



E-Newsletter

March 5, 2007

ACAAFS Application Deadlines:

April 16, 2007 for requests \$10,000 and above.

March 12, 2007 for Speaker Sponsorship applications and requests less than \$10,000.

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

SCCD welcomes new members!

The Saskatchewan Council for Community Development (SCCD) would like to welcome our newest members: [Agriculture Producers Association of Saskatchewan](#), [First Nations Agricultural Council of Saskatchewan Inc.](#), [Saskatchewan Herb and Spice Association](#), [Saskatchewan Sheep Development Board](#), and the [Saskatchewan Soil Conservation Association](#). SCCD is looking to add 23 new members by the June AGM, which will bring the total number of members up to 50.

SCCD's members make a difference in agriculture, agri-food, and community development in Saskatchewan. Provincial organizations, legally incorporated in the province of Saskatchewan with an interest in advancing agriculture, agri-food and rural communities in the province are encouraged to become members of SCCD.

For more information on becoming a member of SCCD, please [click here](#), call SCCD Executive Director Laurie Dmytryshyn at (306) 975-6849 or send an E-mail to dmytryshynl@sccd.sk.ca.

New Entrepreneurial Centre to be announced

Saskatchewan's small business owners and fledgling entrepreneurs will be the beneficiaries of the new Entrepreneurial Centre, a one-stop shop at Innovation Place for business advice, startup mentorship, and funding opportunities. An event announcing the Entrepreneurial Centre will be held on Friday, March 9 on the main floor of the Concourse Building (116 Innovation Blvd.) at Innovation Place in Saskatoon.

The Entrepreneurial Centre is the result of an alliance between the Saskatchewan Council for Community Development, the Entrepreneurial Foundation of Saskatchewan, the Saskatchewan Advanced Technology Association, the Saskatchewan Angel Investors Network, the Business Mentorship Institute, and Furman & Kallio Intellectual Property and Technology Law.

The event will be held on Friday, March 9 at 10:00 AM in the common area of the Concourse Building. If you plan to attend, please reply to Lesley Dirkson at 975-6847 or 1-800-641-8256, or send an E-mail to dirksonl@sccd.sk.ca.

ACAAFS

SCCD announces ACAAFS Advisory Group

SCCD has appointed a new Advisory group for the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) program. The ACAAFS Advisory Group will be responsible for evaluating projects and providing funding recommendations to the SCCD Board of Directors. The eleven advisory group members include three SCCD board members, six industry representatives and two members representing Agriculture and Agri-Food Canada and Saskatchewan Agriculture and Food. They will meet five times a year, providing recommendations on project applications that request funding of more than \$10,000.

“This advisory group brings a wide breadth of experience within Saskatchewan’s agriculture and agri-food sector,” said Garth Patterson, SCCD Chair. “Their knowledge of the sector, and particularly of emerging issues, will be very beneficial to the SCCD Board of Directors. The advice of this group will allow SCCD to make sound funding decisions for projects that will have a significant and long-term effect on agriculture in Saskatchewan.”

For a complete list of members, please [click here](#) to go to the SCCD ACAAFS website.

Agri-Opportunities Program announced

After research and development is through, many companies find it difficult to take their results to the commercialization stage. Agriculture and Agri-Food Canada has announced a new program that will assist organizations in taking the next steps in producing and marketing their new products, processes and services.

The Agri-Opportunities Program will invest \$134 million towards the commercialization of new agri-based products, processes and services. Funding will be provided for projects that can be expected to increase market opportunities for the Canadian agricultural industry across the value chain and generate demand for primary agricultural products. For step one of the program, *proposal synopses* are accepted on an on-going basis. For step two, the next deadline for accepting *full proposals* is **April 20, 2007**.

Please join us as representatives from Agriculture and Agri-Food Canada and the Saskatchewan Council for Community Development (SCCD) discuss funding opportunities through four programs: the Advancing Canadian Agriculture and Agri-Food (ACAAF) program, the new Agri-Opportunities and Capital Formation Assistance programs and the Biofuels Opportunities for Producers Initiative (BOPI). The event will be on Tuesday, March 13 from 10:00 AM to 12:00 PM in the Span Room, Atrium Building (111 Research Drive) at Innovation Place in Saskatoon. If you would like to attend, please RSVP to Laura Mychan at SCCD (mychanl@sccd.sk.ca or 306-975-6831) by Friday, March 9, 2007 at 4:30 PM.

For more information on the Agri-Opportunities program, please [click here](#) to go to the Agriculture and Agri-Food Canada Website.

Next generation agriculture and agri-food policy consultation scheduled for Saskatoon

Federal, provincial and territorial governments are committed to working with stakeholders and the Canadian public to develop the next generation of agriculture and agri-food policy.

Through public consultations as well as an online consultation taking place in January through mid-March 2007, Canadians will have the opportunity to provide input and advice on how to best ensure a competitive and profitable agriculture sector for years to come.

The consultation session will be held in Saskatoon at the Saskatoon Inn Hotel & Conference Centre, 2002 Airport Drive, on Wednesday, March 7, 2007 from 9:00 AM to 4:30 PM. For more information or to register visit www.agr.gc.ca/nextgen.

ACAAFS Funding Update

Since April 1, 2006, ACAAFS has approved funding for **63** projects for a total commitment of **\$2,791,178**.

ACAAFS is a five-year grant program funded by Agriculture and Agri-Food Canada which provides \$3.22 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 a complete list of funded projects, please [click here](#) to go to the ACAAFS Website.

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

VALUE CHAINS

Value Chain Module 6 Workshop on March 21

The design and positioning of a new product, getting it to market, and maintaining its service relevance on an ongoing basis requires an array of market intelligence, including information on pricing, product competition, supply channels, and customer preferences. As we have seen in previous modules, the product and its development is not the best place to start. So what is the best place to start and what are some cost effective ways to determine:

- The real value opportunity or gaps in the market within your product category?
- The scope and potential of the market opportunity?
- The current channels of distribution?
- How the market works now and how it might evolve in the future?
- The relevant price point opportunities?
- Key product service deliverables?

For answers to these questions, plan to attend the Module Six workshop on March 21 at The Willows (Twilight Room), 382 Cartwright Street, Saskatoon. For more information or to register, please go to the [Saskatchewan Agri-Food Value Chain Initiative](#) page or call Lesley Dirkson at 975-6847 or 1-800-641-8256.

The Saskatchewan Fresh Fruit & Vegetable Value Chain Conference

Producers and processors in Saskatchewan's fresh fruit and vegetable sector are invited to attend the one-day conference on fresh produce marketing opportunities & strategies presented by the Saskatchewan Agri-Food Value Chain Initiative. The conference will be split into two sessions, focusing on key trends and opportunities that producers and processors can use to build and nurture their value chains.

The conference will be held Tuesday, March 20 at the Willows (Dreher Room), 382 Cartwright Street, Saskatoon. Registration is at 8:30 AM and the conference will run from 9:00 AM to 5:00 PM. Cost: \$50.00 per participant (includes lunch).

For more information or to register, please go to the [Saskatchewan Agri-Food Value Chain Initiative](#) page or call Lesley Dirkson at 975-6847 or 1-800-641-8256.

VALUE ADDED PARTNERS

Food Centre Celebrates Client Success

The Food Centre is excited to announce that Classic Meats has their Meat on a Stick at two 7-11 locations in Saskatoon. Convenient and delicious, these tasty treats are perfect as a filling snack or part of a meal. Support a Saskatchewan made product and visit the 7-11's at Pandygrasse Road or 2nd Avenue, and soon to be at 7-11 locations across Saskatchewan. For more information on Classic Meats products, contact Lester Lodoen at (306) 666-4447 or the Food Centre at (306) 933-7555.

Please [click here](#) to go to the Food Centre Website.

SFPA AGM to be held on March 29

The Saskatchewan Food Processors Association (SFPA) will be holding its Annual General Meeting on March 29th, 2007 at the Western Development Museum in Saskatoon. This year's format has changed from previous years. It will start with a meeting for our Marketplace Vendors at 9:00 AM followed by a complimentary lunch for the SFPA members and Marketplace Vendors. Following lunch we will have a speaker, a brief overview of SFPA operations, and board elections. There will be a \$25 (includes GST) charge for any non-member who would like to attend.

To register or if you have any questions, concerns or ideas, please contact the SFPA office at 683-2410 or [click here](#) to visit the SFPA Website.

Introducing Saskatchewan in Demand

"Saskatchewan in Demand" is a unique, concept tradeshow featuring Saskatchewan Made products! Producers, manufacturers and distributors will want to mark September 14-16, 2007 on their calendars, and take advantage of this ideal opportunity to showcase their Saskatchewan made products. The Saskatchewan Food Processors Association (SFPA) is anticipating attendance of 12,000-15,000 attendees and 200-250 exhibitors at this event, which will be held at Saskatoon's Prairieland Park.

If you are interested in becoming an exhibitor or would like more information on the "Saskatchewan in Demand" Tradeshow, please contact Lori Cates at Saskatoon Prairieland Park at (306) 931-7149 or Darrell Schneider at the Saskatchewan Food Processors Association office at (306) 683-2410.

EVENTS & DATES

March 7, 2007: Next generation agriculture and agri-food policy public consultations - Saskatoon Inn Hotel & Conference Centre, 2002 Airport Drive, Saskatoon. The federal and provincial governments will hold a fifth public consultation session in Saskatchewan. This session will be held in Saskatoon on Wednesday, March 7, 2007 from 9:00 AM to 4:30 PM. For more information or to register visit www.agr.gc.ca/nextgen.

March 7-9, 2007: Ag-CDI Program Conference - Sheraton Hotel, Ottawa. This is an opportunity to share lessons learned and strengthen the base of support for developing biofuel and value-added agricultural co-ops in Canada. For more information, please contact Nicole Boissonneault by E-mail at Nicole.Boissonneault@coopscanada.coop or by telephone at 613-238-6711 ext. 221.

March 13, 2007: Information session on agriculture funding programs - Atrium Building (111 Research Drive), Innovation Place, Saskatoon. Please join us as representatives from Agriculture and Agri-Food Canada and the Saskatchewan Council for Community Development (SCCD) discuss funding opportunities through three programs: the Advancing Canadian Agriculture and Agri-Food (ACAAF) program, the new Agri-Opportunities and Capital Formation Assistance programs, and the Biofuels Opportunities for Producers Initiative (BOP!). If you would like to attend, please RSVP to Laura Mychan at SCCD (mychanl@sccd.sk.ca or 306-975-6831) by Friday, March 9, 2007 at 4:30 PM.

March 20, 2007: The Saskatchewan Fresh Fruit & Vegetable Value Chain Conference - The Willows (Dreher Room), 382 Cartwright Street, Saskatoon. Registration is at 8:30 AM and the conference will run from 9:00 AM to 5:00 PM. Cost: \$50.00 per participant (includes lunch). For more information or to register, please go to the [Saskatchewan Agri-Food Value Chain Initiative](#) page or call Lesley Dirkson at 975-6847 or 1-800-641-8256.

March 21, 2007: Saskatchewan Agri-Food Value Chain Initiative Workshops Series, Module 6: Marketing Intelligence - The Willows (Twilight Room), 382 Cartwright Street, Saskatoon. Registration is at 8:30 AM and the workshop will run from 9:00 AM to 5:00 PM. Cost is \$50.00 per participant (includes lunch). For more information or to register, please go to the [Saskatchewan Agri-Food Value Chain Initiative](#) page or call Lesley Dirkson at 975-6847 or 1-800-641-8256.

March 21 & 22, 2007: Prince Albert Farm Fair 2007 - Prince Albert Exhibition Grounds. Over 100 indoor and outdoor displays and vintage power demonstrations. For more information, please call the Prince Albert Chamber of Commerce at 764-6222 or [click here](#) to go to their Website.

March 23 & 24, 2007: Canadian On-Farm Food Safety Seminar - Best Western Inn & Suites, Saskatoon. This course, presented by the Saskatchewan Fruit Growers Association (SFGA), is geared to the entire horticulture industry and is designed to make producers aware of the procedures that need to be taken to satisfy on-farm food safety requirements. The SFGA is a provincial non-profit organization that promotes the Saskatchewan fruit industry. To register or for more information, call: Charon Blakley, (306) 743-5333 or visit www.saskfruit.com.

March 29, 2007: Saskatchewan Food Processors Association - SFPA Annual General Meeting. To register, please contact the SFPA office at 683-2410 or [click here](#) to visit the SFPA website.

June 22, 2007: SCCD AGM - Salon 3, Queensbury Convention Centre (IPSCO Place), Regina. Details of the event will be available shortly - please check the SCCD [events page](#) for details.

If you have any questions or comments, or would like to unsubscribe from this E-mail, please send an E-mail to info@sccd.sk.ca with "Unsubscribe" in the subject line.

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