

Town Of Grenfell Key Sectors



Town of Grenfell
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KEY SECTORS

Key Sectors

The City's key economic development sectors include:

- Agriculture
- Commercial/Retail
- Tourism

Agriculture

Grenfell services a thriving agriculture sector, one of the dominant sectors of strength in the province.

¹Agriculture is big business

Agriculture is the root of Saskatchewan's economy and accounts for over one-third of the province's total exports. We have over 40 per cent of Canada's farmland totaling more than 60 million acres. Approximately 33 million acres of agricultural land is used for crop production each year.

Wholesome roots

Saskatchewan is known worldwide as a consistent and reliable supplier of safe, high-quality grains, oilseeds, pulses and livestock. In 2014, we produced:

- 99 per cent of Canada's chickpeas
- 96 per cent of Canada's lentils
- 86 per cent of Canada's durum wheat
- 83 per cent of Canada's flaxseed
- 70 per cent of Canada's mustard
- 60 per cent of Canada's dry peas
- 54 per cent of Canada's oats
- 49 per cent of Canada's canola

Feeding the world

Saskatchewan exports more than \$1 billion in each of the four key product sectors: cereal grains (wheat, oats, rye and barley), oilseeds (canola and flax), pulses (*peas and lentils*) and edible oils (*canola*). In 2014, Saskatchewan was responsible for:

- *71 per cent of the world's canaryseed exports*
- *65 per cent of the world's lentil exports*
- *55 per cent of the world's pea exports*
- *39 per cent of the world's durum exports*
- *36 per cent of the world's flaxseed exports*
- *36 per cent of the world's oat exports*
- *25 per cent of the world's mustard seed exports*

¹ Government of Saskatchewan - <http://www.agriculture.gov.sk.ca/Default.aspx?DN=7b598e42-c53c-485d-b0dd-e15a36e2785b>

- *24 per cent of the world's canola meal exports*
- *21 per cent of the world's canola seed exports*
- *17 per cent of the world's canola oil exports*

In 2014, Saskatchewan was also the leading Canadian exporter of 15 agri-food products:

- Canola Seed - 2.5 billion
- Non Durum Wheat - 2.2 billion
- Durum Wheat - 1.9 billion
- Lentils - 1.4 billion
- Canola Oil - 1.3 billion
- Peas - 1.2 billion
- Canola Meal - 788 million
- Flax Seed - 379 million
- Oats - 341 million
- Barley - 233 million
- Canary Seed - 115 million
- Mustard - 72 million
- Oats (worked - hulled, pearled, rolled) - 66 million
- Wheat flour - 47 million
- Chickpeas - 31 million

Building on our strengths - moving crops to the next level

The Ministry of Agriculture collaborates with industry organizations, producers and research institutions to increase competitiveness, production, new crop development, product development and value-added processing in Saskatchewan's crop sectors with the goal of increasing overall profitability throughout the value chain.

This includes introducing new crops, increasing returns on existing crops, and adding value through processing opportunities:

- **Camelina** - It is estimated that in 2015, production acres will be around 10,000 acres valued at approximately \$1.75 million. Camelina bio-based products include fish and broiler chicken feed, bio-lubricants, healthy oils and jet fuel.
- **Vegetables** - There is a potential for high-value vegetables like onions and small potatoes, particularly for irrigation farmers (net return \$3,000 to \$5,000 per acre). Saskatchewan has the growing conditions, land and water resources, minimal pest pressure and expertise necessary for growing high-quality vegetables.
- **Wheat** - Wheat has been the cornerstone of Saskatchewan agriculture since farming began in the province. Varietal development, through the stacking of traits to create superior varieties is needed to ensure that this crop can compete with other crop types and is profitable for growers.
- **Honey** - honey producers in the province are getting the help they need to keep their colonies healthy and the honey production per hive the highest in Canada. Research to develop best management practices to control mites and reduce winter mortality in honey bees is underway.
- **Fruit processing** - Saskatchewan growers produce approximately five million pounds of fruit per year on 2,000 acres with strong potential to increase acreage with the expansion of irrigation districts and agri-tourism.

Global Markets

In terms of markets, the agriculture industry in Saskatchewan is the most diversified industry sector in Canada with \$13.9 billion in export sales in 2014. More than \$200 million worth of agricultural products were exported to each of the following 15 countries last year:

- United States
- China
- Japan
- India
- Mexico
- Italy
- Bangladesh
- Algeria
- Turkey
- United Arab Emirates
- Belgium
- Morocco
- Venezuela
- Peru
- Colombia

Wide-open spaces

Saskatchewan has over six million hectares of pastureland and large quantities of high-quality feed, making it an ideal place for livestock development. Saskatchewan has 1.2 million beef cows, or just under 30 per cent of the Canadian beef cow herd, making it the second-largest beef-producing province in Canada. In 2013:

- Saskatchewan's total cattle and calf receipts were just over \$1.2 billion.
- Saskatchewan's hog industry generated more than \$287 million.
- Saskatchewan had approximately one third of the Canadian bison herd.

Research and development

The Government of Saskatchewan supports the creation of a knowledge-based economy. The Ministry of Agriculture invests in progressive and relevant research, innovation and commercialization to benefit the agriculture sector.

Saskatchewan is home to a large agriculture biotechnology and research cluster. We focus on crop breeding, fractionation and processing technologies, dairy research, etc.

- The University of Saskatchewan, which is also home to:
 - Western College of Veterinary Medicine
 - College of Agriculture and Bioresources
 - Crop Development Centre
 - Canadian Feed Research Centre
 - Rayner Dairy Facility
- Innovation Place, which has three locations in the province and is known as one of the most advanced research parks in North America
- National Research Council
- Agriculture and Agri-Food Canada - Saskatoon Research Centre
- Agriculture and Agri-Food Canada - Semi-Arid Prairie Research Centre
- Vaccine and Infectious Disease Organization - International Vaccine Centre
- Global Institute for Food Security
- Saskatchewan Research Council
- Canadian Light Source
- POS Bio-Sciences
- Ag-West Bio
- Saskatchewan Food Industry Development Centre
- Prairie Swine Centre
- Prairie Agricultural Machinery Institute
- Western Beef Development Centre

Commercial/Retail

Grenfell has a strong Commercial and retail sector (see “Current Businesses”) but has room to grow with available commercial and industrial properties.

Tourism

Qu'Appelle Valley

Grenfell is one of the gateways to the Qu'Appelle Valley and its many tourism products and services. Crooked and Round Lakes provide 4 season recreation and sport opportunities. Carved by melt water from glaciers some 14,000 years ago, Saskatchewan's Qu'Appelle Valley is home to three of the province's smaller but very popular provincial parks - Crooked Lake, Echo Valley, and Katepwa Point.

Crooked Lake, 20 Kms north of Grenfell on Hwy. 201 is situated in a scenic portion of the Qu'Appelle Valley characterized by mixed grass prairie interspersed with groves of trembling aspen and patches of burr oak. Wildlife photographers will discover a multitude of bird species and a variety of prairie mammals including ground squirrels and deer. One of the smaller lakes in the Qu'Appelle Basin, Crooked Lake offers a variety of watersport opportunities, made accessible by the boat launch. Your sun tan is guaranteed as lakeside campsites, a large sandy beach, a change house and convenient picnic sites are found in the core area of the park.

Hang Gliding In The Qu'Appelle Valley

One hundred and twenty meters below the level of the prairie lays a Saskatchewan secret. A hidden valley that's enchanting and beautiful.

With a drop of 120 meters (400 ft.), the Qu'Appelle Valley is the best spot for hang gliding from Ontario to the Rockies. The unique landform that makes the valley such an appealing place is the reason for its suitability for hang gliding. An abundance of steep hills provide ideal launch sites and air currents heated on the valley floor spiral upward allowing the gliders to stay aloft for long periods of time.

Enjoy prairie wildflowers, many varieties of trees, a colorful and peaceful tapestry of sparkling waters, lush meadows, and parklands as you glide across the "hidden valley."

Pow Wow

Treat yourself to the sights and sounds of one of our local cultures. Take in a First Nations pow-wow while in the Whitewood/Broadview/Grenfell district. See the colorful costumes and traditional dancing by First Nations peoples from across North America, to make your trip through the Canadian Prairies one to remember.

There are four First Nation bands just a few miles north of the TransCanada Highway who usually hold pow-wows during the summer. Routes to the pow-wow grounds are well marked and there are concession booths for light lunches. Tourists are welcome to attend.

The pow-wows are an interesting diversion off the TransCanada and routes through the reserves lead to the glorious Qu'Appelle Valley.

