



MINUTES

BRAED Board of Directors MEETING
Lions Rec Centre, 5018 Windsor Ave
Coronation, Alberta
September 12, 2019

Board of Directors of the Battle River Alliance for Economic Development (BRAED) was held in the Lions Rec Centre, 5018 Windsor, Ave., Coronation, Alberta

Communities:

Beaver County: Barry Bruce
Camrose: Patricia MacQuarrie
Coronation: Shelley Cook, Quinton Flint, Ron Checkel
County of Paintearth: Stan Schulmeister
Daysland: Ed Kusalik,
Edgerton: Wes Laporte
Forestburg: Bob Coutts
Holden: Mark Gieblehaus
Irma: Joan Green
Killam: Ben Kellert
Ryley: Brian Ducherer
Sedgewick: Perry Robinson
Tofield: Larry Tiedemann
Wainwright: Carley Herbert

Associate Member:

Arnold Hanson

Guests:

Outlook Market Research/Acorn Partners: Randy Baldwin
Economic Development Trade and Tourism: Dawna Allard
Gov't of Alberta, Workforce Consultant – Labour: Jean Vidal

Staff:

BRAED Executive Director: Cathy Goulet
Recording: Cindy Hurum

Supper: 5:00pm

1. Call to Order - Welcome & Introductions

Chair, Brian Ducherer called the Board of Director's Meeting to order at 5:40 p.m.

Greetings from Coronation Deputy Mayor Ron Checkel.

2. Approval of Agenda

Motion: That the agenda of September 12, 2019 be accepted as amended. Amendment is to move agenda item 5b. (Marketing update) to 4a. iv

Moved: P. Robinson

CARRIED

3. Approval of Minutes

Motion: That the minutes from April 11, 2019 Board of Directors Meeting be approved as presented.

Moved: A. Hanson

CARRIED

4. Project Updates All Presented as Information

a. VALUE-ADDED AGRICULTURE PROJECT

- i. Value-added Agriculture Cluster Development Project – Randy Baldwin, Outlook Market Research / Acorn Partners

Funding has been approved for work into 2020 under the project title "Listening and Learning". The project will include in-depth research of the Pan-Prairie Protein Industries Supercluster. BRAED will gain a sophisticated understanding of the cluster to better position Camrose and the BRAED region to take advantage of future opportunities.

An update was presented, Randy lead a discussion on regional priorities in crop potential. See attached summary.

1. Contract and Invoicing: Final contract signed June 18, 2019 and first payment.

2. Logistics Phase:

- Randy Baldwin completing interviews beginning September 3 and ending September 13 covering Saskatoon, Regina, Calgary, Edmonton, and BRAED member interviews beginning of September.

Updated Interview List:

- *Associations:* Pulse Canada & Cdn. Special Crops Association, Canola Council of Canada, Alberta Canola Producers Commission, Alberta Pulse Growers, Soy Canada, Prairie Oat Growers Association, Western Barley Growers, Barley Council of Canada, Alberta Barley Commission, Western Grain Research Foundation, Sask. Pulse, Genome Prairie, MB Wheat & Barley Growers, Canola Growers, AFPA, Protein Industries Canada
- *Research and development organizations:* Richardson Centre for Functional Foods and Nutraceuticals, KeyLeaf Life Sciences, Ag-West Bio, Food Development Centre, SK Food Centre, Alberta Agriculture Food Processing Development Centre, Agri-Business Processing Business Incubator, Prairie Biosciences Canada (PBC)
- *Government:* Food and Value-Added Policy Section, AB Ag & Forestry; Industry Development Officer, MISB; MB Agriculture;
- *Agriculture Companies:* Cargill, Merit Functional Food Corp, P&H, Paterson Global Foods

ii. VALUE-ADDED AGRICULTURE LEAD GENERATION PROJECT:

This project will include development of business visitation packages and fact sheets, and continuing to lead generation, investor meeting and follow up. Cathy reported that this project is on time and on budget.

iii. ONE LESS TRIP RETAIL PROMOTION – Lynette Lefsrud, GRIDSTONE MARKETING

Lynette Lefsrud, Gridstone Marketing, reviewed the project. The second phase of the One Less Trip Initiative will:

- Plan and implement a series of regional OLT events.
- Support existing shop local promotions and events.
- Business development training for BRAED businesses.

Progress to Date:

- Contract was signed, and the launch meeting was held on July 17, 2019
- Gridstone has completed its initial planning phase and has made some suggestions to the weighting of deliverables which management is recommending

Follow-up discussion: Get BRAED Website updated to start connecting with people and see what they are interested in. We would like to see 30 – 50 people attending the free workshops but reasonable to expect 20. Start advertising in local publications to encourage locals to experience the atmosphere and unique elements for shopping at these OLT events.

Motion: To amend the scope of the One Less Trip Project as presented by Gridstone.

Moved: B. Kellert

CARRIED

vi. **MARKETING UPDATE – Bobbi Menard, Killick Leadership – presented as information**

BRAED KNOTice Highlights – Our newsletter list was built from active stakeholders and because of this the open rate of the newsletter is very strong. To continue to build stakeholder trust we need to keep providing a wide variety of content.

Website Google Analytics (Q1 & Q2 YTD) There has been a clear reversal in the trend line for the number of visitors to the site. The primary measurable cause is the loss of traffic from the Alberta Trade Corridor site.

The BRAED Website – 2018 YTD top page viewed: Site Selector @ 6%

- 2019 YTD top page viewed: BRAED community maps @ 13%

Opportunities:

- We need to ask our member communities to link the BRAED page to their websites.
- Better understand the quality and value of the referral traffic that came from Alberta Trade Corridor.
- Request a Search Engine Optimization update from the web development company to identify opportunities for organic traffic growth.

TWITTER:

- Tweet content that focussed on LOCAL economic development activity had the highest engagement and reach.
- Local stories that BRAED initiated consistently outperformed retweets.
- BRAED tweets regarding federal/provincial spending and program offerings for small business/producers/investors.
- Our top tweet in July – “Better roads and street furnishings, especially on a business Main Street, are classic economic development. Town of Sedgwick, AB is delivering for their businesses and community this summer”

5. MANAGEMENT REPORT – Cathy Goulet – Presented as Information

a. **REDA INITIATIVE RENEWAL**

- The REDA Chairs and Managers prepared a briefing for Minister Tanya Fir, Alberta Economic Development, Trade and Tourism. The briefing provides background and recommendation on next steps. The Minister was invited to a meeting with REDA Chairs for a summer date. Minister Fir’s office has advised that the Minister will reach out to REDA chairs in the fall.
- We consider this a “neutral” response

6. Financial Update – Cathy Goulet

Motion: To approve the financial update as presented.

Moved: P. MacQuarrie

CARRIED

7. Next Board of Director's Meeting - December 12, 2019 in Killam.

8. Regional Round Table – Members.

Arnold Hanson – Member at large - Viking

- P & H is up and running. Bringing fertilizer cars in, turnaround with Atrium hauling fertilizer out
- Mechanics expanded out to Hwy 14
- Waiting on harvest

Patricia MacQuarrie – City of Camrose

- Major infrastructure wrap-ups all on time
- We've found some structural issues with the drill hall
- Challenges going forward

Ben Kellert – Town of Killam

- Infrastructure – fixed some roads and parking lots
- Grand Opening of new Health Centre, long term care Sept 19th, and moving residents Oct 1. They will have their own rooms and own bathrooms. Once all moved, we will gut and renovate the old area with a 2020 completion date. There will be a designated dementia area as well as couples' suites
- Adult housing meeting Monday Sept 16th.
- There's been interest shown in some lots in the new subdivision.
- Potential new business

Dawna Allard – Alberta Economic Development and Trade – Government of Alberta

- Programs all on pause until the Budget is presented in October
- Top 3 priorities – nothing has changed
 1. Targeted Investment Attraction
 2. Connect Innovators to bring new technologies to market
 3. Promote the Development of Alberta's Tourism Industry
- Tourism Entrepreneurship Start up Seminars – 6 full-day seminars

Carley Herbert – Town of Wainwright

- Levelling Hwy's 14 / 41 commercial property for future growth
- Infill happening in residential areas
- Farm Family Corn Maze located between Wainwright & Edgerton
- Scarecrow Festival September 28th
- CT Scanner Fundraiser project doing well, having an NHL fundraiser with Theo Flurey & Marty McSorley

- The old bus barn has been purchased, Bottle Depot moving into town

Brian Ducherer – Village of Ryley

- Ryley's new CAO is a military retiree, very knowledgeable
- Want to complete some paving before year end
- The landfill will be a Municipal Controlled Corporation by year end
- The Ry – Tof Ball Tournament was another success with over 80 teams. The tournament has a long waiting list

12. Adjournment

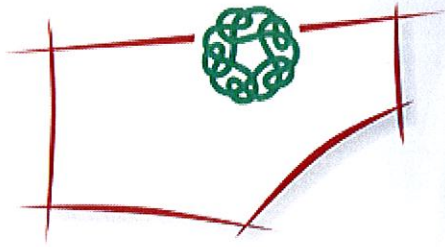
Chair B. Ducherer adjourned the meeting at 8:00pm



Stan Schulmeister, Secretary



Brian Ducherer, Chair



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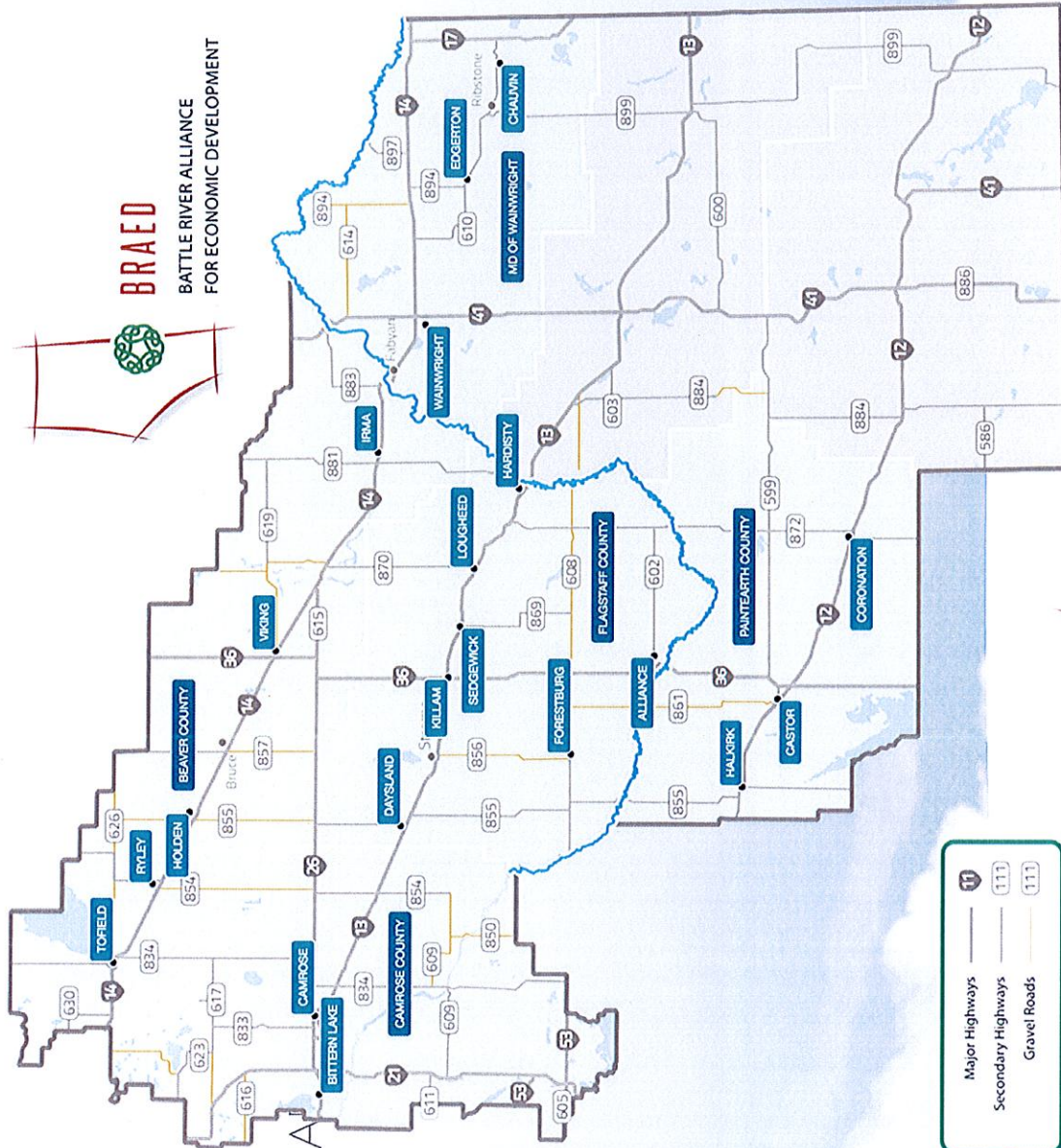
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BRAED REGIONAL MAP



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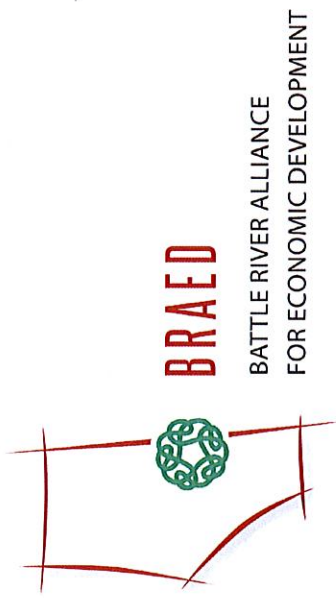


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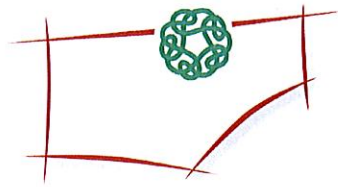


TODAY'S PRESENTATION

Purpose

1. Seek your input regarding top value-added crop-related opportunities
2. Present the preliminary results of the 2019 BRAED Value-Added Agriculture Cluster Project
3. Discuss next steps





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1. WHAT WOULD YOU RATE AS THE TOP VALUE-ADDED CROP PROCESSING OPPORTUNITY?

In a few words please describe:

- the crop that would be processed;
- how it would be processed (if you know); and
- what the resulting ingredient or end-product market would be



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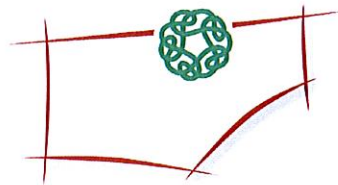


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1. CONSENSUS ON THE TOP 3 OPPORTUNITIES

| Crop | Process | Output | Market |
|---------------------|--------------------|--|----------------------------|
| Peas & other pulses | Protein extraction | Protein concentrates & isolates and starch | Meat and dairy substitutes |
| Hemp | Fibre extraction | Industrial fibre | Fabric & composites |
| Canola | Crushing | Oil | Biodiesel |
| Hops | ??? | Hops | Craft brewing |
| Tobacco | ??? | ??? | ??? |
| Corn | ??? | ??? | ??? |
| Edible beans | ??? | ??? | ??? |
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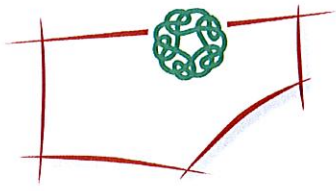


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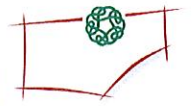
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1. OUR FINDINGS TO DATE - CROPS

Crops

- Pulses (especially yellow field peas and some talk about fababeans)
- Hemp
- New higher-value uses for starch from fractionation
- Canola
- Oats
- Wheat, barley and other crops



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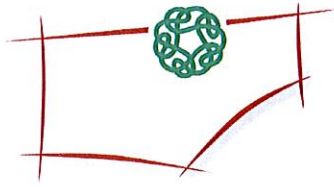


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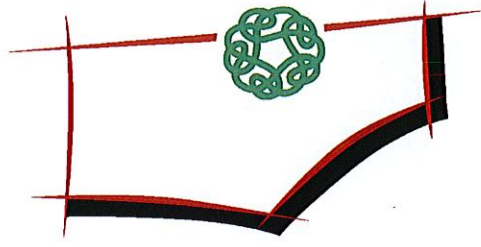


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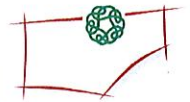
OUR FINDINGS TO DATE - PROCESSING

1. Pulse fractionation (protein, starch & fibre)
2. Hemp full plant utilization (fibre, seed and flower parts)
3. Converting starch to bioplastics or ethanol
4. Canola crushing:
 - Conventional to replace seed sales to China; and
 - Cold-pressed canola meal
4. Oat milling/fractionation (protein, fat and starch)
5. Wheat and barley variety improvement



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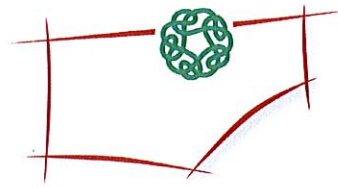


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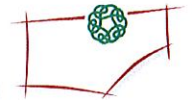


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OUR FINDINGS TO DATE – END-USE MARKETS & PRODUCTS

1. Protein concentrates and isolates for meat and dairy analogs
2. Hemp CBD(cannabidiol) oil from flower parts, protein and oil (from seed) and fibre (from stems)
3. Aqueous protein extraction from cold-pressed canola meal for “golden tofu” or dairy analogs
4. Oat protein and fat fractions for “oat milk” and dairy analogs
5. Better wheat and barley resistance to fusarium and other diseases; drought resistance; and speciality types with health benefits (e.g. purple wheat with high anthocyanin levels)
6. Bioplastics and ethanol



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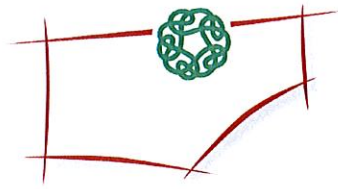


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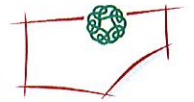


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MISCELLANEOUS OTHER IDEAS

- Mixing pulse flours into wheat flours, especially in the 40 million tonne/year Chinese flour market for noodles, etc.
- Better malting barley varieties
- Production of biodiesel from canola oil



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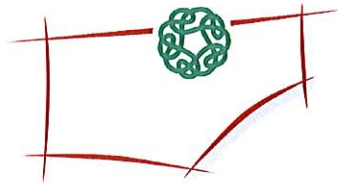


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MISCELLANEOUS OTHER IDEAS

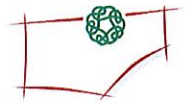
Fababeans have:

- More than 5% higher protein than yellow peas and
- Nice white protein with little/no off-flavours.

However:

- they are more difficult to dehull and mill
- Some tannin issues
- There has been less than 100,000 acres grown recently

See <https://prairiefava.com/> for an example of a farm-based faba (they use fava) marketer



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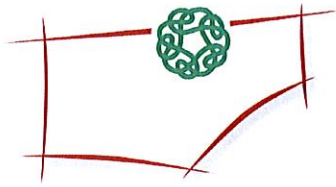


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NEXT STEPS & QUESTIONS

Thank You



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