



Agriculture is Everyone's Business

February 4, 2010

Research and Development Programs
Enterprise Saskatchewan
Room 115 - 3085 Albert Street
Regina, Saskatchewan
S4S 0B1

Attention: Larry Caderma, Program Manager

RE: Canada-Saskatchewan Western Partnership Program – SFPA Request for Funding

On behalf of the Agricultural Producers Association of Saskatchewan (APAS), I am pleased to provide a letter of enthusiastic support for the Saskatchewan Food Processors Association (SFPA) request for funding under the Canada-Saskatchewan Western Partnership Program (WEPA).

APAS is Saskatchewan's not-for-profit, member-based general farm organization formed to provide farmers and ranchers with a democratically elected, grassroots, non-partisan, producer organization based on rural municipal boundaries. As the united voice of thousands of agricultural producers in Saskatchewan, we strive to represent the views of a wide variety of agricultural stakeholders in order to research and promote comprehensive policies that can benefit all sectors of society.

"Saskatchewan Made' has been the Saskatchewan Food Processors Association's (SFPA) mandate since its inception in 1990. Another term for this is "buy local" or, as it has been simply put – "investing in our communities". The infrastructure developed by the Saskatchewan Food Processors Association, along with a dedicated staff who works on behalf of the SFPA and the industry, can allow the SFPA to bring other Saskatchewan organizations in the food industry together under the one brand. By coming together as one voice we will be able to increase the influence of all organizations with an interest in the food industry.

We have always felt that Saskatchewan Made/Buy Local campaign should be all-encompassing and inclusive of all food products including growers, producers and manufacturers of food as well as non-food products. If we are going to brand Saskatchewan Made properly we have to brand the entire concept, not just processed products.

We are confident in our belief that the 'Saskatchewan Made' strategy is a concept that can and must apply to the entire food production chain in our province – from our thousands of primary producers all the way through to our growing base of consumer food product manufacturers and



export processors. SFPA are leading the way as they continue to aggressively brand a wide range of quality food products as Saskatchewan made through the SaskMade logo, the establishment of the SaskMade marketplace and extending the branding approach online through their ecommerce website.

We are eager to see the SaskMade program enhanced and expanded to identify the highest quality products grown, produced and manufactured in our province and therefore strongly support the SFPA's request for funding. We look forward to working with SFPA and other industry partners to promote the Saskatchewan Made/Buy Local programs and promotions to our own members and their communities.

Sincerely;

A handwritten signature in black ink, appearing to read 'Greg Marshall', with a long horizontal flourish extending to the right.

Greg Marshall, APAS President
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