

# *Saskatchewan Young Ag-Entrepreneurs*



Saskatchewan Young  
Ag-Entrepreneurs

## **2019 ANNUAL REPORT**

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*[www.saskyoungag.ca](http://www.saskyoungag.ca)*



# 2019 Proudly Ag Conference & AGM Agenda



Saskatchewan Young  
Ag-Entrepreneurs

## Radisson Hotel- Saskatoon, SK

### Wednesday, January 9, 2019

11:00 AM Registration

12:00 PM Lunch

1:00 Opening Remarks- SYA Chair: Brittany Yuzik

Greetings from Canadian Young Farmers' Forum

Greetings from Steven Bonk, MLA, Legislative Secretary to the Minister of Agriculture

1:30 Murad Al-Katib- President & CEO AGT Foods- Entrepreneurship and Innovation:

Seizing Canada's Opportunity in Feeding the World

2:15 Sponsor Feature: Shawn Senko: Canola Council of Canada- Clubroot, Don't

Let This Yield-Robbing Disease Move Into Your Field

2:45 PM Networking Break

3:15 Matt & Lesley Kelly- Breaking Barriers in Agriculture

4:00 Sponsor Feature: Saskatchewan Ministry of Agriculture

4:15 SYA Roundtable Discussion Facilitated by SYA Board of Directors

5:00 Banquet Networking Hour

6:00 Formal Supper

7:00 2019 Keynote Speaker: Brad Wall

### Thursday January 10, 2019

8:00 AM Breakfast

8:45 Sponsor Feature: Christine Bunch, Affinity Credit Union

9:00 Dan Aberhart- Aberhart Ag Solutions- The Three Levels of Entrepreneurial Enlightenment

9:45 Chris Lane- Canadian Western Agribition CEO- The Wild West

10:30 Networking Break

11:00 Sponsor Feature: Kathy McCrum, VP Human Resources & Safety- SaskPower

11:15 Curtis Weber- Triumph over Tragedy - A Personal Journey

12:00 PM Networking Lunch

1:00 Sponsor Feature: Shaun Jessome- Publisher, The Western Producer & Vice President,

Glacier FarmMedia

1:15 Group Photo

1:30 SYA AGM

2:45 Closing Remarks

**#SYA19**

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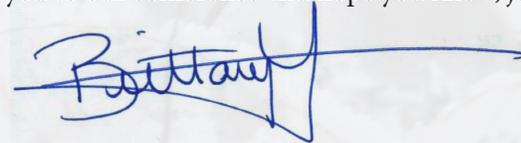
To provide a networking opportunity for young ag-entrepreneurs in Saskatchewan at a provincial and national level, where they can exchange ideas, access development opportunities, and exchange their views on agriculture and rural issues, in promotion of a sustainable agriculture industry

## Welcome *FROM THE CHAIR*



Welcome to the Saskatchewan Young Ag Entrepreneurs – Proudly Ag Conference! This year marks our 12th year hosting the annual SYA conference. This event is unique to many as it encompasses specifically young producers and entrepreneurs from all avenues of the agriculture industry. With this in mind, the board wanted to focus on topics that are relevant and motivational to the people who are helping drive innovation and change. In today's demographic we are seeing a cultural shift of people transfer into and out of the industry, as many of our mentors and supporters step down and the youth steps up. This means that there is an influx of young people who are in need of experience, knowledge and solid network to count on. We at the SYA believe we can provide that to the industry. A place where like-minded individuals can come together and share in their experience and knowledge to help shape and mentor the generation of tomorrow.

Throughout this conference, I encourage you to connect and engage with your peers. In doing so, my hope is that you walk away from this conference with a new perspective or a new friend. On behalf of the SYA Board and myself, we welcome you to our conference and hope you know, just how Proudly Ag, we are.



## Welcome *FROM THE GENERAL MANAGER*



I would like to thank everyone who attended SYA events in 2018. The SYA Board of Directors and staff work to plan and host events that you the membership ask for. We have a board that is eager to serve the membership and sponsors. Please continue to reach out and let us know what you would like to see at coming events. We look forward to hosting you in 2019. SYA kicks off the year with this conference. It is SYA's signature event of the year and we pride ourselves on the success of it.

These events would not be possible without the support from the sponsors. Thank you to all of them who continue to support SYA. This organization continues to be one that is looked to for hosting educational opportunities and networking that are industry wide. We will be spending the coming months planning for more SYA events and opportunities and we encourage you to stay up to date through social media and email updates. If you have any questions, always feel free to contact the SYA office or any SYA director. Enjoy the conference and have a good rest of your winter.



## SYA PROUDLY AG SPEAKERS

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Murad Al-Katib, President, CEO and Board member of AGT Food and Ingredients Inc. A strategic business and financial thinker in an international agri-food commodity trading business, Murad founded AGT Foods in 2001, building a Canadian start-up into a global billion dollar value-added pulses, staple foods and ingredients company. Murad serves as Chair of the Government of Canada National Agri-Food Strategy Roundtable, on the Asia Pacific Foundation of Canada Board and as the Economic Development Regina Board Chair. Past Boards include the CSCA, Pulse Canada and a number of Canadian Government advisory boards and panels. Murad's has received a number of prestigious awards including the 2017 Saskatchewan Order of Merit, the Senate 150th Anniversary Medal in 2018, an Honorary Degree from the University of Regina, the 2017 "Oslo Business for Peace" Honouree, 2017 EY "World Entrepreneur of the Year" after being named National and Prairie Region "Entrepreneur of the Year", 2016 UN Association of Canada "Global Citizen Laureate", PROFIT Guide Magazine's "30 Most Fabulous Entrepreneurs of the Past 30 Years" list, the Globe & Mail "Canada's Top 40 under 40" and the Western Producer "44 Innovators Who Shaped Prairie Agriculture".



Lesley and her husband, Matt, have a 6,000-acre family farm at Watrous, SK where they grow a variety of different crops. Over the years, they've come to realize that a successful harvest hinges on the general well-being of the farmer. They now make mental health a priority on and off the farm. Talking about it has become part of their day-to-day life and they openly discuss the challenges they face, both large and small. Through their journeys with mental health has sparked a discussion that they're still having today and year and a half ago, shared a live video about their challenges and how they worked together to find solutions. Communication has become their outlet for any anxieties they face. They don't shy away from these topics, which takes the stigma out of them. Lesley has even addressed some in her blog, High Heels and Canola Fields. By sharing a few facets of her life, she offers support to others. Lesley is a co-founder of the Do More Agriculture Foundation which champions the mental well being of Canadian producers. Matt and Lesley hope to encourage others in the farming community to speak openly about mental health. This will make both farmers and the agricultural industry stronger.



Brad Wall served as the 14th Premier of Saskatchewan. Winning majorities in 2007, 2011 and 2016 he was Premier for 10 years until retiring from politics in early 2018. Under Wall's leadership, the Saskatchewan party secured over 60% of the popular vote in both 2011 and 2016, the highest vote percentages in Saskatchewan history. Wall's government implemented an ambitious goal-oriented growth plan in 2007, updated in 2012. The plan focused the government on competitive taxes (historic reductions in income tax, property tax and small business tax), effective but efficient regulations, balanced labor laws, historic and strategic infrastructure investment, diversification through innovation (first ever patent box innovation tax incentive in North America), as well as international engagement and export promotion. At the end of Wall's tenure there were 60,000 more jobs in Saskatchewan, 160,000 more people, a 46% increase in exports including an 84% increase in merchandise exports, and a 123% increase in wholesale trade. During this decade of growth Saskatchewan also earned

its first ever AAA credit rating which it maintained through a difficult and prolonged commodity price down cycle. The government also paid down its operating debt by \$1 billion and had the second lowest debt-to-GDP ratio in the country. Wall credits the people, the private sector, and the natural resources strength of Saskatchewan for its transformation into a 'have' province whose economy is forecast by RBC to lead the country in growth in 2018 and 2019. He believes, however, that government policies are key to setting the tone and creating the right environment for sustained economic growth. He has often said that growth is not an end in itself. Rather it is the quality of life that is supported by a strong economy and a strong but competitive tax base that should be the goal. Wall's government used the strength of sustained growth to transform the longest wait times for surgery into among the shortest in Canada though private sector innovations, eliminated a waitlist for group homes spaces for the intellectually disabled, built 40 new and replacement schools and funded the construction of the Children's Hospital - a first for Saskatchewan. Brad is married to Tami, a Civil Engineer, who is involved in leadership roles with the Red Cross and in local music. They have 3 grown children and live in Swift Current, Saskatchewan. Brad is a music lover ...outlaw country music, Cash and Elvis top his list. He may or may not own Waylon Jennings' 1973 Eldorado.

## SYA PROUDLY AG SPEAKERS

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Christine grew up in the remote mining town of Flin Flon, Manitoba. After high school, she moved to Brandon, Manitoba, where she studied Music Performance and Social Sciences, graduating in 2006. She began work in Winnipeg, Manitoba in 2007 and has continued her credit union career after her family's move to Oxbow, Saskatchewan in 2012. She has been in lending since 2009, transitioning from personal lending to more agricultural and business lending in 2013. She currently services the Carlyle and Broadview areas, and is also part of the Saskatchewan Young Leaders Committee; a diverse group of credit union employees, aged 35 and under, that provides leadership development opportunities to strengthen our Saskatchewan Credit Union system. When not working or running kids to hockey, figure skating or swimming, she spends time in learning new forms of being creative; most recently in stained glass work.



Dan grew up on his family's farm, a now 14 thousand acre mixed grain operation in Saskatchewan; and later studied agriculture at the University of Saskatchewan. He spent 15 years in marketing, sales, business development, and leadership roles spanning the Prairies' farming communities. Along with his dad Harvey, and brother Terry, Dan founded Aberhart Ag Solutions in 2015; where the family has introduced an elemental sulphur product to farmers that's agronomically, logistically, and economically superior. Thanks to a network of partners developed by Dan, Bio-Sul is fast becoming the sustainable fertilizer of choice. Dan's vision and drive has taken Aberhart Ag Solutions from a fresh start-up to a company with millions in annual sales. A born entrepreneur, and the face of Aberhart Ag, Dan is synonymous with performance. The marketing maverick has redefined how to bring a better product to farmers, and he's done it in a rarely-used method for the industry. A social media guru, Dan has created a specific branding strategy that has made the company a trusted household name. His videos and podcasts are relatable and creative.



Chris Lane is the CEO at Canadian Western Agribition (CWA), where he leads an organization that generates \$73 million in GDP for the province of Saskatchewan annually. He is tasked with growing the business on the balance sheet and in the community, as well as perfecting the "Agribition experience" for more than 125,000 guests and hundreds of exhibitors, sponsors and international visitors. Before CWA, he spent 15 years in media as a multiple Gemini-winning TV news Producer for CBC. Chris is originally from Grande Prairie, Alberta and proud to call Regina home.

## SYA PROUDLY AG SPEAKERS

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Kathy McCrum was appointed Vice-President of Human Resources and Safety in November 2017. Prior to accepting this role at SaskPower, Mrs. McCrum held the position of director, Human Resources at the Co-op Refinery Complex. During her time at the Refinery, she was responsible for the HR functions and contributed to the operational strategy. Previously, Mrs. McCrum worked for Kramer LTD (CAT) as vice-president, Human Resources and Safety and led the customer experience work for the organization. This provided her with the opportunity to work with executive industry peers from across the Americas, as well as with Caterpillar leadership in Illinois. Mrs. McCrum started her career with Canadian Pacific Railway, where she held various managerial roles within Human Resources, Customer Service Operations and Business Development. She played an integral role as a member of the American Railway Engineer and Maintenance Association (AREMA) and helped shape the direction of the North American railway engineering field. She credits her foundational

years in operations for shaping her strong beliefs with respect to the critical importance strategic human resources plays in the direct success of the business. Graduating from the University of Regina with a bachelor of business administration, Mrs. McCrum holds her Canadian Professional Human Resource (CPHR) designation. She also received her Personal and Professional Coaching Certification and is a certified personal and professional coach through Concordia University. She has volunteered as Chair of the Board for a cooperative day-care centre, and spent many years volunteering as a certified fitness instructor. Mrs. McCrum currently serves on the Regina Exhibition Association Limited board (operating Evraz Place).



Curtis Weber comes from Battleford Saskatchewan, where he has been inspiring and influencing change in safety behaviours across Canada/US for over 10 years. Working in safety as a Trainer, Consultant, Officer and Speaker, following a near fatal workplace incident, Curtis has been able to develop a unique way of challenging audiences to change the way they perceive safety. Curtis believes that before we can develop or change a safety culture, first we must understand and influence human behaviours towards safety. Using his own personal experience of a near fatal workplace incident, let Curtis take you on his journey and challenge you on the way you think about safety.



Before joining Glacier and the Western Producer in 2012, Shaun had 28 plus years of experience in print and online media. In addition to his role as Vice-President of Glacier FarmMedia, Shaun is Publisher of Western Producer publications. Prior to joining Glacier, Shaun had a long and varied career in media with Bowes Publishers and then Sun Media, most recently as Group Publisher of six newspapers in Alberta and Saskatchewan, along with the dual role of Publisher and Advertising Manager of the Lloydminster Meridian Booster and Vermillion Standard. He started his career in newspapers in 1984 as an advertising salesperson at the daily Fort McMurray Today in Alberta. In his various roles, Shaun has always committed strongly to community; he has a terrific record of service but most important, understands how a community connects to its publication.

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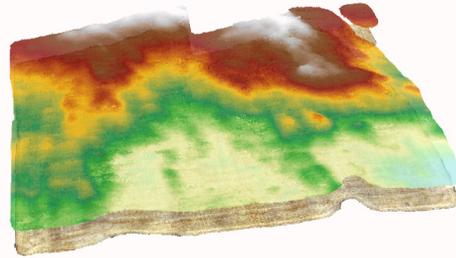
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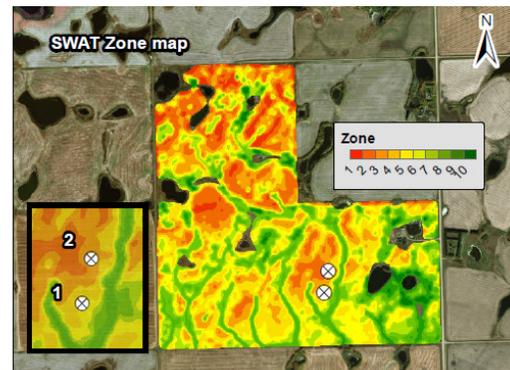


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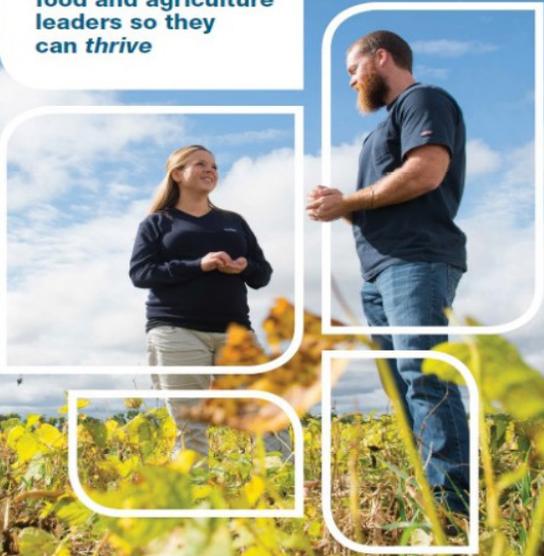
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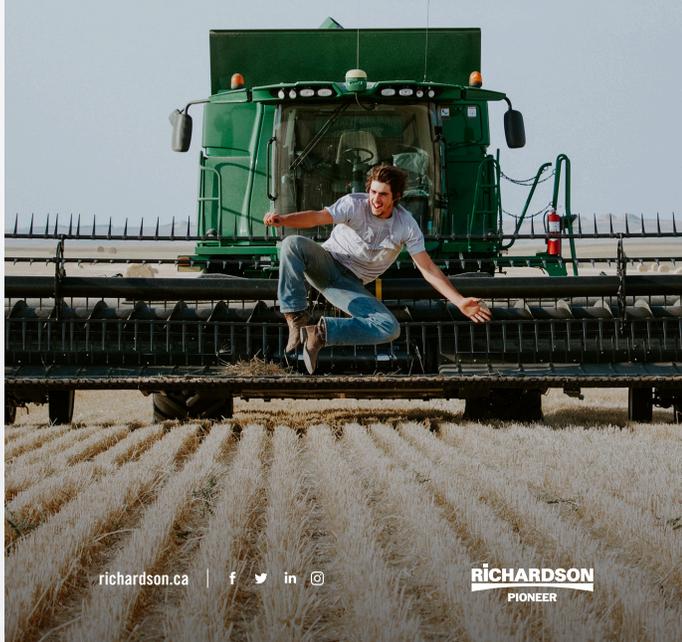
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