



Energizing Agricultural Transformation

What we Heard - Next Steps

Alberta SouthWest
Regional Economic Development Alliance

Natalie Gibson

INNOVISIONS
— & ASSOCIATES —

ENERGIZING

AGRICULTURAL
TRANSFORMATION



PHASES

AlbertaSW

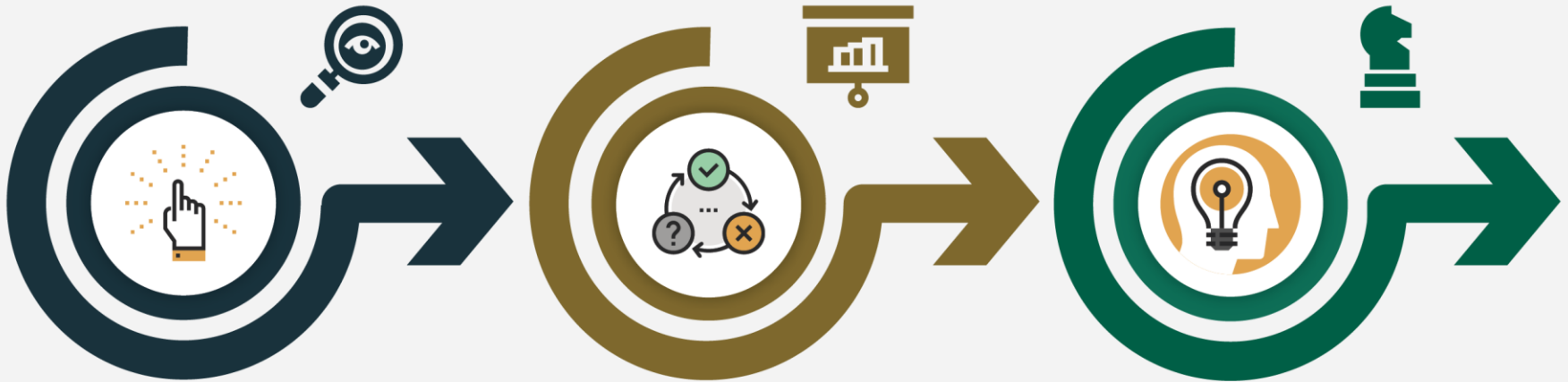
Regional Economic Development Alliance

INNOVISIONS
— & ASSOCIATES —



Energizing Agricultural Transformation

Three Phases



INVENTORY

- Who is growing what?
Categories
- Producer capacity?
- Challenges & Opportunities?
- Exporting?

MAKE A TACTICAL PLAN

- What we heard
- Gaps
- What else can be done
to support Agri-business
- Create a tactical plan

CAPACITY- BUILDING

- Workshops to build
awareness, train and/or
matchmaker sessions
- Ask an Expert
opportunities
- Resource Identification



Phase 1: Inventory



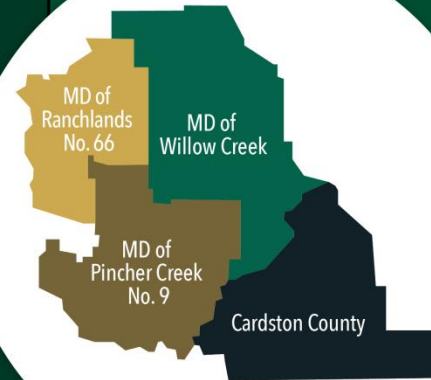
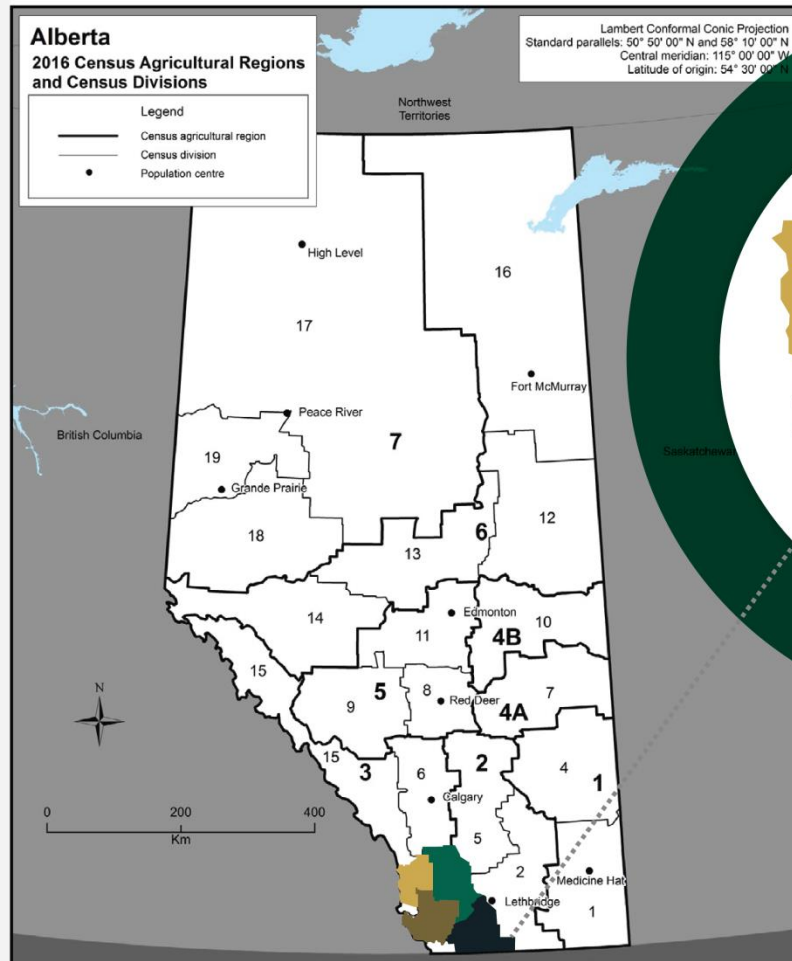
INVENTORY

- ❖ Who is growing what?
- ❖ Categories and volume of production, range of food processors, etc.
- ❖ What capacity are they at?
- ❖ Do they wish to expand?
- ❖ Exporting? Importing?
- ❖ Where are the stated challenges and opportunities in the region?
- ❖ Are succession plans in place?
- ❖ Who has a future focused on innovation?
- ❖ Who needs/wants assistance?



Ag Inventory

ALBERTA, CENSUS AND AGRICULTURE AREA



Supply-Chain

From field to fork – a snapshot of the Alberta SouthWest's Ag Supply-Chain





North American Industrial Classification System (NAICS)

| NAICS | Digits |
|-------------------------|--------|
| Agriculture | 11 |
| Oilseed & Grain Farming | 1111 |
| Dry Pea & Bean Farming | 111130 |



Ag Inventory

AG PRODUCTION

TOTAL # OF FARMS



1777

50.5%



ARE CATTLE RANCHING, FARMING AND FEEDLOTS

15% 

13%



ARE 'OTHER' ANIMAL PRODUCTION
WITHIN THIS CATEGORY

IS HORSE AND EQUINE FARMS

17% 

OILSEED & GRAIN FARMING

25.1% 

IS WHEAT
FARMING

3% 

ARE DRY PEA AND
BEAN FARMS

15% 

ARE 'OTHER' CROP FARMS
WITHIN THIS CATEGORY

88%

ARE
HAY
FARMS



AG BUSINESSES - IDENTIFIED



~20



FOOD & BEVERAGE PROCESSING/MANUFACTURERS*



~14



FARM MANAGEMENT & SERVICE COMPANIES

~7



POST-HARVEST CROP DISTRIBUTORS/MILLS



~9

GREENHOUSES*

*note – privately owned in addition to Colony operations

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GREENHOUSES*

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An abridged list – issues with FOIP

Albert SouthWest Ag Supply Chain



Area Resources (Government & Non-Profit)

- Local Economic Development Organization
- Local AG Service Boards
- Community Futures
- Regional Government - Ag Field men; Provincial – Alberta Ag, Alberta EDT&T; Federal – Agriculture and Agri-Food Canada (AAFC)

Animal Disease Research Institute (Canadian Food Inspection Agency)

Research conducted in a variety of fields including

- Plant viral diseases
- Food allergens & toxins
- Pesticides in food
- Feed & Fertilizers

Lethbridge Research & Development Centre (Agriculture & Agri-food Canada)

The Centre conducts research in 7 sector strategies:

- Argo-ecosystem Resilience
- Cereals
- Dairy/Pork/Poultry & other livestock
- Forages & Beef
- Horticulture
- Oilseeds
- Pulses

Academic Institutions & Programs

Major post secondary institutions with programs & research in a variety of agriculture disciplines.

- University of Lethbridge

Alberta Ag & Forestry

- R&D Extension, Research Scientists

Albert SouthWest Ag Supply Chain

**FARMERS,
RANCHERS,
PRODUCERS &
PROCESSORS**

Custom Dairy Farm
Consortium

Water Processing

Western Wear
Retailers

Overhead Door
Manufacturer

Natural Organic
Fertilizer

Herb Farming
(Garlic)

Native Grass Grazing

Vegetable & Herb
Greenhouses
(Tomato, Basil, Flowers)

Cannabis - Value-chain

Equine Chiropractor

Nutraceutical
(Rhodiola)

Manure Manage
Systems

Honey
Production

Livestock Mineral
Formula & Supplement
(Exporter)

Dairy Processors
(International/exporters)

Wholesale Meats

Horse & Equine
Producers

Greenhouse Wedding
Venue

Agri-tourism Ranches
& Retreats

Food Processing &
Co-packing
(ready meals
& snack food)

Saddle Maker

Livestock Equipment
Manufacturer
(Exporter)

Cattle Ranching
& Farming

Organic Beef
Producers

Auction Mart

Cheese
Manufacturer
(goat & yak)

Horse Meat Processing
(Exporter)

Commodity &
Specialty Crops
(peas, beans &
intercropping)

Pet Food Manufacturer

Ag Transportation &
Custom Combining

Albert SouthWest Ag Supply Chain



SUPPLY CHAIN

Farm & Feed Supply

Ag Equipment &
Machinery Dealers

Fuel & Supply
Companies

Custom Operators
(providing harvesting
spraying & fertilizing
services)

Transportation &
Hauling Companies

Agricultural Financing

Grain Brokers (Exporter)

Soy Bean Mill

Oilseed Mill (P3)

Seed cleaning, milling, &
trading

Seed Packaging and Trading

Area Resources (Government & Non-Profit)

- Local Economic Development Organization
- Local AG Service Boards
- Community Futures
- Regional Government - Ag Field men; Provincial – Alberta Ag, Alberta EDT&T; Federal – Agriculture and Agri-Food Canada (AAFC), Trade Commission Services (TCS) & Consulates
- AFSC

Ag Inventory

TOTAL GROSS FARM RECEIPTS

TOTAL GROSS FARM RECEIPTS IS

~\$8.76 (2016)



OF THE FARMS REPORTED

39.6% = \$49,999 or less

42.9% = \$50,000 to \$499,999

12.6% = \$500,000 and over

4.3% = \$2 million or more

TENURE AND SIZE OF FARMS

1777 FARMS = 3.2 MILLION ACRES UNDER AGRICULTURE PRODUCTION



53%
ARE PRIVATELY OWNED



47%
ARE LEASED, RENTED,
CROP-SHARED, ETC.

FARMER, RANCHER, PRODUCER PROFILE



AVERAGE AGE IN THE REGION IS

60 YEARS
OF AGE
(2019)



60%

OF THE FARMERS ARE
55 YEARS OR OLDER



32.7%

ARE BETWEEN 35 - 54
YEARS OF AGE



7.9%

ARE UNDER 35 YEARS

SUCCESS PLAN PREPAREDNESS

88% OF THE 1777 FARMS
ARE OPERATED BY ONE OPERATOR

OF THESE 63% ARE 55 YEARS AND OLDER



ONLY

11.6%

OF THE FARMS
HAVE A
SUCCESS PLAN

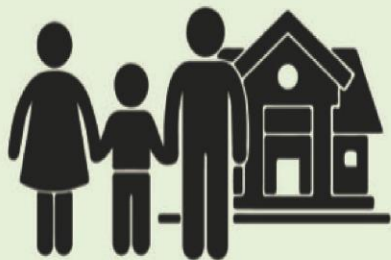
OF THESE

96.6%

ARE FAMILY
MEMBERS

Workforce

AVERAGE HOUSE HOLD INCOME (2019)



ALBERTA SOUTHWEST

\$89,079.30

VS.



ALBERTA

\$125,000

IS ROUGHLY

Average Income

AVERAGE HOUSE HOLD INCOME (2019)



ALBERTA SOUTHWEST

\$89,079.30

vs.



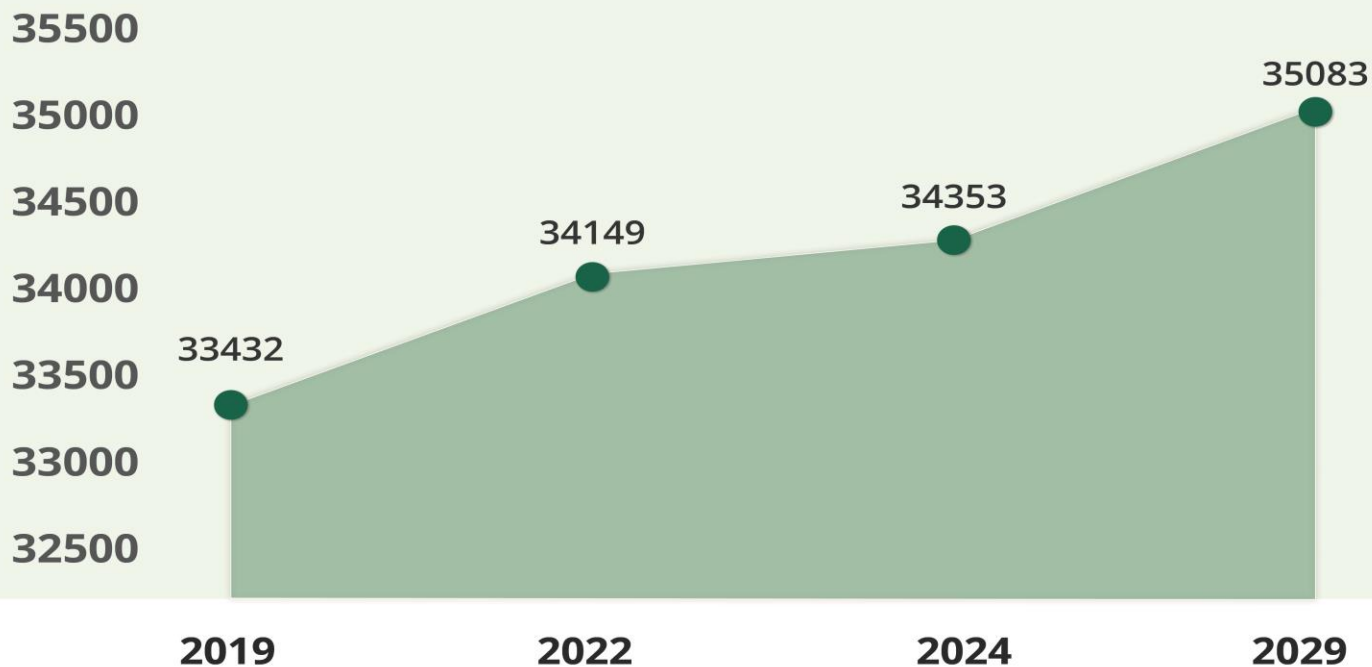
ALBERTA

\$125,000

IS ROUGHLY

Alberta SouthWest Projected Growth

Current and Projected Household Population Growth



Source: Environics Analytics.



AlbertaSW vs Alberta Farmland Value



Alberta farmland regions

| Region | % change | Value \$/acre* | Value range** |
|------------|----------|----------------|--------------------|
| 1 Peace | 4.0% | \$2,119 | \$1,000 – \$3,200 |
| 2 Northern | 6.1% | \$3,371 | \$1,600 – \$6,500 |
| 3 Central | 5.9% | \$4,109 | \$1,400 – \$8,500 |
| 4 Southern | 12.7% | \$6,157 | \$1,900 – \$14,100 |

*FCC reference value \$/acre.

**The value range represents 90% of the sales in each area and excludes the top and bottom 5%.



North American Industrial Classification System (NAICS)

Top Trends (Global)

1. Rising population and resulting increase in food demand.
2. Declines in farm income.
3. Digital native consumers.
4. Digital disruption and consolidation.
5. Food loss and waste. Farm Robotics..
6. Remote Sensing. .
7. Machine Learning and Analytics.
8. Blockchain.

Trends (Regional)

1. Increase in Peas/Bean production
2. Export capacity on the rise
3. Intercropping
4. Increasing focus on technology solutions
5. Increasing focus on data

*That was then –
this is now.....
Now what?*



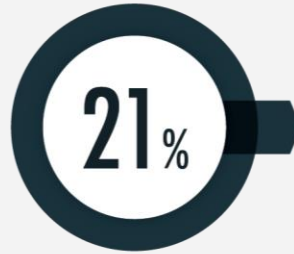
Top 5 Ag-Industry - Identified Opportunities



**BUY LOCAL
TRENDS**



PLANT PROTEINS



**SHARING OF
KNOWLEDGE**

peer groups to help
productivity



**ENVIRONMENTAL
STEWARDSHIP**



OTHER

E.g., Leverage assets,
partnerships to help
innovators, technology
R&D, Southern AB heat
units/sunlight (60%),
new academic/industry
partnerships

Top 5 Challenges Facing Agri-Businesses



Gap – Threats: Tribalism
Barriers to Innovation





A SCENERIO PLAN

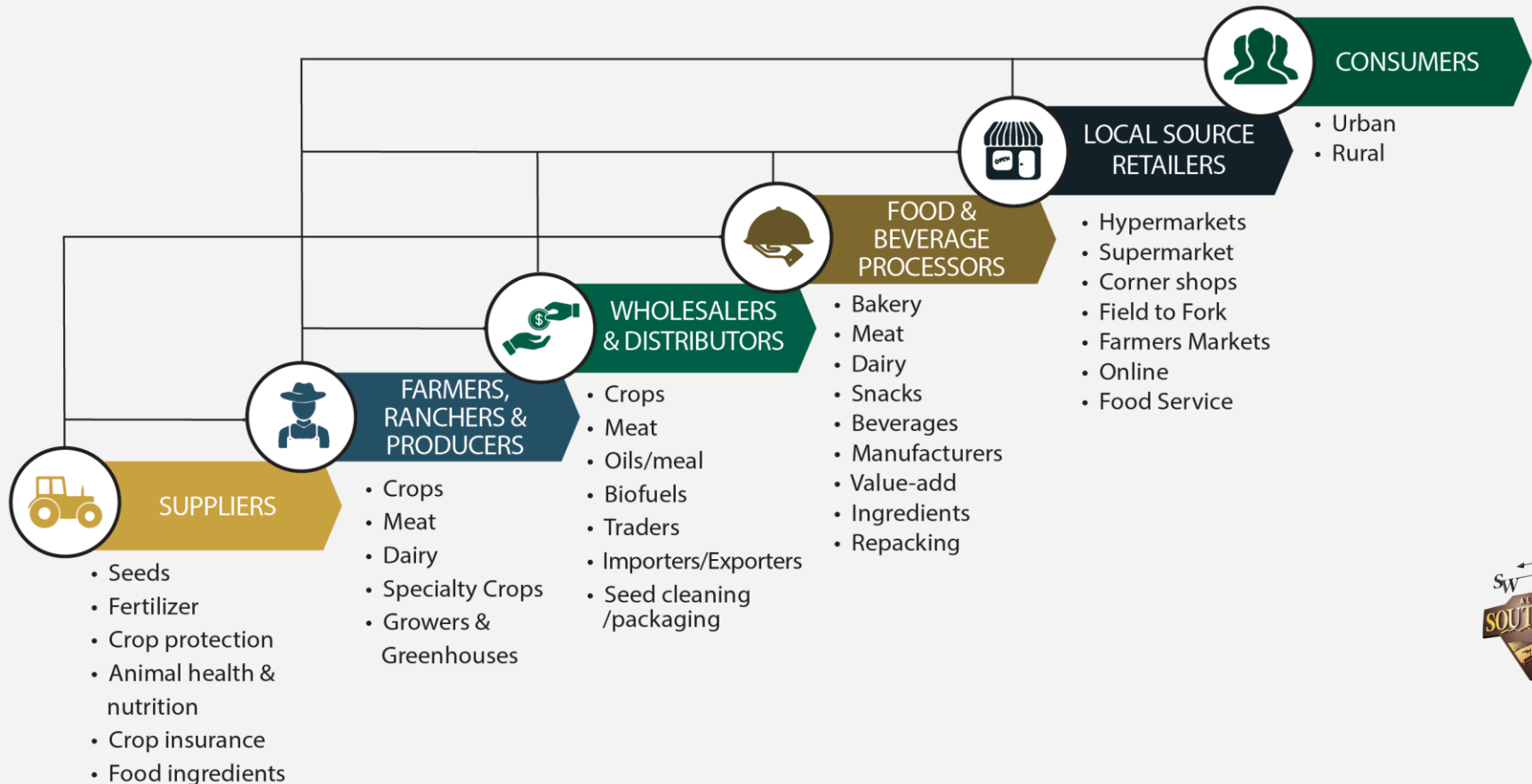
- ❖ What we heard
- ❖ Gaps
- ❖ What else can be done to support agri-business
- ❖ Create a tactical plan

Plan B: Scenario Plans

- ❖ Best case scenario – what role can we play?
- ❖ Worst case scenario – what role can we play?

AlbertaSW Ag Supply-Chain

From field to fork – a snapshot of the Alberta SouthWest's Ag value-chain





AlbertaSW Ag Education, Research, Resources

Industry Resources

- Agricultural Research & Extension Council of AB
- Agriculture & Food Council of AB
- AB Agricultural Economics Association
- AB Greenhouse Growers Association
- AB Barley Commission
- AB Association Agricultural Societies
- AB Beef Producers Association
- AB Cattle Feeders Association
- Western Dairy Council
- AB Beekeepers Commission
- AB Pork
- AB Chicken
- Egg Farmers of Alberta
- AB Canola Producers Association
- AB Farm Fresh Producers Association
- AB Farmers' Market Association
- AB Institute of Agrologists
- AB Organic Producers Association
- AB Pulse Growers Commission
- AB Safflower Growers Association
- AB Seed Growers Association
- AB Vegetable Growers
- AB Wheat Commission
- Barley Council of Canada
- Canadian Hemp Trade Alliance
- Taste Alberta
- Western Barley Growers
- Western Feed Industry Association
- Herb, Spice & Specialty Agriculture Association

EDUCATION & RESEARCH

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- Horticulture
- Oilseeds
- Pulses

Alberta Ag & Forestry

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- AgENT

Farm Smarter

Tecconnect

Local Source - New Market Access



Market opportunities:

1. Cultivatr - <https://cultivatr.ca>
2. Edibles – <https://ediblesouthernalberta.ediblecommunities.com/>
3. Prairie Horizon Fresh Market
<https://prairiehorizonfreshmarket.com/>
4. Food Artisans of Alberta – a Trail Guild to Locally Crafted Fair
5. GoA – AB Companies Interested in Supplying Major Events – exploring a new sector

R&D and Innovation Hubs



Innovation:

- 1) Lethbridge College/AgENT
- 2) School of Agriculture
- 3) Farming Smarter
- 4) GoA – Agronomy Research Scientists
- 5) Western Ag Innovations

Working Exercise



What has changed in the last month – impacts on agri-business?

What are the most immediate gaps/missing pieces?

What are the effects on the different parts of the value-chain?

Working Exercise



What would three small successes look like?

Are there any resources (organizations, corporations, other levels of government) that would have a stake in supporting aspects of this initiative?

Phase 3:

- ❖ Workshops to build awareness, train and/or matchmaker sessions
- ❖ Ask an Expert opportunities
- ❖ Resource Identification
- ❖ Next steps



CAPACITY- BUILDING

Questions?



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