

**Council Members**

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Dr. Bob Tyler

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**Vision**

1. To work with agencies to maximize their contributions to an expanding, profitable and internationally competitive agri-food sector in Saskatchewan.
2. To maintain a strong working relationship with the Saskatchewan Ministry of Agriculture.

**Mission**

1. Effective and appropriate oversight of, guidance to and liaison with agencies.
2. Contribute to the growth and development of agencies.
3. Facilitate agency establishment.
4. Network with other supervisory agencies at both the provincial and the national level.
5. Advise and make recommendations to the Minister of Agriculture.

**Sharing our Agriculture Story**

I am an academic by profession, at the University of Saskatchewan, which means I spend most of my time on teaching, research, extension and committee work. Although raised on a farm near Conquest, just an hour southwest of Saskatoon, I've had little direct involvement in farming for many years, except for occasional days at seeding and harvest. However, as a faculty member in the College of Agriculture and Bioresources, and a scientist with the National Research Council before that, I've remained keenly interested in the agri-food industry. Particularly in relation to my interests in crop processing, grain chemistry and grain quality.

Over the course of 23+ years at the University, I've also held a number of administrative positions, spent periods of leave with the Saskatchewan Wheat Pool and the University of Alberta, participated in several international development projects and served as president of both the Saskatchewan Institute of Agrologists and the Saskatchewan Agricultural Graduates' Association. Academic life has been good to me.

My years with the Agri-Food Council (I was appointed as chair in 2008) have been rewarding, invigorating and a real eye-opener. I've learned a lot, faced some interesting challenges, and met and worked with interesting and very capable people. The province's 20 commissions and boards have done amazing things for the agri-food industry in Saskatchewan and beyond. In most cases, on very limited budgets and in an environment of rapid change and market volatility. I commend the board members and staff who have contributed their wisdom and energy to the success of their organizations. You have made and continue to make a difference.

Until next time...

Dr. Bob Tyler  
Chairperson

## Values and Principles of the Council

1. Lead and apply sound judgement in fulfilling our supervisory role.
2. Transparent, fair and equitable decision making that is in the best interests of agri-food agencies and industries and the public at large, unfettered by political considerations.
3. Compliance with the Act, regulations and orders.
4. Accountability.
5. Effective communication and consultation with all stakeholders.

## Solutions for a growing World

Saskatchewan's agriculture industry is a global leader in providing solutions to meet growing global demand for food.

1. We pioneer technology that can help produce more food with less.
2. We lead in agricultural biotechnology research.
3. We research and develop world class crop and animal genetics
4. We are the foundation to a prosperous Saskatchewan economy.

# Agriculture Awareness

By Brady Kapovic, Communications Consultant, Saskatchewan Ministry of Agriculture

Saskatchewan's agriculture industry is strong and we want it to be perceived that way. In 2012, our exports surpassed \$11 billion and the agriculture and agri-food industry accounted for more than 50,000 jobs across the province. Improved understanding of the economic, environmental and social benefits the agriculture industry provides is key to ensuring public support and producers' freedom to operate.

Improving the public perception of agriculture is a strategic priority for the Ministry of Agriculture. Agriculture awareness begins with us. It begins with the positive encounters we have with the public and by telling our stories with enthusiasm, optimism, accuracy and transparency. We should be united in our efforts, consistent in our messaging and work towards the common goal of an improved perception of agriculture.

Our stories should also dispel myths and fill gaps. With a more concerted effort to tell Saskatchewan's story, we can better counter special interest groups who are very good at telling their own stories and often perpetuate myths and misinformation. An industry effort is required to give the public complete and accurate information.

We need to position our industry as modern, technologically advanced and market driven. We should talk about the importance of agriculture to the economy and our producers' record of environmental stewardship. Agriculture in Saskatchewan is family owned, sustainable and increasingly in demand. We are recognized across the globe as a safe and reliable food source.

If we are going to meet the needs of a growing population, agriculture in Saskatchewan has to grow. There is a high demand for food and for young people of all backgrounds to grow, process and market it. We believe young people should be excited about a future in agriculture. It is not just farming and ranching anymore; the opportunities are endless and include production, research, processing, manufacturing, engineering, finance and much more.

Saskatchewan agriculture is a vital and vibrant industry and one that is rigorously regulated based on sound science. Our challenge is to ensure the public understands and appreciates everything agriculture does in Saskatchewan and how it contributes to our quality of life. Through the Ministry's Ag Awareness Strategy and partnership projects supported through the Agriculture Awareness Initiative Program under Growing Forward 2, we will help our industry to do just that.

More information on the Agriculture Awareness Initiative Program can be found at [www.agriculture.gov.sk.ca/GF2-AgAwareness](http://www.agriculture.gov.sk.ca/GF2-AgAwareness).



Saskatchewan is a global leader in agriculture innovation including plant breeding and minimum tillage technology.

# A Plan For Growth

By Jonathan Greuel, Assistant Director, Policy, Ministry of Agriculture

The Saskatchewan Plan for Growth launched by Premier Brad Wall on October 16, 2012, lays out a vision to 2020 for economic growth that builds on three provincial strengths – food, fuel and fertilizer. Agriculture is integral to the Growth Plan and the goals outlined aim to establish Saskatchewan as a global leader in food production, food security and food innovation.

To achieve this, the Ministry is committed to delivering on four targets by 2020:

1) increasing crop and livestock production, including growing crop production by 10 million tonnes;

2) increasing agri-food exports to \$15 billion;  
3) increasing value-added activity; and  
4) establishing Saskatchewan as an international leader in bioscience.

These four goals are closely related, each intended to build on and support the others while at the same time contributing to the broader goals of the Saskatchewan Plan for Growth. While the goals are aggressive and push the upper boundary of what is possible, they are achievable.

A copy of the Saskatchewan Plan for Growth can be found at [www.gov.sk.ca/saskplanforgrowth](http://www.gov.sk.ca/saskplanforgrowth).

## An Introduction to Governance

Did you know Council offers introductory governance training?

Council staff are available to provide introductory governance training to agencies. The training can be tailored to meet whatever your agency's governance needs are.

If your agency is interested in taking advantage of this service, please contact [Corey.Ruud@gov.sk.ca](mailto:Corey.Ruud@gov.sk.ca).

# Governance Excellence

By Ralph Kikkert, Consulting Partner, STRIVE!

Today, some boards remain complacent by continuing to follow past practices regardless of their relevancy or effectiveness. However, expectations of boards have changed and board practices need to follow suit.

Previously, boards acted in an advisory capacity, allowing the Executive Director or General Manager to lead. Then boards evolved to become more active by delving into operations and managing the organization and its senior staff person. Today, boards are being expected to enhance their governance leadership without getting into operations.

An organization's members and owners now have increased expectations of boards and board members. Board members are expected to have specific skill sets and to be knowledgeable about the operations and organizational direction. The board is expected to lead, be strategic, financially sound and transparent. Furthermore, directors are held to high standards of accountability.

Meanwhile, not all boards feel the need to grow in their competence, processes or influence. Directors prefer their past roles as advisory or working boards.

At STRIVE! we believe that board and organizational complacency inevitably leads to failure. With too much focus on past practices, problems will arise. As board members, we need to grow and enhance our governance so that the organization thrives. We need directors to be passionate for the cause, continually pursuing the fulfillment of the vision, mission and strategic plan. Directors need to have a strong desire to enhance the governance of their boards, to ensure relevant policies are applied, to hold each other and the leadership accountable, and to consider how to be more effective in overseeing the organization on behalf of all owners. We need board members who are willing to build relationships so that healthy dialogue, rather than politics, is the focus of meetings.

What about you? Are you passionate about the cause and direction of your organization? Are you looking for ways to enhance your board governance? Do you conduct board and board member evaluations? Are you ensuring the tough questions and issues are asked and dealt with while showing respect?

When you joined the board, you were called to lead. So lead and pursue change for your organization.

For more information, contact STRIVE! at (519) 766-9033 or [team@strive.com](mailto:team@strive.com).

## Article Submissions and Feedback

Do you want to share a success story, pose a question or present a collaboration opportunity to other agencies? Consider submitting an article to *Council Corner*.

Do you want to suggest an article for an upcoming issue or comment on articles from the current or past issues of *Council Corner*? Contact the Council staff with your suggestions, ideas and comments.

For more information on article submissions, to share an article idea, or to provide comments and feedback, contact us at [CouncilCornerAG@gov.sk.ca](mailto:CouncilCornerAG@gov.sk.ca).



## Introducing Council Staff:

Ryan Mulatz

In putting together this latest issue of Council Corner, I came across a variety of information speaking to the important role agriculture has within the Saskatchewan economy. The jobs created and economic benefits, direct and indirect, extend beyond the borders of the average farm. Many in Saskatchewan have some connection to agriculture, or an agriculture related story to share.

My grandparents on both my mother and father's side, were farmers. However, I grew up in a small town in south Saskatchewan. I have many fond memories of being a kid, running around the family farms during harvest as my relatives gathered to help bring in the crop. The other kids and I helped by staying out of the way, mostly, and only getting into minimal trouble.

I always thought my own interest in reading and writing would take me down a totally unrelated path. I graduated from the University of Regina in 2002 with an English Degree and then eventually began taking classes in Communications. While I held many different jobs during and immediately after school, I was eventually hired by the Ministry of Agriculture as a Correspondence Writer. That led to my current position as part of the Agri-Food Council.

My time with the Ministry has been interesting, informative and has expanded my knowledge of agriculture. I have seen first-hand the innovation and vitality displayed by our agriculture industry and heard many stories of stewardship and success. I look forward to working with the Agri-Food Council and the province's boards and commissions and expect there will be much more to see and learn.

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## Market Development Program

Federal and provincial governments have announced a program aimed at helping provincial agricultural businesses, organizations and producer groups develop and expand international and domestic markets for their products.

The Market Development Program is a new initiative launched under the Growing Forward 2 policy framework. It is a five-year, \$9 million program, based on the successful Saskatchewan International Market Development Program which ran in 2012. Changes were incorporated after reviewing industry feedback that included support for multi-year projects, domestic marketing and training.

The new Market development program is focused on four key elements:

- Supporting industry's in-market efforts to establish, maintain and expand market presence;
- Increase the amount and value of incoming buyer missions;
- Open, protect and expand market access for our products; and
- Training people and acquiring actionable market intelligence to assist in entering new markets.

Enhanced market access for Saskatchewan producers contributes to long-term prosperity for Saskatchewan and Canada. Saskatchewan remains the nation's top agri-food exporter, accounting for 23 per cent of Canada's agri-food exports. In 2012, 18 countries each purchased more than \$100 million in Saskatchewan agri-food products, making Saskatchewan one of the most significant providers of food in the world.

Eligible applicants include Saskatchewan agribusinesses, organizations and producer groups involved in the production, processing or marketing of agriculture products. Eligible costs include trade shows, trade missions, promotional materials, incoming buyer missions, training costs and exhibits. Approved applicants can access funding for 50 per cent of eligible costs to a maximum of \$50,000 per project and \$100,000 per applicant, per year.

Applications must be for new or incremental market development activity. Applicants are encouraged to submit a three-to-five-year marketing plan for approval of multi-year initiatives.

Ministry of Agriculture staff can provide more information on the Market Development Program and how to apply at [doingbusiness@gov.sk.ca](mailto:doingbusiness@gov.sk.ca) or by visiting [www.agriculture.gov.sk.ca/growingforward2](http://www.agriculture.gov.sk.ca/growingforward2).

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