



# Taking Agriculture to a New Level

Could thinking “Small” be the next “Big” Thing?

# Issues

- Population
  - 50 Million new mouths to feed each year.
  - Planet supports 6.5 Billion now but needs to support 9.2 Billion by 2050.
- Productive Capacity
  - Global food production needs to rise by 70% to cope with rising food demand.

# Issues

- Price
  - Increased demand and climate change are contributing to a long-term gradual increase in food prices.
  - Shift to meat based diets as income rises = increased demand for animal feed (8 kg of grain for 1 kg of beef).





# Challenges

- Can Agriculture meet the multiple demands of Food, Feed and Fuel?
- What is the role of food processing technology in taking agriculture to the next level?



**Where there is no vision,  
people perish. (Prov 29:18)**





# InfraReady

the secret



ingredient...





# What is Infra-red Cooking



- High Temperature, Short Time Process
- Uses Natural Gas
- Wide range of applications



# InfraReady Applications



- Bakery Mixes
- Multigrain Breads
- Crackers
- Breakfast Cereals



- Specialty Products
  - Baby food ingredients
  - Low micro products
  - Industrial applications

- Soup Ingredients
- Side Dishes
- Pilaf Products





# The Good We Get From Grain™





# The Good We Get From Grain™



- 60 Raw Materials- Cereals, Pulses, Oilseeds
- 250 Products
- 20 Directly Employed
- 100 Customers Served
- Mission- to create value through innovation, quality and commitment





# Accreditation and Credibility



- Accreditation is a process
- Credibility is earned
- BRC-GFSI Accredited
- Responsible, Reliable and Secure





# Framework for Innovation







# Convenience, Shelf life and Food Safety



## Convenience

- Reduced processing times
- Precooked Lentil Powders cooks in 3 minutes



## Shelf Life

- Infrared processing reduces the activity of rancidity causing enzymes
- Significant reduction of Lipxygenase (LOX) enzyme activity in pulse powders



## Food Safety

- Infrared processing reduces the microbial count



# For Consumers

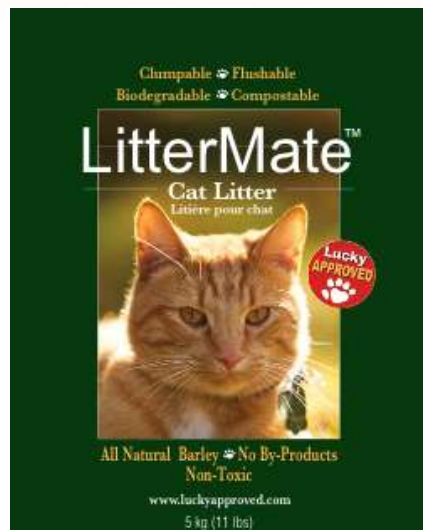
- Convenient
- Versatile
- Nutritious and High Quality = Good for You
- Meat Alternatives
- Soup, Side Dish, Salad, One Dish Dinners
- Affordable and Cross Cultural, with Exotic Appeal
- Slow Cook vs. Microwave
  - Slow cooking can still be ready in 15-20 minutes





# Innovation

- Incremental – new and improved products
- Transformational – entirely new products or industries





**PURPLE**

PURPLE  
GP062





**InfraReady**  
PRODUCTS(1998)LIMITED

# Anthograin™

**InfraReady**  
PRODUCTS(1998)LIMITED



*The Good We Get  
From Grain*



# Where it has been Incorporated

- Bakery Mixes- Bread
- Crackers
- Snacks
- Beer/ Alcoholic Beverage
- Pilaf
- Breakfast cereals
- Pasta/ Asian Noodles










## Purple Wheat Noodles



Do you know... the purple colour in KOKA Purple Wheat Noodles comes from a ingredient, Purpleberry flour, which is a unique blend of purple corn and purple wheat. The deep pigmentation is due to the presence of Anthocyanins, the same antioxidants as those found in blueberries and Udon noodles.

Steamed and baked to perfection, KOKA Purple Wheat Noodles is naturally rich in Anthocyanins, an antioxidant found in Purple Grains.

100g serving of KOKA Purple Wheat Noodles gives you as much antioxidant as 84g of blueberries.

HIGH IN FIBRE

FAT FREE

NON-FRIED



KOKA Purple Wheat Noodles not only adds a dash of colour to your favourite noodles, it's also loaded with antioxidants to pop up your body's defence against damaging free radicals.

DATE: 20 NOV 2018	ISSUED BY: KOKA PRODUCT DEVELOPMENT	1. DESCRIPTION:	PRODUCT NAME:	LOT: 00000000000000000000	QUANTITY: 100g	BRAND: EARL GRAY
TIME: 14:00:00	USER: KOKA	KOKA	EARL GRAY	00000000000000000000	00000000000000000000	00000000000000000000



 **InfraReady**  
PRODUCTS(1998)LIMITED







 **InfraReady**  
PRODUCTS (1998) LIMITED





# Social Responsibility

- Social Objectives for your business
- Voluntary contributions



Angela Gabruch (left) of InfraReady Products and Friendship Inn chef Richard Fontaine show off the company's soup mix and the finished product Tuesday at Friendship Inn

## Company fills soup pot at Friendship Inn

By Murray Lyons  
of The StarPhoenix

A Saskatoon producer of value-added food products has made a one-tonne commitment to keep the Saskatoon Friendship Inn stocked with a nutritious soup mix.

Mark Pickard, president of InfraReady Products (1998) Ltd., will donate 1,000 kilograms of a special pulse and grain soup base — dubbed the Friendship Soup Mix — to the Friendship Inn, located at 612 20th St. West.

In total, the donation will fill up 120,000 bowls with soup.

The mix includes precooked barley, lentils and peas, all of which are grown in Saskatchewan and then partially cooked at the InfraReady facility on 56th Street. The mix is considered a healthy one because pulses

crops have been found to lower blood cholesterol levels and promote weight loss, making them a good soup base for people coping with diabetes.

InfraReady uses special gas-fired ovens that produce infrared spectrum energy to partially cook grains and pulse crops. It sells its products to home and food service markets.

"Canadian pulses are highly nutritious and one of the most complete foods available on the market," said Pickard.

Angela Gabruch, the company's export marketing co-ordinator, says the Friendship Soup Mix will be convenient for cooks at the Inn, which supplies 187,000 meals a year.

Pulse crops normally require overnight soaking and at least three hours of boiling in water to be properly cooked. Because of the cooking technique used by InfraReady, Gabruch says the Friendship Soup Mix is

ready in 30 minutes in boiling water.

InfraReady will deliver the mix to the Friendship Inn as required in boxes that contain four five-kilogram bags. Gabruch says one bag is enough to make 12 pots of soup.

Geselle Doell, executive director of the Friendship Inn, said 40 per cent of those seeking a breakfast noon meal at the Inn are children.

"The donation of the Friendship Soup Mix will make a difference in knowing that we have a truly nutritious soup base to serve those in need," she said.

The Friendship Soup Mix will be available for sale the new year at the Sask. Made Marketplace on Elgin Street, with proceeds going to support the Friendship Inn.

Pickard says he hopes the donation encourages similar contributions from the business community to the Inn.

—SP Photo by Greg Pelt





# Friendship Soup



# The Good We Get From Grain™ 2012



- Resources to reach Destination
- Shareholder and staff support
- Improved efficiency
- Pride of Ownership





# Opportunities

- Recognition of Health Benefits of Whole Grain Food Products
  - Sprouted Grains and GABA Barley- improving digestibility, reducing anti-nutritional factors, enhanced nutrient content
- Unique capabilities with ongoing research and development
- Operate within a continuum of niche market to large volume exports



# Leadership Agenda

- Quiet confidence
- Have no fear of failure  
(Risk/Reward)
- Demonstrated Technical leadership
- Opportunity based- small is beautiful