” says Michaud. “I love telling people that 75-80% of the mustard grown in Canada is grown here, and Saskatchewan supplies 40-50% of the mustard in the world.” Gravelbourg Mustard is a shining example of the opportunities to be found in the Saskatchewan agriculture

industry. “We grow the food here. Why are we exporting it elsewhere to be processed, and then buying it back as consumers,” asks Michaud. “We have the talents, skills and resources to do it all here from growing, to product development, to export. Local value-added processing just makes sense.”

She also has some advice for Saskatchewan entrepreneurs, especially those just starting out. “Don't be afraid to get out of your comfort zone,” advises Michaud. “*Dragons' Den* was something I would have never dreamed of doing, but I knew I had to try.” Michaud fought through the discomfort, and came out the other side with a deal that can take her business dramatically forward. “You're never going to know if it will work if you don't take the chance,” she says. **iw**

Mustard is more than a condiment for hamburgers and hotdogs.

Val's Cranberry Mustard Martini:

3 parts Strongbow apple cider
1 part Silver's Spiced Ginger Liqueur
½ tsp. honey
¼ tsp. Gravelbourg Cranberry Mustard

Simply stir and serve.



PHOTOS PROVIDED BY GRAVELBOURG MUSTARD

SASKATCHEWAN FIRST NATIONS & AGRICULTURE: GROWING OPPORTUNITIES

BY VICTORIA RYAN

First Nations involvement with agriculture in Saskatchewan has a complicated history. For more than a century, First Nations across the province were prevented from embracing agriculture as an economic opportunity on reserves. Treaties, policies like the Permit System and Indian Agent Pass regulations hobbled any real attempts at agricultural operations that would compete with non-Aboriginal farmers. Some changes to the Indian Act in 1951 allowed First Nations to elect their own leadership and have more of a say in their economic opportunities. However, it would take another 40 years for the change required to make farming a viable option for Saskatchewan First Nations. With the Treaty Land Entitlement in 1992, some of the land debt owed to 25 First Nations in the province was settled and First Nations were able to buy land back and manage it.

In the recent decades, much of First Nations farmland has been leased to non-aboriginal farming operations. These arrangements have not always benefited the First Nations to the fullest but some First Nations are now changing that by taking back ownership and farming their own land.

Thunderchild First Nation is one of them. Located in Turtleford, the Thunderchild First Nation knew that their land is fertile and productive. After years of leasing it to other farmers, Thunderchild First Nation decided it was time to get back into agriculture like some elders had done.

John Wozniak, a farmer from Alberta with extensive experience, was hired as the farm manager for the first growing season in 2017. The farmed land was 6,300 acres in size and on it canola, wheat and barley were planted. The first year was successful. "Yes, we had a pretty darn good year," Wozniak says. "Yields were good and there is sufficient moisture for a successful start on the 2018 growing season." The farm employs people of all ages strictly from Thunderchild First Nation. "We employed up to 11 people between the age of 20-64," Wozniak explains. "The boys put in good positive efforts and really want to contribute."

For 2018 the same crop will be planted but the farmed area will expand to 8,000 acres. There are plans to expand the farm to 10,000 acres in the future and there has been talk about raising livestock. Wozniak says he is very impressed with the way Thunderchild First Nation is approaching agriculture. "All equipment is state-of-the-art. No corners are cut and I've never worked on a farm from scratch building it to where this farm is now," he says.

Head almost 500 kilometres northeast from Turtleford into the central northern part of the province, and farming becomes a little bit different. Instead of using machinery with tires and wheels, harvest of the main crop is done from boats.

Wild rice, a type of aquatic grass, was first introduced in the northern parts of Saskatchewan in the 1930s as food for muskrats to support the trapping business in the area. It is a crop that has been of great importance to First Nations for generations. Today, northern Saskatchewan produces the majority of wild rice in Canada. The rice grows wild and self-seeds in shallow lakes and rivers. Harvest areas are leased from the government and the majority of harvesters in the area are members of First Nations. The production supports the local economy and provides job opportunities.

AGRICULTURE DID YOU KNOW...



The number of farms in Saskatchewan has declined from 44,329 farms in 2006 to 34,523 in 2016.



While there are fewer farms in Saskatchewan, the value of farmland is increasing. Prices have risen from \$724 per acre in 2012 to \$1,243 in 2016.



The average age of a Saskatchewan farmer is rising. The average age of a farmer in Saskatchewan was 52.6 years in 2006. In 2016, it increased to 55.0 years.

A SNAPSHOT OF WHAT SASKATCHEWAN IS RAISING

TYPE OF FARMING OPERATION	# IN 2016
CATTLE RANCHING AND FARMING	7,287
BEEF CATTLE RANCHING AND FARMING, INCLUDING FEEDLOTS	7,167
DAIRY CATTLE AND MILK PRODUCTION	120
HOG AND PIG FARMING	37
POULTRY AND EGG PRODUCTION	101
CHICKEN EGG PRODUCTION	42
BROILER AND OTHER MEAT-TYPE CHICKEN PRODUCTION	49
TURKEY PRODUCTION	5
POULTRY HATCHERIES	2
COMBINATION POULTRY AND EGG PRODUCTION	3
SHEEP AND GOAT FARMING	159
SHEEP FARMING	127
GOAT FARMING	32

Soybean, dry peas and beans producers are up and wheat producers are down.

OILSEED AND GRAIN FARMING

2006	2011	2016
25,422	25,422	25,422

SOYBEAN FARMING

2006	2011	2016
4	16	59

OILSEED (EXCEPT SOYBEAN) FARMING

2006	2011	2016
5,553	8,592	7,136

DRY PEA AND BEAN FARMING

2006	2011	2016
852	1,274	3,232

WHEAT FARMING

2006	2011	2016
6,938	4,017	3,534

OILSEED AND GRAIN FARMING

2006	2011	2016
25,422	25,422	25,422

CORN FARMING

2006	2011	2016
2	6	7

OTHER GRAIN FARMING

2006	2011	2016
12,073	8,290	7,537

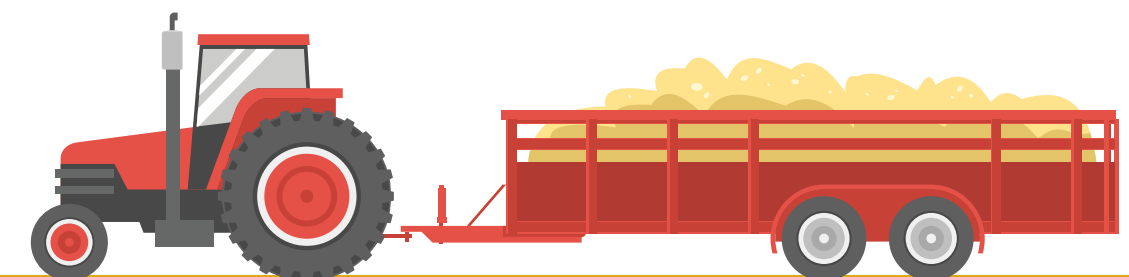


Did you know there are two maple syrup producers in Saskatchewan?



Apiculture is growing on the rise in Saskatchewan, with 200 operations in 2016 up from 170 in 2011.

Source: statscan.gc.ca.



UNCOVERING SASKATCHEWAN'S HISTORY: FINDING AND PROTECTING ARTIFACTS

BY SUZANNE JOHNSTON, SASKATCHEWAN RESEARCH COUNCIL



PHOTO BY SRC

There's history buried under your feet. Artifacts from those who lived and worked before us. As kids, we may have come across an arrowhead or a tea kettle or a fossil. Cherished relics of the past.

While it's a lot more work than digging in the sand for buried treasure, archeologists are uncovering hundreds of artifacts in Saskatchewan every year. The Government of Saskatchewan's *Heritage Property Act (1980)* was established to protect and conserve heritage properties and archaeological and paleontological sites in Saskatchewan. Our heritage resources and archaeological sites are non-renewable; once an archaeological site is disturbed or artifacts are damaged or destroyed, the knowledge that may have been gleaned from them could be lost forever.

There are many culturally significant areas in Saskatchewan where there's a higher chance of finding heritage resources (e.g., in sand dunes, near significant bodies of water). When there's a risk of development impacting heritage resources (e.g., highway crews digging a new road), the Heritage Conservation Branch (HCB) uses a screening process to determine if the project is heritage sensitive, based on a number of criteria, such as distance to water or terrain. If the project is deemed heritage sensitive, a Heritage Resources Impact Assessment is required.

Depending on the HCB's recommendations, an assessment might need to be done before, during and/or after the development work.

Case Study: Project CLEANS

As part of a large-scale, multi-site remediation project the Saskatchewan Research Council (SRC) is working on called Project CLEANS (Cleanup of Abandoned Northern Sites), pre- and post-impact site surveys were carried out to support the 2016 remediation activities at the Gunnar Mine and Mill Site and the Satellite Sites. Post-Impact Assessments were conducted at the Satellite Sites which meant the areas were assessed after construction work took place.

Senior Archeologist, Alan Korejbo, from Canada North Environmental Services was surveying the abandoned Cayzor Athabasca Mine, two kilometers northwest of Uranium City, when a glint of something protruding from the dirt caught his eye. He'd found a projectile point lying on the ground on the shore of Jean Lake that was uncovered during earthwork at the site.

"Although archaeologists develop a sharp eye to detect such things," Korejbo says, "the moment one discovers a pristine artifact that has likely lain dormant over several millennia is almost always surreal. The imagination begins to take over trying to determine what this person was doing here. How did they live? What did they eat? What did their family or group look like? These are some very important cultural questions." Additional assessments included digging small test pits in the areas disturbed by construction.

"After the discovery, we surveyed the site's surface to see if further heritage resources, such as stone tools or features like fire hearths or stone cairns were visible on the surface," explains Korejbo. "We didn't find any other heritage resources, and the site was accurately mapped and recorded."

In addition, the archeologists excavated several square holes about 60-cm deep by hand, a process called shovel testing. "We wanted to see if further heritage resources might be buried at the site. We didn't find any, but there's a high potential for further artifacts or features to be discovered at this site. We recommend further archaeological work if future development might impact the site."

The finely-crafted point, made of quartz, is approximately six centimetres long. "This craftsmanship is typical of Northern Plains archeological cultures," says Korejbo. "The large neck width suggests this may have been used as a lance, perhaps to spear large mammals as they swam across the lake or at a buffalo pound. We did a comparative analysis of the point's form and manufacturing method, and the results suggest it may be approximately 5,500 to 7,500 years old."

The Prince Albert Grand Council was consulted and they recommended SRC place some tobacco where the artifact was found, as a gift for removing the artifact. The artifact has been transferred to the Royal Saskatchewan Museum, which houses all artifacts found in Saskatchewan.




PHOTOS BY CANADA NORTH ENVIRONMENTAL SERVICES



PHOTOS BY CANADA NORTH ENVIRONMENTAL SERVICES

SRC shared information about the discovery with the communities at meetings and in our newsletter. We also invited community leaders to an archeological workshop held at SRC, which was presented by Alan Korejbo. These initiatives gave the communities an opportunity to ask questions and learn more about how the site survey was conducted and how the artifact would be preserved.

"Archaeological sites are notoriously difficult to detect in the north due to the relatively sparse nature of northern sites and dense vegetation cover," says Korejbo. "Although development does have the potential to disturb or destroy sites, projects such as Project CLEANS can also help us discover and protect valuable heritage resources." Not only is remediating the land helping to remove environmental and safety risks, it's creating an opportunity to increase the odds of an archeological site discovery. "If sites are discovered, we can assess their interpretive value and determine if further archaeological mitigation or protection is needed." 



PROFESSIONAL PERSPECTIVES: CANNABIS MAY BE SASKATCHEWAN'S NEXT CASH CROP

As late as July of 2018, the *Cannabis Act* (the “Act”), is slated to come into force making cannabis possession, sale and cultivation legal for recreational use to varying degrees in Canada. No longer will cannabis users need to seek out the shady underbelly of the black-market, they will be able to venture to their local store and select from various strains of cannabis much like a fine wine, and this could result in economic gains for Saskatchewan’s agriculture industry.

The bullet points of the proposed Act are as follows:

1. Adults would be permitted to possess up to 30 grams of dried cannabis in public, and an unlimited amount of cannabis in their personal residence;
2. Adults would be permitted to cultivate up to 4 plants in their residence, with certain height restrictions;
3. Adults would be permitted to give cannabis to other adults in an amount of less than 30 grams, but would be prohibited from selling to other adults or minors (with strict penalties);

4. Retail sale of cannabis would be legal with a license and so long as the retailer remains in compliance with Provincial and Municipal regulations;
5. Cultivation of dried cannabis on an industrial (i.e. farm or greenhouse operation) or micro (i.e. craft cultivation) scale would be legal with a license; and
6. Operation of a nursery for live cannabis plants would be legal with a license.

Left to be seen, however, is how the Province of Saskatchewan will regulate the provincial cannabis industry in the realms of regulation that the Federal government left to the provinces. Most importantly, the Federal Government left it to the provinces to set regulation regarding retail sales. The Saskatchewan government, via Mr. David Morris of the Saskatchewan Liquor and Gaming Authority (SLGA), stated on January 8th, 2018, that the Province will license approximately 60 private retail outlets to sell cannabis to the public. While it is a relief for those interested in the industry that the Saskatchewan Government decided to allow private retail sales, the limited number of licenses that are projected to be issued to retail locations may artificially stunt the growth of this new industry in its early years. However, Mr. Morris also stated that the SLGA will allow online sales, which has the potential to bolster the limited retail locations, though no details of the restrictions and regulations placed on such sales has yet been announced.

For the agriculture industry, this proposed legislation means big dollars and an opportunity for large-scale investment. In 2017, between the months of January and October, the cannabis industry in Colorado (a State where cannabis is legal) saw sales of \$1.26 billion dollars (projected to be \$1.5 billion at year end) (Source: Colorado Department of Revenue). Similarly, in fiscal 2017, Washington state reported cannabis sales of \$1.37 billion dollars (Source: Washington State Liquor and Cannabis Board).

While those numbers are certainly impressive, what’s even more impressive is the growth of the industry. In the first year of legalization of cannabis in Colorado, the industry reported \$683 million dollars in sales. In 2015 and 2016, the industry reported sales of \$995 million and \$1.31 billion respectively. The 2017 numbers are not yet available, but the projected sales in Colorado are expected to exceed \$1.5 billion. Since its inception a mere four years ago, the cannabis industry in Colorado has grown at an annualized rate of 21.74%. Washington State saw an annualized industry growth rate of 74%!

* The regulations respecting the cultivation and sale of Cannabis have not yet been finalized. The information in this article is based on the current draft of the Cannabis Act and the “Proposed Approach to the Regulation of Cannabis” document published by the Federal Government (Health Canada) in November of 2017.

Adjusted for population, and using the Washington and Colorado numbers as a benchmark, the Saskatchewan cannabis industry can be estimated to be worth approximately \$200 - \$300 million dollars per year.

The infancy of legal cannabis in Canada is presenting a rare opportunity for Saskatchewan producers to enter a fresh and growing market in a variety of ways. In addition to cultivation of cannabis for dried consumption, Saskatchewan producers will also be well positioned to explore investment in the following ways:

1. Production of cannabis seed for oil extracts;
2. Operation of a nursery of young plants to sell to cultivators;
3. Operation of a seed bank or seed cleaning;
4. Cannabis breeding and strain development; and
5. Cannabis processing - for example, cannabis seeds to oil.

The wealth of experience and knowledge of Saskatchewan’s producers will lend itself well to a booming market in cannabis production in this province, which is destined to create further economic prosperity and jobs. **iw**



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WORKERS' COMPENSATION: YOUR SYSTEM – YOUR WAY

SASK. WCB TO HOST ANNUAL COMPENSATION INSTITUTE THIS SPRING
COURTESY OF WORKSAFE SASKATCHEWAN



THE SASKATCHEWAN WCB 2018 COMPENSATION INSTITUTE IS AN INTERACTIVE LEARNING CONFERENCE THAT WILL TAKE PLACE MARCH 19-20 IN REGINA. REGISTRATION OPENS FEB. 12.

Interact with more than 11 local and national safety experts this spring at the Saskatchewan Workers' Compensation Board's (WCB) interactive learning conference, Compensation Institute.

The 2018 educational event will take place March 19-20 at Queensbury Centre in Regina. Free and open to the public, the conference will provide tools and tips on how to prevent and manage workplace injuries.

"Here at the WCB, we are always working to improve open and transparent communication with our customers and one way to do that is to host Compensation Institute," said Peter Federko, CEO of the WCB. "Compensation Institute has been a key learning experience for workers, employers and WCB staff for 20 years."

Compensation Institute also provides plenty of opportunities to network with other employers, safety professionals and with WCB staff on claims management and employer services.

"This event opens up a dialogue with workers and employers on how we can improve our services and how workers and employers can create injury-free workplaces," said Phil Germain, Vice-President of Prevention and Employer Services at the WCB. "Our roster of speakers this year promises to spark insightful discussions around workplace safety so we can all achieve Mission: Zero – zero injuries, zero fatalities, zero suffering."

Germain added that the WCB always takes attendee feedback and uses that to improve Compensation Institute year after year.

Vicki Radons, Safety/Human Resources Consultant at Partner Technologies Incorporated, first attended Compensation Institute approximately three years ago. Now she makes sure that she, or another representative from her company, attends the event annually.

"I always try to mark it on my calendar. It's an event I try to work my schedule around," she said. "I always find Comp. Institute is well organized with relevant speakers and topics. They always have a good refresher on topics and then they always bring forward new topics that are relevant and interesting."

She added that she learns something every year on new trends she may or may not know about. For instance, the last few years there have been speakers on medical marijuana and mental health, areas that are becoming "much more prevalent in the workplace," she said.

"The insights that I get from the sessions are helpful in establishing new policies for our company. It also helps us handle our claims situations better and to support our employees," said Radons.

Providing useful information is exactly what the WCB aims to provide at Compensation Institute.

"It's important for us to provide timely information that our customers want," said Germain. "That way, they can walk away with practical information and we can also better understand their needs. We look forward to meeting with our customers every year at this event."

This year's speaker list includes:

- **Meghan McCreary, MLT Aikens - Is your workplace prepared for legalized marijuana?**
Meghan can help you get your workplace prepared for legalized marijuana.
- **Dr. Todd Conklin – Beyond behaviour: Learn new principles in safety management**
Dr. Conklin says simple acts can revitalize your workplace.
- **Paul Krismer – How happiness can create a positive safety culture**
Paul says leveraging positive psychology increases workplace wellness.
- **Michael Melnik – How to generate energy and drive safe behaviours in the workplace**
Michael says an energized approach can create a safe, healthy and productive workplace.



THE SASKATCHEWAN WCB COMPENSATION INSTITUTE CONFERENCE WILL PROVIDE TOOLS AND TIPS ON HOW TO PREVENT AND MANAGE WORK-PLACE INJURIES. REGISTRATION OPENS FEB. 12.

- **Stuart Ellis-Myers (a.k.a. Twitchy) – Mental Health: Addressing the unsafe mind, change your thoughts, change your life**
Stuart shares tips on how to spot mental health safety issues.
- **Lionel Laroche – Effectively communicating with culturally different people**
Lionel believes cultural differences can turn into a source of creativity and innovation.

Registration for 2018 Compensation Institute opens Feb. 12. For more information, visit www.wcsask.com/compensation-institute-2018. #CI2018 #SaskWCB #WorkSafe 

SIDEBAR: 3 FACTS ABOUT 2018 COMPENSATION INSTITUTE

1. Compensation Institute is unique in Canada. The Saskatchewan WCB is the only jurisdiction in the country to offer this kind of free two-day event.
2. The WCB's first Compensation Institute was in 1997 with a goal for participants to learn about the workers' compensation system in Canada. Twenty-one years later, the event has grown in size and attendance, now providing practical information and supporting injury prevention and return to work.
3. The free event is intended for workers, employers, stakeholders, safety professionals, health care providers and any other interested parties in Saskatchewan.



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ACEC-SK 2017



ENGINEERS IMPROVE YOUR LIFE

How many people realize how engineering contributes to our province's health system? **Stantec** provided mechanical engineering services to an addition at the Saskatchewan Centre for Innovations in Cyclotron Science (SCIC). Thanks to this facility, radioisotopes are locally produced which has dramatically reduced wait times for medical imaging services in this province.

Engineers also routinely contribute to water quality, but **Associated Engineering's** recent contribution was unique. For years power outages meant extended water supply shut-downs and boil water advisories in Northern Saskatchewan. Associated Engineering worked with the northern communities of La Ronge, Village of Air Ronge and the adjacent Lac La Ronge Indian Band to ensure production of joint backup power. This means these communities should never have to worry about water supply and waste water disruptions again.

Also in the north, **SAL Engineering** provided project management expertise to blend a new school addition with an existing facility requiring extensive interior and exterior upgrades. The end result is a safe, functional and well utilized facility that has become the heart of an entire region's educational and social activities.

Transportation engineering expertise is also prevalent in Saskatchewan. Recently residents of Saskatoon gained innovative improvements at the Idylwyld Drive Overpass at Ruth Street. The **ISL Engineering** team provided practical and innovative solutions that have greatly reduce commute times.

Transportation engineering innovation was also recently applied in the Quill Lakes region. Rising water levels in the Quill Lakes over the past decade was taking its toll on highways and other infrastructure. **Tetra Tech** provided winter weather construction, traffic flow maintenance and new technical applications delivered in a very tight timeline. The risk to this important provincial transportation route is now greatly reduced.

Many solutions identified in this article are unique, innovative and completed by Saskatchewan industry professionals.



2017 BRIAN ECKEL AWARDS

PINNACLE AWARD

ACEC-SK's inaugural Pinnacle Award recognizes the best overall Brian Eckel project. The recipient is selected based on the highest achieving project submission

Pinnacle Award Recipient, this year in the Project Management Category:

SAL ENGINEERING LTD.

Project Name: Pelican Narrows High School Addition and Renovation Project

Client: Peter Ballantine Cree Nation

This project completed by SAL Engineering Ltd. in 2015 included 3 construction zones and the construction of portal classrooms in Pelican Narrows, SK. Strong project management was the critical essence of the work, allowing the project to finish 2M under budget and ahead of schedule. Use of local labour added to the benefits of providing an emergency shelter space, community gathering space and a safe and healthy school environment.



SAL ENGINEERING

AWARD OF EXCELLENCE – Transportation Category

ISL Engineering & Land Services Ltd.

Idylwyld Drive Overpass at Ruth Street Rehabilitation

Client: City of Saskatoon



ISL ENGINEERING & LAND SERVICES LTD.

AWARD OF MERIT – Municipal Infrastructure & Water Resources Category

Associated Engineering

Municipal Utilities Back-up Power Project

Client: Town of La Ronge and Northern Village of Air Ronge



ASSOCIATED ENGINEERING

AWARD OF MERIT – Transportation Category

Tetra Tech Canada Inc.

Highway 6 – 10 Grade Raise at Quill Lake

Client: Saskatchewan Ministry of Highways



TETRA TECH CANADA INC.

AWARD OF MERIT – Buildings Category

Stantec

Innovations in Cyclotron Science

Client: University of Saskatchewan



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Environmental Category

Tetra Tech Canada Inc.

Wetland Design & Construction for Highway 11 Compensation
Client: Saskatchewan Ministry of Highways

Klohn Crippen Berger

Morris Dam Rehabilitation
Client: SaskPower

Studies & Soft Engineering Category

Catterall & Wright

Photogrammetric Modelling of Centennial Park
Client: City of Humboldt

Transportation Category

Dillon Consulting Limited

Emergency Bridge to Culvert Replacement Hwy 3
Client: Saskatchewan Ministry of Highways and Infrastructure, Northern Region

Dillon Consulting Limited

Warman Signalized Intersections
Client: City of Warman



TETRA TECH CANADA INC.



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PHOTO (L TO R): The Honourable Vaughn Solomon Schofield, Lieutenant Governor of Saskatchewan, S.O.M., S.V.M. presenting Rick Kullman, B.E., M.Sc., FCSCE, FEC, P.Eng. (Retired) the prestigious Lieutenant Governor of Saskatchewan Meritorious Achievement

2017 COMMUNITY INITIATIVE AWARD PRESENTATION (NEW AWARD)

DILLON CONSULTING LIMITED - DILLON CONSULTING LIMITED



PHOTO (L TO R): Byron Studer, C.Tech., Paul Walsh, P.Eng., ACEC-SK Chair, Mike Prime, P.Eng. and Kathryn Palmer, P.Eng.

Dillon Consulting received ACEC-SK's 2017 inaugural Community Initiative Award for their Environment and Community Investment Fund. The fund, which amounts to over 1% of pre-tax profits, encourages employees to develop and participate in community and environmental initiatives of their choosing. In 2016, 180+ ECIF initiatives took place nationally involving almost all employees.

2017 ACEC-SK YOUNG PROFESSIONAL AWARD

MICHAEL WALKER, P. ENG., PE, PMP - MCELHANNEY CONSULTING SERVICES LTD.



PHOTO (L TO R): Michael Walker, P.Eng., PE, PMP accepts the ACEC-SK 2017 Young Professional Award from Paul Walsh, P.Eng., ACEC-SK Chair.

2017 BRIAN ECKEL MEMORIAL SCHOLARSHIP

RYAN CAUFIELD - UNIVERSITY OF SASKATCHEWAN, ENGINEERING



PHOTO (L TO R): Robert Johanson, Ph.D., Engineering Licensee, Head of Dept. of Electrical and Computer Engineering, University of Saskatchewan; Ryan Caufield, 2017 Brian Eckel Memorial Scholarship Award recipient and Paul Walsh, P. Eng., ACEC-SK Chair.

2017 MENTOR AWARD

WILLIAM (BILL) JAMES WRIGHT, P.ENG. - CATTERALL & WRIGHT



PHOTO (L TO R): Bryce Hunter, P. Eng., ACEC-SK Vice Chair presents 2017 Mentor Award to recipient William (Bill) Wright, P. Eng.

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SRG Security Resource Group Inc. (SRG), a security services company based in Regina, Canada, was named Security Services Partner of the Year for the Americas by McAfee, the world's largest dedicated security technology company.

"We recognize SRG as a significant member of our partner network. They bring unique value to McAfee and we're proud to see them reach such high performance," said Ken McCray, Head of the Americas Channel Sales and Operations at McAfee. "Working together, SRG's customers experience faster deployment times, reduced costs, easy-to-use management tools, greater protection and improved compliance."

SRG and other McAfee's partners are promoting and accelerating the adoption of security technology and services, critical to protecting consumers, companies and organizations from ever-evolving cyberthreats.

"We are humbled to receive such a high honor from a company of McAfee's caliber. We started as a small local company and have built our way up to tackling world-class challenges for global customers. It is very gratifying to have SRG recognized as one of the premier Cyber Security Companies in the Americas. I would like to thank the whole team at SRG who have helped us build our success through the years," said SRG President and COO Blair Ross."

As a result of this significant McAfee technical knowledge, SRG has become a go-to partner for professional service consulting to assist McAfee with rollouts and health checks resulting in customers asking for SRG to assist them with other aspects of their security strategies.

SRG's "service attitude" is quality work, adaptability to suit customer needs and a focus on demonstrating the McAfee technology value proposition with a solid atechanical service team.



For further information, contact:

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Pitch

FACEBOOK ONLY A MOTHER COULD LOVE

BY BROOK THALGOTT



On January 11, Mark Zuckerberg—Facebook’s creator and CEO—announced coming changes to the way Facebook displays content in its News Feed. In a lengthy Facebook post, Zuckerberg explained that the News Feed would start prioritizing the content from user’s friends, family and groups as opposed to posts from businesses and publishers. In the post, he noted that Facebook had received feedback from its users that posts from businesses, brands and media was “crowding out the personal moments that lead us to connect more with each other.”

This comes on the heels of recent algorithm changes where posts that ask users to like, share or follow, and posts that are overly promotional are ranked low, making it unlikely users will ever see them. It also follows more than a year of criticism about their perceived inaction on Facebook’s problems with fake news, and its possible influence on the 2016 U.S. election and the U.K. Brexit referendum.

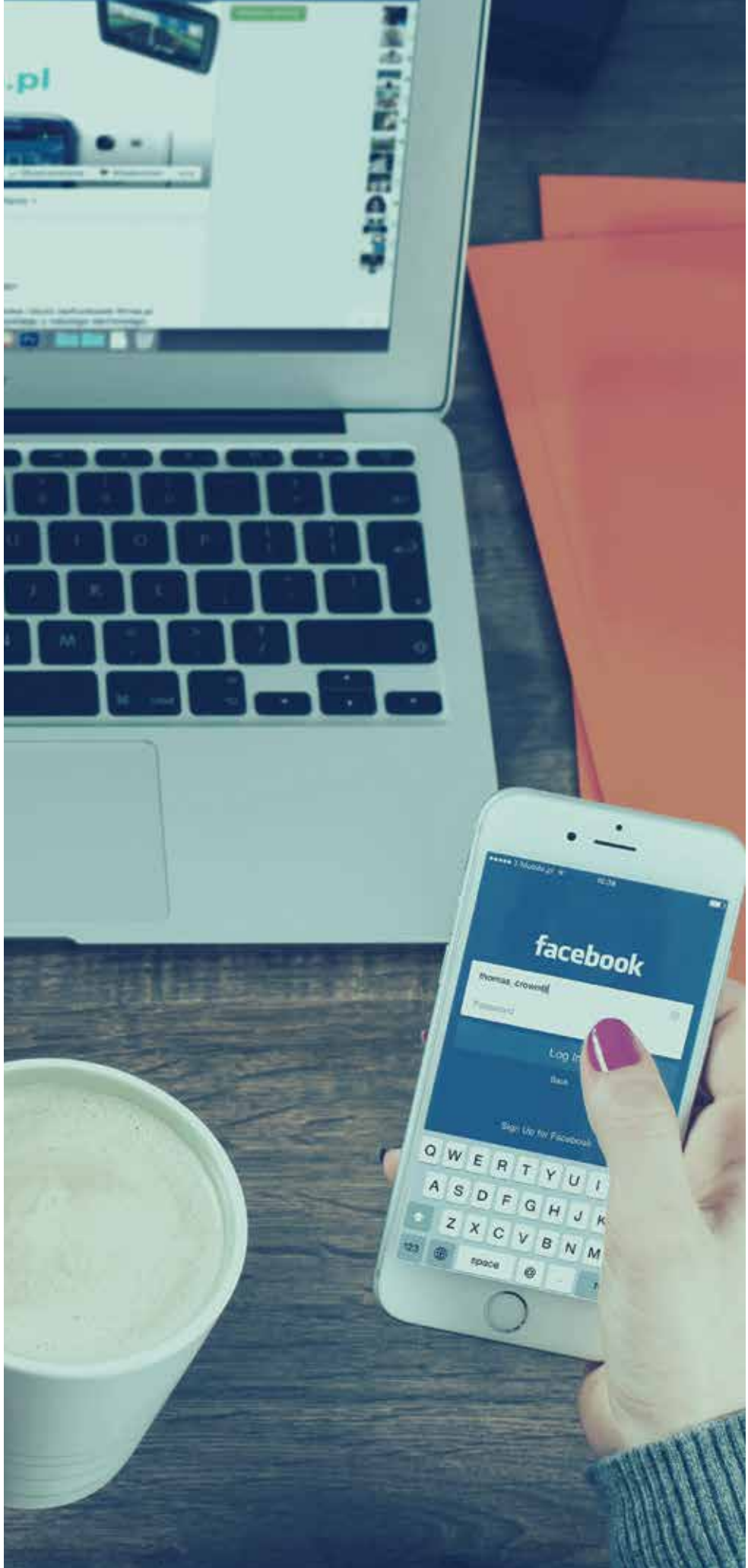
Over the next few months, users will begin to notice more from their personal connections and less from businesses, brands and media companies. As a Facebook user, this is great news—less ads, more interaction with the people you’re connected to. If you’re a company or brand that uses Facebook in your marketing, this news isn’t great at all.

Marketers and media organizations have become very reliant on Facebook as a promotional tool over the last decade, and it’s easy to see why. Facebook is free to set up, cheap to advertise on and easy to use. It has two billion users around the world, and the amount of information it has for businesses to target potential customers is astonishing. With these new changes, the party may be over for marketers. So now what? How do businesses continue to use Facebook for marketing? *Industry West* reached out to two local experts to ask what to do next.

**Jeph Maystruck, Partner,
Strategy Lab Marketing**

“I’ve felt like since Facebook went public, it lost its ‘friend’ focus,” says Maystruck. “Facebook needed to make money, and we’re their product. They shifted to advertising for brands and businesses and here we are.” The marketers at Strategy Lab are taking the Facebook changes in stride. “We’re just testing to see what’s changed right now, and we’re finding out what we can and can’t do,” says Maystruck. They’re trying different posts, seeing what can be boosted and what can’t, and how often content should be posted. Maystruck advises to do the same. “Focus on engagement. Consistent, organic engagement is the goal and the hardest one to get,” he says. “Test it all, and compare to your previous metrics to see what works and what doesn’t.”

Maystruck also notes that social media is not the only promotional tool in the marketing chest. Check your web traffic and see where your good leads are coming from. Is it Facebook, or somewhere else? If your good leads come from other places, you have nothing to worry about. Maystruck says Facebook should never be your only tool. “Facebook is free, and home to the biggest audience in the world for sure. However, you don’t own your page—they do. At any moment, it could be gone,” he says. “You need a home base that is yours alone. Plus, with an audience as large as Facebook’s, it’s really hard to get anyone’s attention.”




There are other social media platforms out there to reach prospects. Knowing your target audience is the key. “The biggest thing you can do for yourself in social media marketing is find your audience,” says Maystruck. Instagram is a great place for connecting with your audience in a highly visual space. “Instagram is good for engagement. It’s easy to use and feedback is immediate,” he says. “Snapchat is great for anyone good with a camera for short videos, especially if your targets are young.” Wherever you choose to be—Facebook or elsewhere—it has to be where your prospects are in order to be effective.

Brian Webb, Web and New Media Specialist, Regina

Images are important. “Make sure you include a photo or video with every organic post. Text-only posts by businesses are not worth the time it takes to write and post,” says Webb. “Videos are served to more of your followers than photos, so video is preferred.” If you’re looking to overtly market a product or service, prepare to open your wallet. “Any post that markets or sells a product will need to be boosted in order for it to have any impact,” he says. “Sales posts should have a clear call to action and link to a sales or information website. When you are boosting a post, it’s a good idea to use the button feature that Facebook provides to direct your traffic.” Webb also anticipates the cost to boost posts is going to change. “I expect the price of a boosted post to fluctuate in the short term,” says Webb. To get the most from your boosted posts, he advises using a custom-defined audience—don’t just aim for your own followers.

And always remember, there is a world outside of Facebook. “Google Ads are cost effective alternatives to Facebook, but they take a bit of practice and you may see your first couple of campaigns needing constant attention,” advises Webb. If you’re going to try Google Ads, start small until you’re comfortable with how it all works. LinkedIn and Instagram also provide excellent marketing opportunities. “If you have an active LinkedIn presence for your business, LinkedIn can be a positive tool through their sponsored content feature,” says Webb. “If you sell a physical product, Instagram can be a great way to market, and content can be automatically shared on Facebook as well.”

The Verdict

It’s not all bad news. You’re going to have to test how Facebook will react to your posts, but it’s not the end of the world. Facebook is just one way to reach your prospects. Like we all learned in Marketing 101, it’s all about finding your targets where they are and engaging. The tools change, but the principle stays the same. Good luck! 

NEED SAFETY EYEWEAR?



Each year the Saskatchewan Workers’ Compensation Board receives more than 3,500 reports of eye injuries. The **Saskatchewan Association of Optometrists’ Occupational Vision Care Program** goal is to eliminate these injuries.

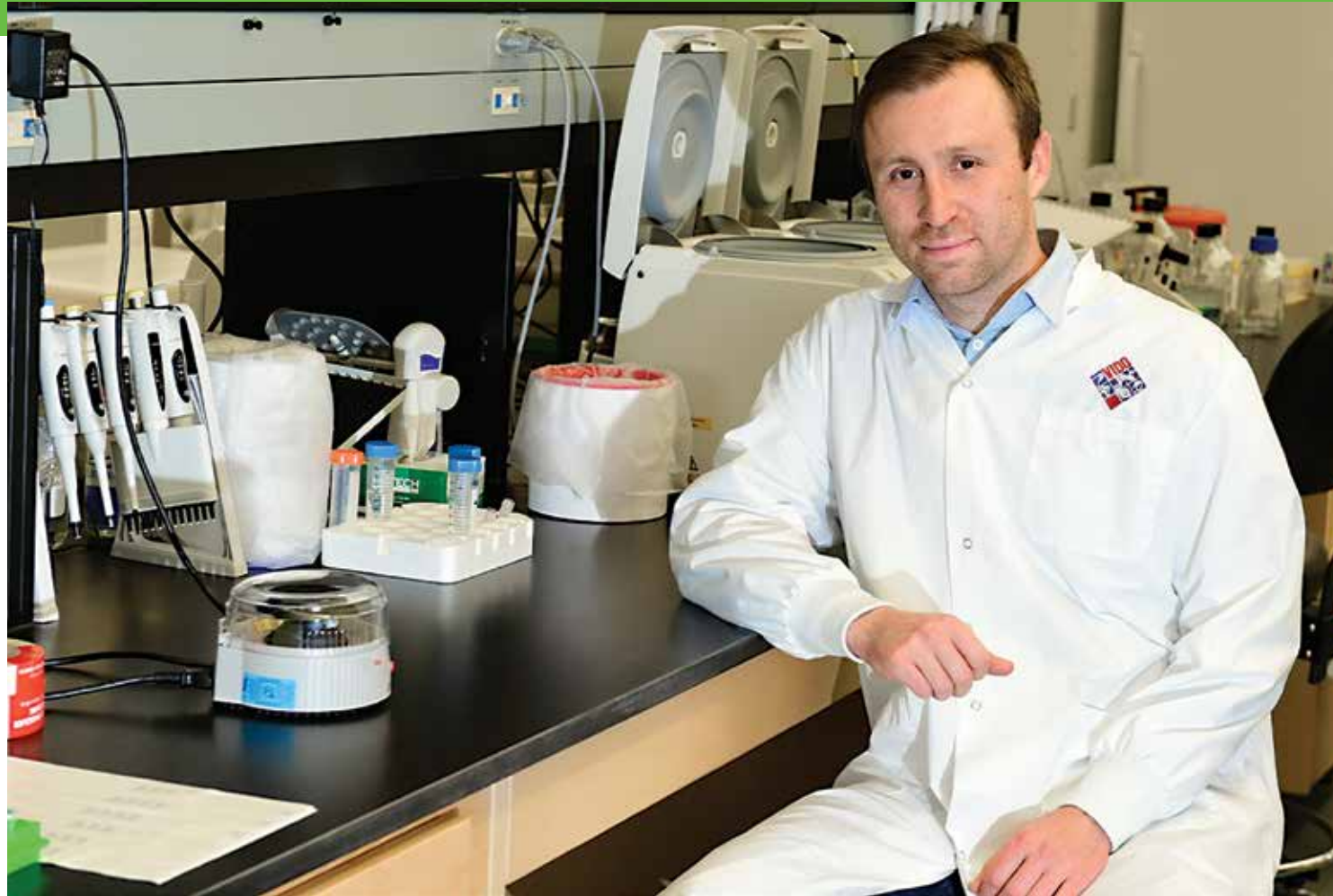
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Dr. Uladzimir Karniychuk from the Vaccine Infectious Disease Organization - International Vaccine Centre (VIDO-InterVac). Dr. Karniychuk is leading a project with funding from the Saskatchewan Advantage Innovation Fund to study the Zika virus infection, develop vaccines and novel therapies to combat the disease in both animals and humans. His team is the first in the world to utilize the “fetal pig model” to study the Zika virus.

SASKATCHEWAN FUND SUPPORTS AG TECH INNOVATION

BY JENN SHARP

A Saskatchewan-based fund aids the booming agricultural technology sector, an area in which the province is known as a world leader.

The Saskatchewan Advantage Innovation Fund (SAIF) was introduced in 2012 to support the province’s main economic sectors: mining, agriculture and oil and gas. The fund favours emerging technology in the agriculture field. SAIF is managed by Innovation Saskatchewan (IS), which focuses on digital technology in the province’s core economic areas. SAIF has an \$866,000 annual budget and will fund up to 30 per cent of a project’s total cost. The fund is open to all kinds of proposals, however those targeting technology are in a better position to be accepted.

Saskatchewan’s Minister of the Economy Steven Bonk says SAIF’s role in funding digital technology complements the province’s Agriculture Development Fund (ADF). The ADF has an annual budget of \$14 million under the Ministry of Agriculture. “They have a much larger budget for the field (of) genomic work, plant breeding and value-added products. Our focus is mainly on digital and precision agriculture solutions,” says Bonk.

Autonomous farming is one of the biggest trends in agriculture. “We’ve had some super exciting developments in Saskatchewan in that area,” he says. Developments in variable rate application, more precise GPS mapping, along with advances in the digital applications of storage solutions and monitoring are all happening in the province. Future projects in these areas would be aptly suited for a proposal with SAIF. On the livestock side, any type of proposal related to radio-frequency identification (RFID) technology, tracking and traceability would qualify.

Bonk’s work has taken him all over the world, and to many agricultural communities. The feedback he’s received confirms Saskatchewan’s renown for advances in dry land farming and livestock genetics. “Saskatchewan is known for innovation and cutting-edge technology. We’re a world leader in this area. (SAIF) is more than excited to be a part of it.”

Saskatoon is also becoming known as a technology innovation hotbed, particularly in the agriculture field. “(Saskatoon) has the second fastest growing technology sector in all of Canada, just behind Waterloo,” says Bonk. “We’re leading the world in ag tech.” A booming technology sector means a bright future for the provincial economy. Bonk says it has already created 5,000 jobs and added \$1.4 billion annually to the GDP.

It’s not just the ag tech world where Saskatchewan excels. Together with Genome Canada, the Public Health Agency of Canada and VIDO-InterVac, IS contributed funding through SAIF on a Zika research project. The project is being conducted at VIDO-InterVac, located at the University of Saskatchewan. The virus was declared a public health emergency in 2016.¹ It can cause microcephaly, brain underdevelopment in babies born to infected mothers. The research project will be the first in the world to use a swine model to study Zika infection and test new therapies and vaccines for prevention.²

Since its inception, SAIF has provided funding for 21 projects. The popular program has been fully subscribed every year. SAIF has been able to leverage \$21 million in industry and federal R&D money, which has a huge multiplier effect. The SAIF website outlines requirements for submitting a proposal.

Projects are assessed by a team of reviewers that use ProGrid™, a software program provided by the Saskatchewan Research Council, for clarity in the decision-making process. The software’s four-step methodology process evaluates and ranks both tangible, such as money or static resources, and intangible factors, like intellectual capital, codified knowledge and human resources. It’s particularly useful in evaluating R&D proposals and technology assessments. Shortlisted proposals are then sent to IS’s board of directors for final approval. Proposals that align with provincial economic priorities generally have an excellent chance at securing funds.

For more information, visit:
<http://innovationsask.ca/research/saskatchewan-advantage-innovation-fund>

iw

¹ <http://www.who.int/mediacentre/news/statements/2016/1st-emergency-committee-zika/en/>

² <http://vido.org/news/helping-to-fight-zika-virus>



AGRICULTURE IS CHANGING – ARE YOU READY?

As a Saskatchewan farmer you already know what work lies ahead this spring but, as the agricultural landscape changes so does the way you do business. The ag industry can be unpredictable and as technology changes so do the ways you seed, irrigate, and harvest your crops. Technology is making it easier to do business than ever before but, having the essentials to keep up with these changes can add up quickly. This might mean some tough decisions ahead - here's a few things to keep in mind as you look to what's to come in 2018:

Growing your Business

Expanding your business comes with a host of challenges, both financially and logistically. You may be at the point where you're ready to produce different yields, venture into the livestock market, or have thought of an innovative idea to help others in your industry. Ensuring you have the resources to make those dreams a reality are vital to your success. Whether your plans include a line of credit, a loan, or a savings plan, make sure you understand all the products available to you and how they fit with your long term goals.

Planning for the Future

What are your plans for the future? Whether you're getting ready to expand your farming operations or looking to retire soon it helps to have a plan in place. Ask yourself if you know the answer to some of these questions:


- How will the proposed changes to small business taxes affect my long term goals?
- How much money do I need to purchase the new land or equipment I need to expand my business?
- Where and what does expansion look like for my business? Am I adding to what I already offer, exploring new products, or looking to buy-out a competitor?
- Am I saving enough to ensure I can retire when I want to?
- What kind of tax implications do I incur if I sell or gift my land, equipment, or home?

If you don't know the answer to one or more of these questions it may be a good idea to sit down with a professional such as an accountant, tax specialist, or financial planner that can help you map out what you need to do to make your goals a reality.

If you're not ready to sit down with someone but, want to get more information on a specific topic check out our complimentary business training sessions. Through a partnership with MNP, Conexus offers extensive business courses you can access from the comfort of your own home." But, the best part? This service is completely free. From tax planning to agricultural risk management and succession planning the Conexus Business Accelerator courses are tailored to your needs now and in the future. Visit us www.conexus.ca/business for more information.

Regardless of where you're at it is always important to take a moment and make sure you have your bases covered. At Conexus, ag business is our business - our experts are available where and when you need it most to turn your dreams of today into a reality for tomorrow.

About Conexus Credit Union

Conexus is a forward-thinking credit union committed to our members and their financial well-being. Providing ease, access and value is key to our technological advances and services we bring to market for our members. We know banking is no longer a place you go, but a thing you do. Located across Saskatchewan, we are Canada's sixth largest credit union. As a credit union, our profits are returned to our members through our rates, high value to ratio loans, and more. Consider banking with Conexus Credit Union today. Visit www.conexus.ca/business for more information. 



SASKATCHEWAN POLYTECH FOLLOWS THE DRILL

BY INDUSTRY WEST STAFF



PHOTO COURTESY SASK POLYTECH


Saskatchewan Polytechnic's new Innovative Manufacturing program trains students for the manufacturing sector, teaching skills and knowledge in mechanical and CAD/CAM engineering technologies, welding, machining, project management, industrial design, and quality control/quality assurance strategies. The program is already showing value to the province's manufacturing industry just a few short months after it began, with its first tool trial for Sandvik Coromant Canada.

Sandvik Coromant Canada is a sponsor of carbide tooling for the Innovative Manufacturing program. Travis Adam, the company's representative for Sask Polytech, approached the Innovative Manufacturing team about conducting some tool trials. "Travis called us to see if we would be interested in some testing to assist one of their clients, Case New Holland," says Phil Ursulescu, program head, Machinist program and Innovative Manufacturing program. Case New Holland has a manufacturing plant in Saskatoon, building agricultural equipment. "Sandvik Coromant wanted us to test grades of carbide drills in their product line, to help Case New Holland select the product that would work best of their needs," says Ursulescu. "Needless to say, we jumped at the chance."

Students from the program volunteered to code and run the program that would be used to test the drills. To ensure accurate data, the supplied plates were hardness tested, and identical feeds and speeds were used. The enthusiastic student volunteers wanted to see a tool work to failure. The testing saw one tool drill 5,400 holes, and another created 11,000 holes. Photos were taken after every 300 holes and all the data was recorded for Sandvik Coromant. "The test was a fantastic real-world experience for our students," says Ursulescu. "It gave them an opportunity to solve a production issue for a real manufacturer."

After the success of the first testing project, the program is looking for other opportunities to handle testing and research for the manufacturing sector. "The Sandvik Coromant test was just the beginning for us and our students," says Ursulescu. "Opportunities like this give our students real, hands-on experience in things they will do in the workplace and it benefits the sector too." The manufacturing technology lab has the capability to handle all kinds of research for manufacturing and metals. "We've got a 3D printer that can handle prints up to 1 m x 1 m x 0.5 m and soon we'll have injection molding capability," says Ursulescu. Sask Polytech can also source possible funding for research projects from the National Research Council. "Our research capacity is fantastic," advises Ursulescu. "But if we can't do it, we can help find someone who can."

The Innovative Manufacturing program is taught at the Regina campus over five semesters in two years. More than just 'draw the part, make the part', the program teaches students how to identify the manufacturing problem and design the solution. Students are also given a two-week work placement to apply their skills in the real world. The program is guided by Saskatchewan employers to educate students for jobs in demand. Aligned to the National Occupation Classification (NOC) 2233 Industrial Engineering and Manufacturing Technologist, graduates are ready for employment in various manufacturing sectors including industrial, agricultural, mining, textile, forestry and food processing.

For further information on the program and how it can help your manufacturing business, visit saskpolytech.ca. 

Give

PHOTO: EGADZ

LIFE BEGINS AFTER THE CRISIS

BY BROOK THALGOTT

For 28 years, the Saskatoon Downtown Youth Centre Inc., better known as EGADZ, has been changing the lives of young people for the better. Don Meikle, EGADZ Executive Director, has been working with the city's youth for nearly all that time. "I have been here for 25 years, and we've grown from 13 employees to 150," says Meikle. "That's a testament to the need in our community and the work we do helping youth get out of crisis and on the path to being productive, contributing citizens."

EGADZ got its start in 1988, when the City of Saskatoon recognized the need to assist "hard to serve" youth in the downtown area. Since then, EGADZ has helped thousands of young people find their way into safe homes, education, employment and more. Whether they're helping a young person get out of life on the street, or getting a young mother the support she needs to raise her baby, EGADZ is literally changing lives for the better. "When we help youth find their way the world, we all benefit," says Meikle. "We see our successes every day in our community."

Without the help of the local community, EGADZ cannot do the work it is so good at. "With every grant or donation that we receive, we're about providing value for money," says Meikle. "Our mindset is always on 'most impact, least cost'." You can see proof of this philosophy everywhere you look. The organization runs

15 homes across the city, with many allowing young parents to keep their children with them. EGADZ receives no additional funding from government to house these little children, but they do it because it's the right thing to do. That simple act—allowing a young parent to bring their child with them to an EGADZ home—saved taxpayers \$865,000 in 2017 alone. Not only did the organization save money, they also kept young families together and gave them access to the resources they need to stay together as a happy, functioning unit. That's just one of the many remarkable feats accomplished by EGADZ through their programs.

EGADZ also gets young people on the path to job success through their Action to Employment program. The program was the brainchild of one of EGADZ's clients, a young person looking for a way to give back to the community that was helping them. EGADZ youth provide lawn care

PHOTO: EGADZ

OPERATION RUNAWAY NEEDS YOU

Operation Runaway is a new program offered by EGADZ, assisting Saskatoon's runaway youth. EGADZ works with runaways to help them with things like getting back into school, receiving assistance for addiction or mental health issues or into a safe home off the street. Prairie Mobile Communications has partnered with EGADZ on Operation Runaway, providing mobile phones that runaways can use to stay in contact with the program. "Runaways are running from something, or to something," says Meikle. "This program is designed to find out why, and what they need to get off the street. These kids need real help—not to be told to just get over it."

The program only has funding secured through the end of March 2018, but the need for it is still very real. If you or your organization would like to help, contact EGADZ at 306-931-6644 for details.

PHOTO: EGADZ

and snow removal for local seniors who are unable to maintain their yards any longer. Thirty seniors are now using the program, paying for the service based on what they can afford. "Our kids cut lawns, shovel snow, pick weeds—whatever the senior needs done," says Meikle. "We were uncertain if seniors would embrace these kids and the help, but we were wrong. Wonderful relationships have been built between our youth and these clients." EGADZ receives letters from seniors who have been helped, praising the program and the young people who show up to do the work. "One of our kids involved with the program really struggled with mental health issues. However, he 'had to get out of bed because the seniors needed him'," says Meikle. "Something as small as shovelling snow for someone who needed it provided the motivation to get up and get moving."


Helping EGADZ make a difference is easy. Cash and corporate donations are happily accepted, as are donations of goods. School supplies, backpacks, zipper binders, socks, toiletries, shoes, boots, baby supplies and non-perishable food items are always appreciated. "We're always grateful to our donors, and you can trust we're making the most of our donations," says Meikle. To learn more about EGADZ and how you can help, visit egadz.ca. 

PHOTO: EGADZ

48 HOURS IN THE FRIENDLY CITY

BY JACKI L'HEUREUX-MASON

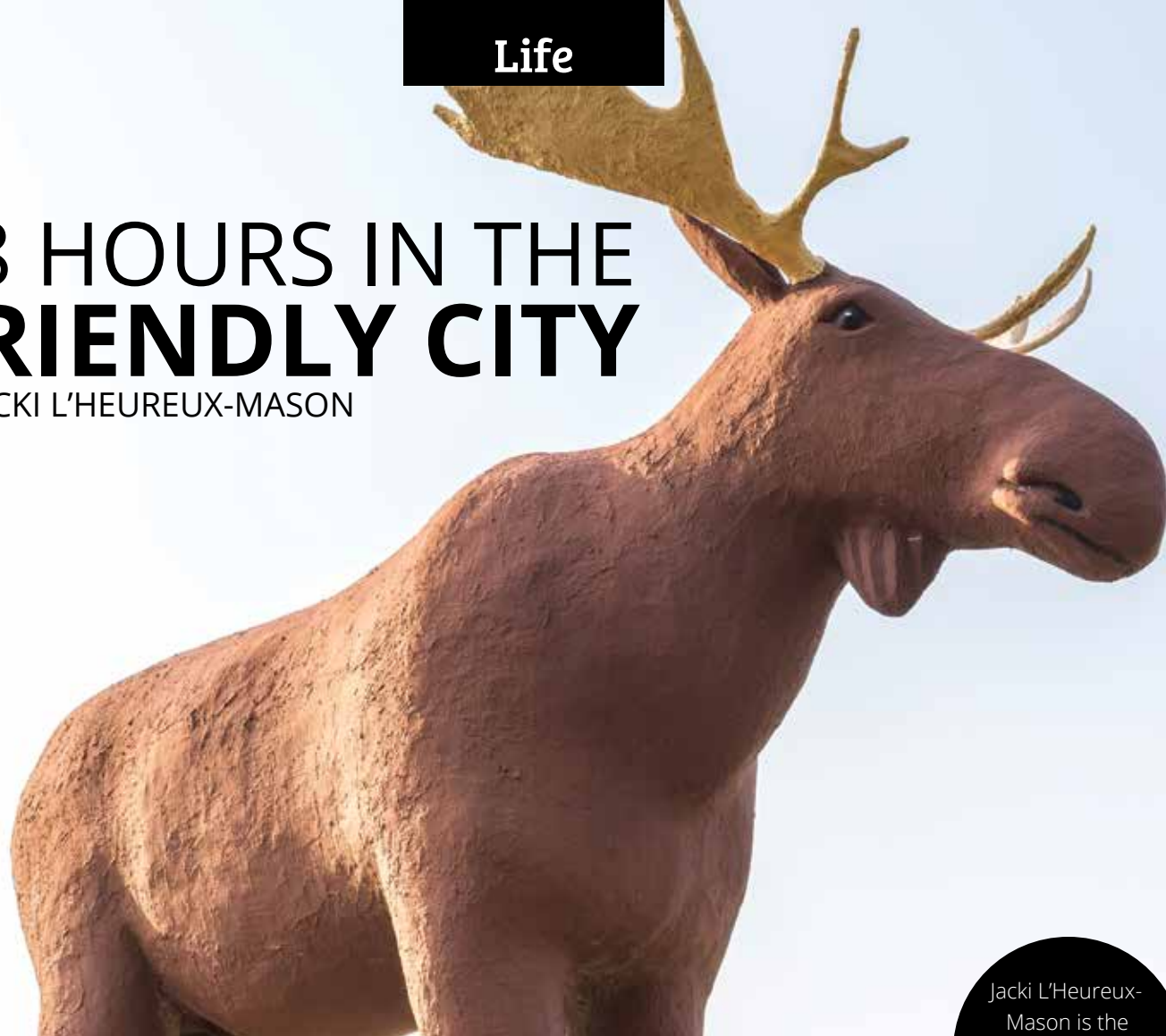


PHOTO BY KRISTIN ATOR

Jacki L'Heureux-Mason is the Executive Director at Tourism Moose Jaw.

Winters are long and dark in Saskatchewan. It's a long haul to spring, and we're all looking for a getaway to ease the winter blahs. Luckily, you don't have to go far to find one. Moose Jaw is the perfect place for a fun winter weekend that won't break the bank.

Drive in on a Friday evening, and check into one of Tourism Moose Jaw's fine member properties. There are 14 to choose from. You'll find the perfect place to rest, guaranteed. Once you're refreshed and recharged, it's time to check out the town and find some fun!

Live music and a delicious menu are just the beginning. A trendy, laid back vibe will greet you at Cask 82 Ale and Table. Tucked away at 82 Manitoba Street West in a beautiful building dating back to 1907, you'll find the best handcrafted cocktails, wine, bourbon, scotch and beer selection in the city. "Our patrons enjoy our classic cocktail menu including our old fashioned, whiskey sours & martinis," says owner Alex Carleton. "Stop by for a beverage or check out our fantastic appy & dinner menu. And, our live music every weekend has been a real hit with locals and tourists alike." After some tunes and the perfect nightcap at Cask 82, you'll want to retire to your comfy bed, and get ready for a busy day ahead.



OLIV MOOSE JAW

Your options for a decadent breakfast are almost endless, from home style cooking at Veroba's Family Restaurant to chef inspired creations at Harwood's Restaurant and Lounge, your first meal of the day will fill you up and get you going.

Voted #3 of the coolest Downtowns in all of Canada, Moose Jaw's historic and eclectic Main Street will be the focus of your day today. Quaint, independently owned shops line the cobblestone lined walks. Make sure you check out the original light standard in front of the beautiful City Hall/Police Station. It's over 100 years old!

Entice your taste buds with a unique shopping and flavor experience at OLIV. Owner Charmaine Franken and her team is waiting to give you a tour through the world's finest Extra Virgin Olive Oils and balsamic vinegars. More than thirty flavors of olive oil and again as many flavors of balsamic await you, and the sky is the limit when it comes to enjoying them. "Olive oils can be used for so much more than just salad dressing," says Charmaine. "Let us guide you through a taste experience like no other." When you leave OLIV, your life and cooking will never be the same.

Once you are stocked up on olive oil and balsamic vinegar, Yvette Moore Gallery is the perfect mid-day stop. Local artist, Yvette Moore

has curated an experience worthy of any big city art gallery. At Yvette Moore Gallery, the attention to detail is unparalleled. Be amazed by the extraordinary detail of Yvette Moore's fine art; the extensive collection of handcrafted works from local and Canadian artisans; and the impeccably preserved 1910 Land Title's Building that houses it all. No artistic touch is overlooked—including your lunch! Recharge the day at The Gallery Café and enjoy an artistically delicious and homemade lunch or dessert. Call to reserve your table—they will save you a seat!

In the afternoon, you can take a break to take in the waters at Temple Gardens Mineral Spa, test your luck at Casino Moose Jaw, or try something totally different at Sir Viver virtual reality experience. If you need more ideas, Tourism Moose Jaw's website is full of all the information you could need, or stop in to visit them at 450 Diefenbaker Drive. While you're there, be sure to take a selfie with Mac the Moose.

After a fun afternoon exploring, it's time for supper. Head north to Thatcher Drive and find Rock Creek Tap and Grill. Rock Creek is your key to kicked-up casual dining. Locally owned, you'll find an array of chef inspired dishes, prepared every day with fresh ingredients and served in a classy yet casual environment. "We've got great wine, beer and cocktail selections to accompany our fantastic menu," say owners Jeff and Ashlea Street. "Rock Creek is a friendly, fun place for an elegant, well-priced dinner and drinks, and our team is always happy to see you."

If you're not quite ready to wind down, you have an almost endless variety of choices to liven up your night. Take in a show at the legendary Mae Wilson Theatre, visit one of the many pubs around the city or take a drive into the country to see wide open skies, alive with stars and maybe even some Northern Lights!



PRAIRIE BEE MEADERY



ROCK CREEK TAP & GRILL

After another restful night and a leisurely morning, Sunday brunch is order. There are so many to choose from, you'll have to come back again and try them all. The Grant Hall, Seasons Café and Brown's Social House are just a few of the great places to get a decadent Sunday brunch.

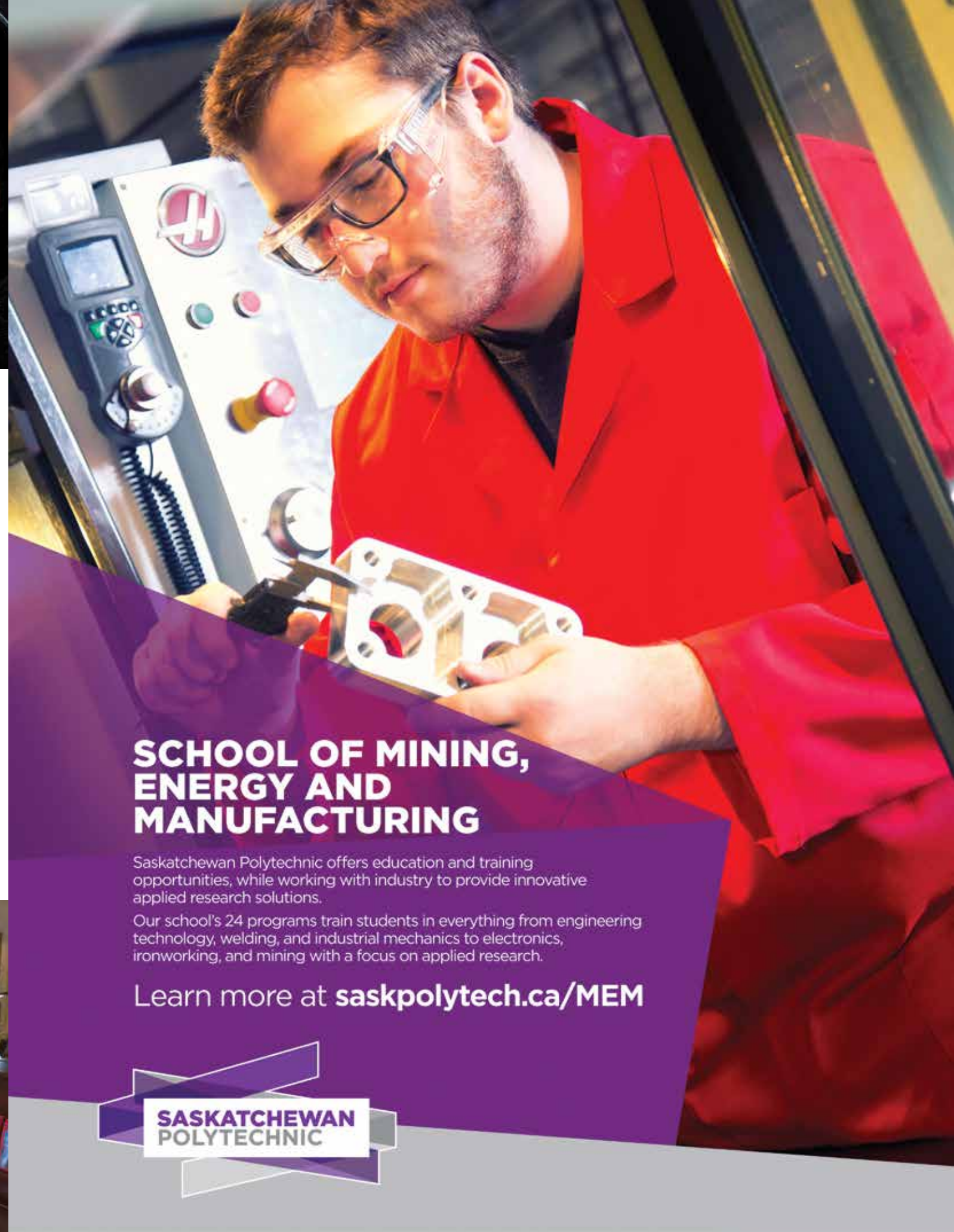
Once you've filled your tummy, it's time to walk it off again! Parking is free on weekends, so grab a spot and finish your downtown exploring. No Main Street excursion is complete without taking part in the Premium Local Craft Experience offered at Prairie Bee Meadery. Located in one of downtown Moose Jaw's notorious Tunnel buildings, Prairie Bee's "cool-factor" is off the charts! With a resurgence in popularity of the ancient beverage, Prairie Bee's wine-style Meads have been gaining notoriety and winning awards since local fruit and honey producers, Vickie and Dennis Derksen decided to step into Saskatchewan's thriving Craft Beverage Industry. Friendly staff provide free Honey and Mead tastings, offer pairing suggestions and regularly host fun tasting events. Furthering their commitment to showcase Saskatchewan's best, Craft Beers, Ciders and Spirits are also available as well as unique giftware and bee-centric products.

There is nothing quite as majestic as a walk in Crescent Park in the winter. The beauty of frosted trees, white covered grounds and the crunch of snow under your feet is an invigorating and soul-pleasing experience. While you're there, you have to check out the Moose Jaw Museum and Art Gallery, as well as the beautiful Moose Jaw Public Library.

A coffee for the road is in order—and Chrysalis Coffee Roasters or Mitsu Sweet Café will fill up your cup. Chrysalis is the perfect spot for people watching, and a delicious locally roasted coffee. Mitsu is a Japanese inspired, cool coffee shop that is a unique stop to be sure. Either way, get your caffeine fix, fuel up and hit the road home. You'll love your winter weekend escape in Moose Jaw, and you'll want to come back in the summer to see all the things you missed. **iw**



YVETTE MOORE GALLERY



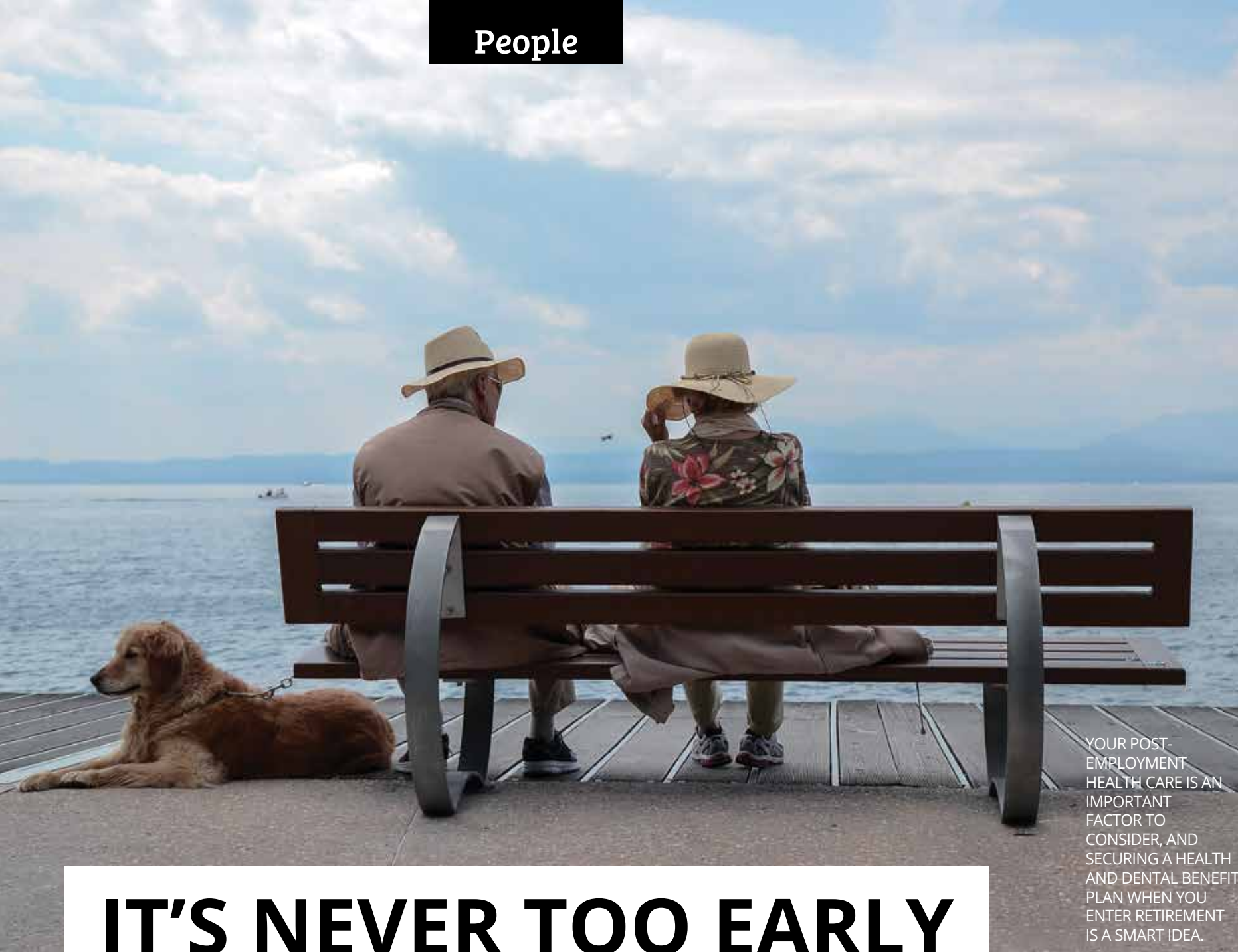
SCHOOL OF MINING, ENERGY AND MANUFACTURING

Saskatchewan Polytechnic offers education and training opportunities, while working with industry to provide innovative applied research solutions.

Our school's 24 programs train students in everything from engineering technology, welding, and industrial mechanics to electronics, ironworking, and mining with a focus on applied research.

Learn more at **saskpolytech.ca/MEM**

**SASKATCHEWAN
POLYTECHNIC**



IT'S NEVER TOO EARLY TO START PLANNING FOR RETIREMENT

BY JENN SHARP

There are many things to consider when thinking about retirement, beyond what beach or golf course you're heading to. Your post-employment health care is an important factor to consider, and securing a health and dental benefit plan when you enter retirement is a smart idea.

YOUR POST-EMPLOYMENT HEALTH CARE IS AN IMPORTANT FACTOR TO CONSIDER, AND SECURING A HEALTH AND DENTAL BENEFIT PLAN WHEN YOU ENTER RETIREMENT IS A SMART IDEA.

Devastating expenses relating to an illness or injury are not something you plan for, but it's wise to take precautions in the event of the unthinkable. Your provincial health care may not provide coverage for costs that were previously covered under a group benefit plan. And if you're planning on traveling in retirement, emergency travel insurance is a must.

"As Canadians age, they are faced with increasing healthcare costs. Items such as prescription drugs, medical equipment, in-home nursing care, dental treatment as well as emergency travel medical costs can be challenging to manage on a fixed income," says Conor Quinn, the Vice-President of Group Benefits at Co-operators Life Insurance Company.

Insurance companies offer a range of options for new retirees. Most require you to apply within 60 days of leaving your job. Here's a look at some of the options.

Co-operators Life Insurance Company

cooperators.ca/en/Group/group-benefits/product-services.aspx

The Co-operators' ContinYou Golden is the newest retiree product to hit the market. It's specifically designed for people moving into retirement and transitioning from group benefits coverage.

If you're within the 60-day mark of your group insurance terminating, it's easy to apply for ContinYou Golden. You generally only need to provide proof of comparable coverage under a group insurance plan. The plan includes coverage for costs not covered under a provincial health plan: health and dental expenses, prescription drugs, accidental dental, emergency travel, nursing care and paramedical services such as massage therapy. ContinYou Golden has three pricing tiers. The Co-operators conducted extensive market research to ensure they were bringing in a plan with competitive rates.

"We've tried to make it flexible and affordable so people can buy up," says Quinn. "Health care risks tend to increase as we age. This is a way of passing some of that risk of unexpected healthcare expenses to your insurance carrier."

On a side note, the Co-operators is the only full-service group benefit carrier and fully licensed life and health insurance company headquartered in Saskatchewan. Federated Co-op is one of the company's largest group benefits clients.

Sun Life Financial

sunlife.ca

Sun Life's Health Coverage Choice offers a comprehensive plan for you and any family members aged 74 and younger. There's no medical requirements on the application but you must have provincial health coverage. Sun Life even offers an advice and referral service with an international physician network for clients that need help understanding a medical condition and treatment options. There's also a mobile app for managing your coverage online.

Saskatchewan Blue Cross

sk.bluecross.ca

Saskatchewan Blue Cross offers customized, affordable personal health benefits plans for retirees. An added extra is that Blue Cross will transition your Basic Group Life insurance without a medical questionnaire (it only applies to those who had life insurance with a Saskatchewan Blue Cross employer benefits plan). It's a way to have life insurance coverage for those who would otherwise not qualify due to medical history.

Manulife

coverme.com/products/health-dental-insurance.jsp

Manulife offers two affordable, uninterrupted health and dental insurance protection when you retire with no medical questionnaire if you apply within 60 days of losing your group benefit coverage. Manulife's FollowMe Health allows you to apply at any age for one of four core plans. The FlexCare plan offers a discount for families with three or more children. Optional travel insurance protection is available for both plans, and both let you earn Air Miles reward miles, too.

Great-West Life

greatwestlife.com

Great-West Life's PlanDirect offers an automatic qualification without medical evidence if you've had a prior health and dental plan for at least six months. The plan automatically renews each year, as long as the premium is paid on time and the policy is in force on the day before the annual renewal. There's three options, and the premier plan offers increased drug and major dental coverage. **iw**

Daria Malin

BOOST STRATEGIC COACHING - BOOSTCOACHING.CA

On the last page of every issue of *Industry West*, we find a Saskatchewan business person or leader to answer our version of the Proust Questionnaire. Marcel Proust made the questionnaire famous, believing that 35 specific questions could reveal a person's true nature. We grabbed this idea—you've probably seen it in *Vanity Fair*—and made our own version. The first five questions are ours, and then we ask our subject to pick their favourite Proust questions to answer.

Meet Daria Malin, owner of Boost Strategic Coaching and author of the newly released book, *Hands-On Marketing: The Complete Business Owner's Guide to Advertising & Branding*. Here's what she had to say.



1. WHERE ARE YOU FROM?

Saskatoon

2. WHERE DID YOU ATTEND SCHOOL AND WHAT DID YOU STUDY?

At the U of S – I received my B.Comm with a major in marketing

3. WHAT IS YOUR CAREER HISTORY?

I started working at DQ which gave me a taste of business and customer service. I spent some time working in the financial service industries, moved into advertising, then started my firm a couple of years ago.

4. WHAT'S THE BEST PIECE OF BUSINESS OR CAREER ADVICE YOU HAVE OR HAVE BEEN GIVEN?

You always have to invest in yourself. You are your most valuable commodity so you have to invest in your health, time, and continued learning in order to grow.

5. WHAT'S YOUR FAVOURITE THING ABOUT SASKATCHEWAN?

Saskatchewan is a unique place where an enormous amount of high level business happens with exceptional entrepreneurs, but without the ego you would see in other markets.

6. WHAT IS THE TRAIT YOU MOST DEPLORE IN OTHERS?

When people don't follow through on what they say they're going to do.

7. WHAT DO YOU CONSIDER YOUR GREATEST ACHIEVEMENT?

Establishing a national clientele with businesses of all sizes, and releasing my first book.

8. WHERE WOULD YOU MOST LIKE TO LIVE?

Saskatoon because I think it's the best place to be in Canada. If I couldn't live here it would probably be New York City because I'm kind of a musical theatre geek, and I like the energy there.

9. WHO ARE YOUR FAVORITE WRITERS?

Tim Ferris, Roy Williams, Jeffrey Gitomer, and Christopher Moore

10. WHAT IS IT THAT YOU MOST DISLIKE?

When people drive slowly in the left lane.



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