

June 11, 2008

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***ACAAFS Application Deadlines:***

**August 29, 2008** for requests over \$10,000.

**July 18, 2008** for Speaker Sponsorship applications and requests \$10,000 or less.

[Click here](#) for a full list of upcoming application deadlines.

**ACS Annual General Meeting to be held on June 20, 2008 at the Farm Progress Show**

The Agriculture Council of Saskatchewan Inc. (ACS) will be holding our Annual General Meeting (AGM) at the Western Canadian Farm Progress Show on Friday, June 20, 2008 at Salon 3 of the Queensbury Convention Centre at IPSCO Place.

If you are a member of ACS, please check our [events page](#) on the ACS website for more information.

*For more information, please contact Dallas Carpenter, ACS Communications Manager, by phone at (306) 975-6856 or by E-mail at [carpenterd@agcouncil.ca](mailto:carpenterd@agcouncil.ca).*

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**ACS launches new website**

ACS has launched our new website at [www.agcouncil.ca](http://www.agcouncil.ca). The new site was designed to bring all of the ACS programs together under one design, one that is carried over from our newsletter and

corporate brochure. The new site is designed to be user friendly, with a common drop-down menu available on all pages and with links to ACAAFS application forms now available on the homepage.

*For more information, please contact Dallas Carpenter, ACS Communications Manager, by phone at (306) 975-6856 or by E-mail at [carpenterd@agcouncil.ca](mailto:carpenterd@agcouncil.ca).*

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### **ACS welcomes two new members**

ACS would like to welcome our two newest member organizations: The Saskatchewan Bison Association and the University of Regina, Faculty of Business Administration.

The Saskatchewan Bison Association (SBA) was formed by bison producers in 1991 to promote the industry and to develop markets outside the farm gate. The SBA mandate is to promote the bison industry and the use of bison and bison-related products in Saskatchewan. The SBA is administered by a nine-member, elected Board of Directors and a contracted Executive Director.

The mission of the University of Regina's Faculty of Business Administration is to "advance the knowledge, understanding, and practice of management." As part of a larger community of management scholars, they seek to advance the understanding of management through research, teaching, and service to the community.

*For more information on the Saskatchewan Bison Association, please [click here](#) to go to their Website. For more information on the University of Regina's Faculty of Business Administration, please [click here](#) to go to their Website. If you are interested in becoming a member of ACS, please [click here](#) or phone (306) 975-6847 or 1-800-641-8256 for more information.*

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### **Community Development Society International Conference set for Saskatoon this June**

Community development practitioners, researchers, policy makers, and citizen leaders from around the world will gather at the Community Development Society's (CDS) 40th annual International Conference in Saskatoon from June 22 to 25, 2008. Approximately 400 national and international community development professionals are expected to attend this engaging event.

Over the past few decades, the practice of community development has evolved considerably as we have now come to better understand the field within various conceptual frameworks as well as its practical applications. Today, there is a growing demand for increased participation in decision making and democracy in communities and organizations.

Through dynamic and engaging workshops and keynote speakers, delegates will hear students, practitioners, researchers and policymakers from around the globe share experiences, expertise and research findings on strategies to improve the process and practice of community development. The conference will begin on June 22 with an address from keynote speaker Sandy Heierbacher, National Coalition for Dialogue and Deliberation, who will be speaking on the topic of Dialogue and Deliberation.

*For more information or to register, please [click here](#) to go to the CDS website.*

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### **Food service value chain workshop set for November 13**

The Food Service supply chain continues to undergo significant change. Consolidation, brand wars and intensifying competition make investment decisions by growers, food and beverage processors and foodservice distributors in personnel, marketing and service even more complex than ever. Getting access to the foodservice market is becoming even more challenging for growers and processors. We offer a unique perspective to growers, food & beverage processors, foodservice distributors and group purchasing organizations. The workshop will be delivered by Geoff Wilson, President of Geoff Wilson and Associates and a founding Principal of fsSTRATEGY, and Bill Dover, president of Dover Hospitality Consulting and a founding Principal of fsSTRATEGY.

This workshop will provide participants with:

- a detailed review of the structure of the Canadian foodservice industry;
- An examination of current & anticipated foodservice trends;
- and a hands capability in working in small groups to work on the process of taking a product to the foodservice market.

The workshop will be held at Prairieland Park, Hall E, 503 Ruth Street West in Saskatoon on Thursday, November 13, 2008. Registration starts at 8:30 a.m. with the workshop going from 9:00 a.m. until 5:00 p.m.

*For more details or to register, please contact Lesley Dirkson by phone at (306) 975-6847 or by e-mail at [dirksonl@agcouncil.ca](mailto:dirksonl@agcouncil.ca).*

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### **ACS Board of Directors extends ACAAFS deadline to March 31, 2011**

The Agriculture Council of Saskatchewan's Board of Directors has extended the project completion deadline for project proponents seeking ACAAFS funding. Organizations that receive ACAAFS funding may take until March 31, 2011 to complete their projects and submit final reports.

Funding for Agriculture and Agri-Food Canada's ACAAFS program ends March 31, 2009.

*For more information on the ACAAFS program, please [click here](#) to go to the ACAAFS section of the ACS website.*

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### **ACAAFS success story: Mustard Capital Incorporated**

That is the heady title that a new company in southern Saskatchewan wants bestowed on its area of the province. Establishing and marketing that image is but one third of Mustard Capital Incorporated's (MCI) business plan.

MCI is the result of a market study and business plan instigated by 57 investors from the Gravelbourg, Lafleche, Mossbank and Assiniboia areas who saw great potential for a mustard seed processing operation. Investor capital for the study was matched by a grant from the

Agriculture Council of Saskatchewan through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) Program.

Based on the strengths of the geographic and economic region, three mustard processes were identified as front-runners: milling; crushing; and, as Mustard Capital Incorporated's Acting CEO, Tom Halpenny, explains, ag-tourism: "(Besides our operation) there is a local group pursuing a business plan to focus on gourmet mustard production. All of these activities lend momentum towards critical mass for the area to start promoting a tourism aspect."

*For the rest of this article, please [click here](#) to open a PDF copy of the ACS April newsletter. The story is available on page 8 of the newsletter.*

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### **ACAAFS Funding Update**

Since April 1, 2008, the ACS Board of Directors has approved ACAAFS funding for **18** projects for a total commitment of **\$2,649,506**. To date, the ACS Board of Directors has approved 229 projects under ACAAFS and BOPI for a funding commitment of \$16,203,781.

ACAAFS is a five-year grant program funded by Agriculture and Agri-Food Canada which provides \$3.7 million in funding annually to Saskatchewan projects to position Canada's agriculture and agri-food sector at the leading edge to capture new opportunities.

For an ACAAFS application form, please [click here](#) for a Word version or [click here](#) for a PDF. For a Speaker Sponsorship application form, please [click here](#) for a Word version or [click here](#) for a PDF.

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### **VALUE CHAINS**

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#### **Student Assisted Business and Marketing Plan Program application deadline August 18**

Developing effective and strategic business and marketing plans are among the most challenging tasks facing Saskatchewan agri-food companies. These firms now have the opportunity to have a team of upper-year university students assist them with these daunting tasks through the Student Assisted Business and Marketing Plan Program.

Interested agri-food companies will be matched up with a team of upper-year students enrolled in an agribusiness courses in the College of Agriculture and Bioresources at the University of Saskatchewan. Students will contact the firm and will work closely with an individual from the firm serving as a "client" for the student consulting team. The students will complete a full marketing or business plan for the firm. A marketing plan will include market research, competitor analysis, consumer analysis and the development of marketing strategies.

Participating organizations will pay \$250 of the \$500 cost of the program, with \$250 funded by ACS through Agriculture and Agri-Food Canada's ACAAFS program. The number of organizations selected for a business plan will depend on the number of students enrolled in the course. Students will contact the organization in early September or January and will work closely with an individual from that organization, who is expected to commit at least 20 hours to working with the students during the four months of the project.

For more information and application forms, please [click here](#) to go to the Student Assisted Business and Marketing Program webpage.

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## **CATE**

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### **CATE offers education opportunities for farmers**

The Centre for Agribusiness Training and Education (CATE) allows farmers to access education and training that will expose them to new ideas and approaches. The CATE website contains a comprehensive listing of educational offerings that have been approved for CASS funding support.

For more information, please visit the CATE Website at [www.agtraining.ca](http://www.agtraining.ca) or call Lesley Dirkson at (306) 975-6847 or toll free at 1-800-641-8256.

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## **ACS PARTNERS**

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### **2008 Saskatchewan *indemand* tradeshow set for November 14-16**

The 2008 Saskatchewan *indemand* tradeshow will be held from November 14 to 16 at Saskatoon's Prairieland Park. This event provides a forum for those in Saskatchewan's value-added agri-food sector to meet, share ideas, form ventures, conduct business, and learn about opportunities for growing businesses.

The event will feature keynote speakers who will address healthy eating, wellness and nutrition. The event will provide Saskatchewan entrepreneurs with the opportunity to showcase and promote their Saskatchewan made products with direct consumer sales. The application deadline is September 5, 2008.

For more details or to register, please contact Lori Cates by phone at (306) 931-7149 or by e-mail at [lcates@saskatoonex.com](mailto:lcates@saskatoonex.com).

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### **Canadian Rural Partnership Rural Partnership Development Program**

The objective of the Rural Partnership Development Program is to engage stakeholders to develop collaborative activities that enhance developmental capacity in rural, northern or remote communities and regions.

The Rural Partnership Development Program funds three types of rural community projects within two program categories: Community Development Support (Conferences and Workshops and Partnership Development) and Reinforcing Capacities and Building Knowledge.

For more information, please [click here](#) to go to the Rural Partnership Development Program website.

## **NEWS FROM OUR SISTER COUNCILS**

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## **Alberta: Campaign aims to attract workers to meat industry**

A new promotional campaign invites young people and others to sink their teeth into a tasty career in the meat industry.

"The meat industry is the third largest industry in Canada and no one knows about it," said Brad McLeod, Coordinator of the Olds College Meat Processing program. "Most kids know they have a chance to work in the construction industry, and most industries have done a good job of promoting themselves, but the meat industry turned into itself and it's come back to bite them."

The Canadian Professional Meat Cutters Association – which is comprised of five schools in the western provinces that offer meat cutting programs – aims to encourage 17 to 24-year-olds to consider a career in meat cutting through a media campaign directing people to the group's website at [www.meatforce.ca](http://www.meatforce.ca).

The six-month campaign is receiving funding through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food Program in the three western provinces: \$164,200 from Alberta ACAAFF administered by the Agriculture and Food Council; \$191,600 through the Investment Agriculture Foundation of British Columbia; and \$56,400 through the Agriculture Council of Saskatchewan.

*To read the complete story, please [click here](#) to open a PDF copy of the Alberta Agriculture and Food Council newsletter.*

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## **EVENTS & DATES**

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**June 18 and 19, 2008:** Saskatchewan Forage Council - Saskatchewan Pasture School, Saskatoon. Pasture school is a combination of classroom instruction and field tours. Presentations from producers, researchers, and forage specialists. For more information, please E-mail Janice Bruynooghe at [jbruynooghe@saskforage.ca](mailto:jbruynooghe@saskforage.ca) or call (306) 966-2148.

**June 20, 2008:** Agriculture Council of Saskatchewan Annual General Meeting and Industry Showcase. Regina - Salon 3, Queensbury Convention Centre, IPSCO Place. The ACS AGM will be held at the Western Canadian Farm Progress Show. More details are available for members on our [website](#).

**June 21, 2008:** Saskatchewan Fruit Growers Association – Summer tour and field day. The tour will visit two fruit orchards featuring 10 acres of raspberries, 1 acre of black currants, 12 acres of apples, 2 acres of sour cherries, as well as smaller plantings of blackberries, grapes, and plums. Equipment on display will include tractor, rotor tiller, mowers, skid steer, golf cart sprayer, cultivator, mulcher, cider press and juicer. For registration form and map, visit Saskatchewan Fruit Growers [website](#).

**June 22 to 25, 2008:** Community Development Society Annual International Conference - Saskatoon, Delta Bessborough. Join us in bringing together community development practitioners, researchers, policy makers, and citizen leaders from around the world at the Community Development Society's (CDS) 40<sup>th</sup> annual International Conference. Through dynamic and engaging workshops and keynote speakers, delegates will hear students, practitioners, researchers and policymakers from around the globe share experiences, expertise and research findings on strategies to improve the process and practice of community development. For more information, please [click here](#) to go to the Community Development Society Website.

**June 24, 2008:** Western Beef Development Centre Annual Field Day - Termuende Research Ranch, Lanigan. For more information, please contact Brenda Freistadt at (306) 682-3139 ext 246 or [bfreistadt@pami.ca](mailto:bfreistadt@pami.ca).

**July 17, 2008:** Canada-Saskatchewan Irrigation Diversification Centre Annual Field Day - Outlook. Highlights of the Field Day include: Climate change & water management; Irrigated crop production - Dry beans, Canola, Cereals; Organic management - Vegetables; Fruit Orchard. Trade show opens at 9:00 a.m. Field Tours starting at 9:15 a.m. or 9:45 a.m. Presentations at 11:30 a.m. Lunch served at 12:30 p.m. For more information, please contact Gail Dyck at [dyckga@agr.gc.ca](mailto:dyckga@agr.gc.ca) or (306) 867-5400.

**July 21 to 23, 2008:** Saskatchewan Flax Development Commission - 2008 International Conference on Flax and Other Bast Plants. Saskatoon. Join scientists, producers and industry professionals from around the world to share information related to flax and other bast fibers. The theme is "Fiber Foundations - Transportation, Clothing and Shelter in the Bioeconomy." For more information, please go to [www.flaxbast2008.com](http://www.flaxbast2008.com).

**November 13, 2008:** Saskatchewan Agri-Food Value Chain Initiative – Collaborating to Develop Value Added Products for the Canadian Food Service Industry. Saskatoon - Prairieland Park, Hall E, 503 Ruth Street West. This workshop will provide participants with a detailed review of the structure of the Canadian foodservice industry, an examination of current & anticipated foodservice trends, and a hands capability in working in small groups to work on the process of taking a product to the foodservice market. Registration starts at 8:30 a.m. with the workshop going from 9:00 a.m. until 5:00 p.m. For more details or to register, please contact Lesley Dirkson by phone at (306) 975-6847 or by e-mail at [dirkson@agcouncil.ca](mailto:dirkson@agcouncil.ca).

**November 14 to 16, 2008:** Saskatchewan InDemand 2008. Saskatoon - Prairieland Park, 503 Ruth Street West. This event provides a forum for those in Saskatchewan's value-added agri-food sector to meet, share ideas, form ventures, conduct business, and learn about opportunities for growing businesses. The event will feature keynote speakers who will address healthy eating, wellness and nutrition. The event will provide Saskatchewan entrepreneurs with the opportunity to showcase and promote their Saskatchewan made products with direct consumer sales. The application deadline is September 5, 2008. For more details or to register, please contact Lori Cates by phone at (306) 931-7149 or by e-mail at [lcates@saskatoonex.com](mailto:lcates@saskatoonex.com).

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