



Sask Young Ag

2023 ANNUAL REPORT

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#ProudlyAg2023



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SYA - Sask Young Ag

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MISSION

Cultivate the next generation of agriculture leaders through education and knowledge sharing, while providing lifelong professional connections.

VISION

A Saskatchewan that embraces and elevates young agriculture leaders.

WELCOME FROM THE CHAIR

Hello all, and Happy New Year!

2022 has been an exciting year for SYA as we have been able to move back to in-person events. We kicked the year off with a strong turnout to our Proudly Ag Conference where we were joined by industry, producers, and members of our organization. We built on that throughout the year partnering with Glacier Farm Media to host Cultivating Connections at Ag in Motion in July. We also partnered with Canadian Western Agribition to host a fall event featuring case-based workshops and facilitated networking. We continue to deliver on our commitment of elevating young agricultural leaders by providing these events. The continued support from sponsors and members is key for us to be able to continue providing these events.



We are happy to be back at the Saskatoon Inn and Conference Centre in Saskatoon for our Annual Conference and AGM. We look forward to an engaging keynote presentation from Wayne Lee on the "Subconscious Side of Success." Lee is an award-winning hypnotist. We are looking forward to connecting with you all over two days of networking, learning and engagement as we come together again.



Brandt Carter
SYA Chair

WELCOME FROM THE GENERAL MANAGER



Greetings from the SYA Office,

What a great year it has been for the SYA organization. Highlights include hosting our first event back in person in January with success, a full tent of people at Ag in Motion for Cultivating Connections, an engaging fall event at Canadian Western Agribition, and continued growth with board development. We continue to review and build on the revitalized strategic framework set forth by this board. 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. SYA continues to see new and returning faces to all our events and this is critical for both the sustainability and growth of the organization. The Proudly Ag Conference 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 a place to connect and grow. 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 office or any director.



Carla Borsa PAg
SYA General Manager

COMMITTEE REPORTS



GOVERNANCE COMMITTEE REPORT

By Shayla Wourms - Governance Committee Chair

Committee Members - Brandt Carter, Megan MacDonald

2022 was a year of rejuvenation and reconnection for the SYA board, staff, and members as we were able to kick the year off in-person. In June, the board met to finalize a fresh Strategic Plan to guide the organization to 2025! This past year, we implemented a few refreshed policies and procedures, such as a new conflict of interest declaration process and an updated fundraising package aligned with our vision and mission.

Key goals for 2023 include:

- Establishing position descriptions for board executive roles
- Member and board member recruitment plan
- Board member recognition

At our AGM, there are 4 board positions available. If you're interested in joining our board, please contact info@saskyoungag.ca for more info!

EVENTS COMMITTEE REPORT

By Carlie Bowditch - Events Committee Chair

Committee Members - Tanner Borsa, Cailey Church

Together is better. In the 2022 year, SYA and its members have enjoyed being back in the same room. From in person board meetings to events, it has been a year chalked full of connection. Cultivating Connections in July brought industry leading mentors to chat with a diverse group of young attendees at Ag in Motion. Our Fall event hosted in partnership with the Next Gen Agriculture Mentorship Program during Agribition in November, allowed attendees to share their knowledge and learn from one another. We are looking forward to our largest event of the year, the Proudly Ag Conference. The lineup of speakers is sure to be top notch.

Thank you to our members for supporting our events. The calibre of people in the room really makes them something special. If you have questions or suggestions for our Sask Young Ag events, please reach out. We look forward to seeing you at the conference!



COMMUNICATIONS COMMITTEE REPORT

By Morgan Heidecker - Communications Committee Member

Committee Members - Karly Rumpel, Grayson Berting

Connection, inclusivity, and representation has been the goal of the Communications committee throughout the last year. Using our social media platforms, we have highlighted young people in the agriculture industry in their various workplace and volunteer roles. This has prompted engagement and inspiration. We foster continual learning by collaborating with industry partners and sponsors to not only promote upcoming events, conferences, and various learning opportunities, but also by hosting them.

We plan to continue to fuel the agriculture industry with energy and passion; natural characteristics of Sask Young Ag.





SYA PROUDLY AG CONFERENCE AGENDA

**Saskatoon Inn & Conference Centre, Saskatoon SK
Saskatchewan B Ballroom**

Thursday, January 5, 2023

- 12:45 Registration & Coffee**
- 1:15 Welcome & Opening Remarks- SYA Chair Brandt Carter**
- 1:30 Cherilyn Jolly-Nagel- Policy... It's Not Just Politics**
- 2:15 Sponsor Feature- SaskTel**
- 2:30 Sponsor Feature- SaskPower**
- 3:00 Networking Break**
- 3:30 Josée Lemoine- Farm HR is Changing, How Should I Approach It?**
- 4:15 Roundtable Discussion facilitated by Josee Lemoine**
- 5:00 Banquet Networking**
- 6:00 Dinner**
- 7:00 Keynote Speaker- Wayne Lee- The Subconscious Side of Success**

Friday January 6, 2023

- 8:30 Networking Breakfast**
- 9:00 SYA Annual General Meeting**
- 9:30 Sponsor Feature- SaskCanola**
- 10:00 Sponsor Feature- AGI**
- 10:15 Cynthia Beck- Wellbeing in Times of Transition**
- 11:00 Networking Break**
- 11:15 Roundtable Discussion facilitated Cynthia Beck**
- 11:45 Networking Lunch**
- 12:30 Wilco Van Meijl- Working With Your Lender**
- 1:15 Sponsor Feature- Ministry of Agriculture**
- 1:35 Sponsor Feature- Farm Cash**
- 2:00 "Dirt Road to Success" Panel**
Featuring Panelists- Erika Stewart, Lance Walker, & Josh Sanden
- 2:45 Closing Remarks- SYA Chair Brandt Carter**

In lieu of speaker gifts, SYA is making a donation to the Do More Ag Foundation.

SPEAKERS January 5



CHERYLYN JOLLY-NAGEL

Cherilyn Nagel along with her husband David and family, are farming in Mossbank, Sk and grow durum wheat, chick peas, canola and lentils. They are proud parents of 2 young farm girls. Cherilyn is an Energetic Speaker and has stepped in front of hundreds of audiences both farming and non-agricultural. She enjoys speaking on agriculture related topics to a wide array of audiences and spends her winters on the speaking circuit. In 2020, Cherilyn was recognized as one of the Top 50 Most Influential People in Canadian Agriculture.

In 2020, in cooperation with the team at Utensil.ca, Cherilyn launched an online training program titled "So... your client is a farmer?" with the goal to help people build better relationships for business with farmers and increase their overall level of knowledge about agriculture and food.

In 2004, Cherilyn was elected as President of the Western Canadian Wheat Growers Association and after a successful 5 year term she remains a director on the current board. She considers signing the first durum contract on the open market in December of 2011, to be one of her career highlights as a farm policy advocate.

For nearly a decade, Cherilyn served on the Agriculture Development Fund through the Sk. Ministry of Agriculture. The ADF provides project funding of nearly \$14M per year to create future growth opportunities and to enhance the competitiveness of the provincial ag industry. From 2008-2017, Cherilyn was appointed by the Ministry of Agriculture as Chair of the Sask Agri Value Initiative (SAVI) which enables the development and expansion of small to medium sized enterprises or producer/processor organizations in their efforts to add value to Saskatchewan grown crops and products.

In 2011, Cherilyn was featured in SaskBusiness Magazine as one of Saskatchewan's Most Influential Women. In 2012, Cherilyn was awarded the Agricultural IMPACT award at the Grow Canada Conference for her efforts and passion for making positive changes in the agriculture sector. In 2014, Cherilyn was awarded the Queen's Bench Diamond Jubilee Medal.

Cherilyn holds her ICD.D designation through the Rotman School of Management and the Institute of Corporate Directors. Cherilyn was appointed to the board of the Saskatchewan Bus Company (STC) a provincial Crown Corporation in 2016 and has served on the board of SaskPower since 2017.

Cherilyn has gained experience in media relations and enjoys promoting positive stories of agricultural successes. Cherilyn was interviewed in the new documentary License to Farm, www.licensestofarm.com which is meant to encourage other farmers to share their own stories with the public. Cherilyn and her family have been featured with Canadian Chef Michael Smith in a video to promote Saskatchewan Lentils. She has also been featured in an episode of Canadian Better Living on the topic of Pesticide use and promotion of Plant Biotechnology <http://www.youtube.com/watch?v=B1rtB41hq7s>

The Mattel Toy Company invited Cherilyn to participate in the *Barbie: You Can Be Anything* Mentorship program which became a highly successful campaign to encourage young girls to consider agriculture as a career choice. You can find the video on YouTube.

Cherilyn has traveled extensively around the world and has had the opportunity to represent the Wheat Growers views on International Trade while participating in the World Trade Organizations Ministerial Meetings in Hong Kong. Traveling abroad has given her a unique perspective on the Western Canadian agricultural industry. Since 2017 Cherilyn has represented Canada as an International Director on the board for the Global Farmer Network which seeks to amplify farmers voices on issues related to trade and access to technology. www.globalfarmernetwork.org

Cherilyn also volunteers her time as the Secretary for the Mossbank & District Museum, as assistant coach for the Moose Jaw Biathlon club and on the board of the Saskatchewan Cancer Society. Her website listing is www.cherilynjolly-nagel.com

SPEAKERS January 5



JOSÉE LEMOINE

Josée Lemoine is the CEO at Backswath Management. Josee has been working as a management consultant since 1998 across numerous industries; her specialty is to work with business owners to develop strategic plans, and coach them through implementation. Josée is a Certified Management Consultant, has completed a Bachelor of Commerce Honours in International Business from the Asper School of Business, including a semester abroad at the Fundacao Getulio Vargas in Sao Paulo, Brazil. She has a Bachelor of Arts in French and Spanish from the University of Manitoba and she lived in Lisbon, Portugal.

Josée kicked off her consulting career at MNP LLP and left her role as a manager in 2005. She joined Encore Business Solutions as a Strategy Leader and VP of Business Development, leading the launch of a procurement software program developed for the ethanol industry. In 2008, Josée founded Pivot Performance, a management consulting company specializing in strategic planning and facilitation and worked there until she merged with Backswath in August 2019.

Josée is the Past-President of the Institute of Certified Management Consultants of Manitoba, Director with CMC Canada, Co-Chair of the Joint Services Committee and sits as ex-officio on the Governance Review Committee. She was President of the Board of the Festival du Voyageur with prior and post responsibilities and has held a Board position with the Winnipeg Regional Health Authority where she was also a member of the Resources Committee responsible for finance and human resources, and Director with the Caisse St.Boniface in the year prior to them merging into the Caisse Financial Group.

KEYNOTE SPEAKER

WAYNE LEE

Wayne Lee is a Peak Performance Expert, Hall of Fame Speaker, and Award-Winning Entertainer who values the magic and unlimited potential that we all have within us. As a five-time Canadian amateur wrestling champion and a former classroom school teacher, Wayne brings his unique perspective to your organization on the mindset that is needed for your team to deal with change, take more risks, and bring their full creative selves to work and their personal lives.

For over 20 years, Wayne has helped audiences realize that self-limiting beliefs in their subconscious mind keep them from bringing their fullest potential to work. His Peak Performance keynote and Live the Laughter hypnosis show combine insights from decades of research with humor and live interaction to help your people discover the power of "The Peak Performance Mindset".

Wayne's own journey to excellence has been fueled by an unrelenting passion for empowering people. From a childhood fascination with magic and overcoming a serious neck injury through visualization, Wayne's gift and passion for seeing potential and acting upon it have allowed him to grow his career and speak to audiences worldwide



SPEAKERS January 6



CYNTHIA BECK

Cynthia Beck is a Masters candidate in the Clinical Psychology program at the University of Regina. In collaboration with the Online Therapy Unit, Cynthia's thesis research entailed tailoring an online therapy program to the agriculture population. Cynthia works in rural mental health and is an agricultural mental health advocate. She and her husband, Wade, along with their two children, farm in partnership with Wade's family. The Becks operate a multi-generational mixed cattle and grain farm near Milestone, SK consisting of purebred Charolais and a commercial beef herd.

WILCO VAN MEIJL

Wilco van Meijl has been a Director at Farm Credit Canada for nearly 7 years. Before his time at FCC, he worked at a large grain company for a decade. He is not only an employee of FCC, but also a customer as he and his family run a mixed operation just north of Brandon, MB in Rapid City. He brings his experience as a young producer and knowledge of agriculture and lending to the forefront as he speaks about how producers can understand their numbers to guide their business.



SPEAKERS January 6

DIRT ROAD TO SUCCESS PANEL



LANCE WALKER

Lance Walker is a 4th generation farmer and CEO of a 10,000 acre grain and 2000 head cattle farm located outside of Borden, Saskatchewan. He loves to farm, but what really drives him is growth through people, innovation, and stewardship. What he dreads is lethargy, stagnancy, and the status quo. He is excited by the free-flow exchange of ideas within groups of improvement-minded individuals. He has found the farm, with its endless challenges and opportunities, to be an ideal place to struggle and fight for what is worthwhile.

JOSH SANDEN

Josh Sanden grew up on an 8,500 acre mixed grain and commercial cattle farm straight west of Craik Saskatchewan. Following his completion of high school he attended the University of Saskatchewan, graduating with his degree in Agribusiness in the spring of 2017. Following university Josh moved back to the small town of Craik with his wife Alana and began working as a retail sales representative with BASF while continuing to farm alongside his father, brother, grandfather, and uncle. Recently Josh, his wife Alana, and new son Etsyn moved onto his grandparents homestead to continue on the legacy as the 5th and 6th generation farmers of the family land. The farm currently grows a rotation of red lentils, durum and hard red spring wheat, canola, and gluten free mill grade oats and operates through a number of partnerships. On the cattle side of the operation, Josh and his family have also recently started a new business venture that focuses on getting farm raised meat direct to consumers all around the province using primarily the power of social media marketing tools to help with direct sales and the story around raising cattle on a family farm.



ERIKA STEWART

Erika Stewart, alongside her husband Cyle and their three daughters, ranch in Morse SK. They have a commercial cattle operation and also grass yearlings. The Stewarts are passionate about the grasslands they are fortunate enough to call home and are always trying to learn and improve their management practices on the ranch.

Erika is also the provincial coordinator for the VBP+ program in Saskatchewan. She is the first point of contact for producers in Saskatchewan to call and gain information about VBP+ and beef sustainability in Canada.

Erika completed the Canadian Cattle Young Leaders program and gained so much experience and knowledge of that program. She was also the inaugural chair of the Young Cattleman's Council, now known as the Canadian Cattle Youth Council. Erika is also very passionate about ag-vocacy and sharing the beef industry's story with consumers.



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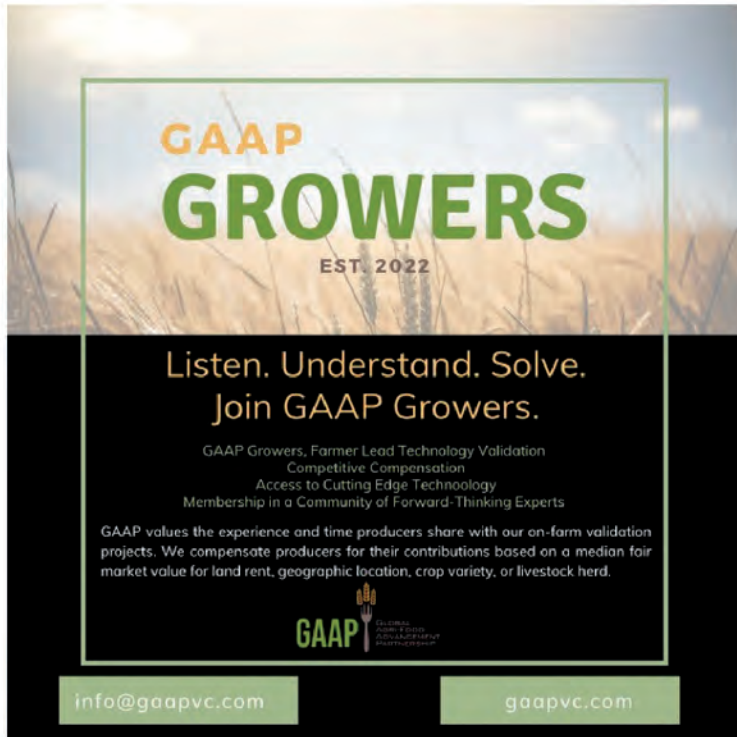
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An advertisement for farmnews NOW. At the top left is the logo for BEACH RADIO SK.CA 750. At the top right is the logo for Today's Best Country CJVR FM with frequencies 100.3, 105.1, and 106.3. The background is a field of yellow flowers under a blue sky. The text "farmnews NOW" is prominently displayed in the center, with "Farm News. RIGHT NOW!" below it. At the bottom, it says "Farm News at your fingertips!" and "farmnewsNOW.com" in a red, stylized font.



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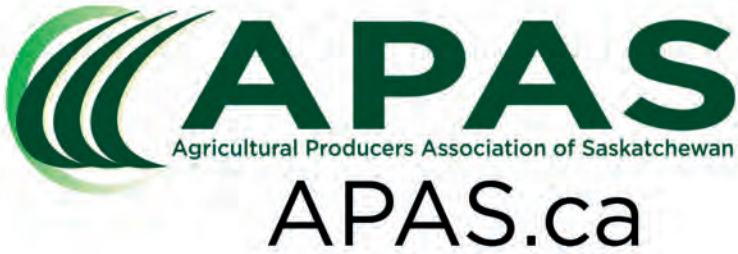
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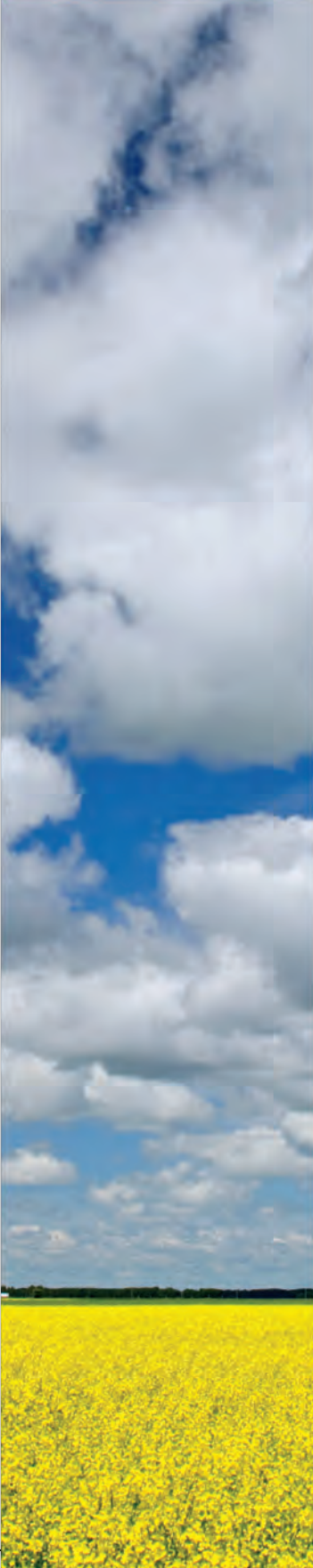


NOTES



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NOTES



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Sask Young Ag

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