

Westside Wild Rice Growers Association

North West Communities Management Co.

Wild Rice – Historical Overview



- Northern Saskatchewan produces at least one-half of Canada's crop
- Not native to our province
- Introduced in the 1930's to provide food for muskrats
- Commercial Production did not start until the 1960's
- Wild rice must have ideal conditions to grow
 - high water and high wind is especially not good
- Northerners wish to keep the industry in the hands of northerners
- Wild rice producers often are commercial fishers and trappers
 - Blended economy
- Sask. has crop insurance program
- North Sask. rice is categorized as organic
- Processing plants in La Ronge, Denare Beach and The Pas
- Markets are local to provincial to national to international

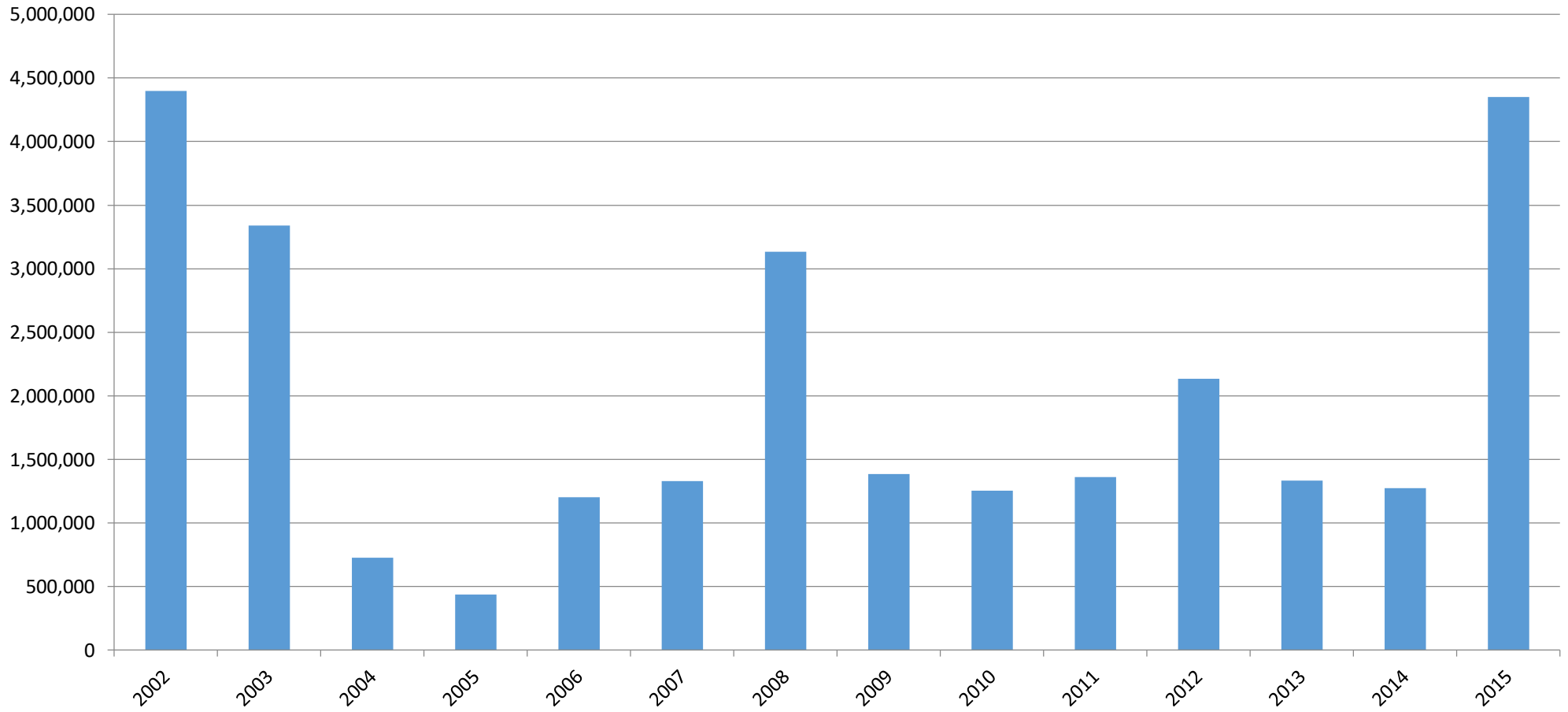


Wild Rice – Historical Overview

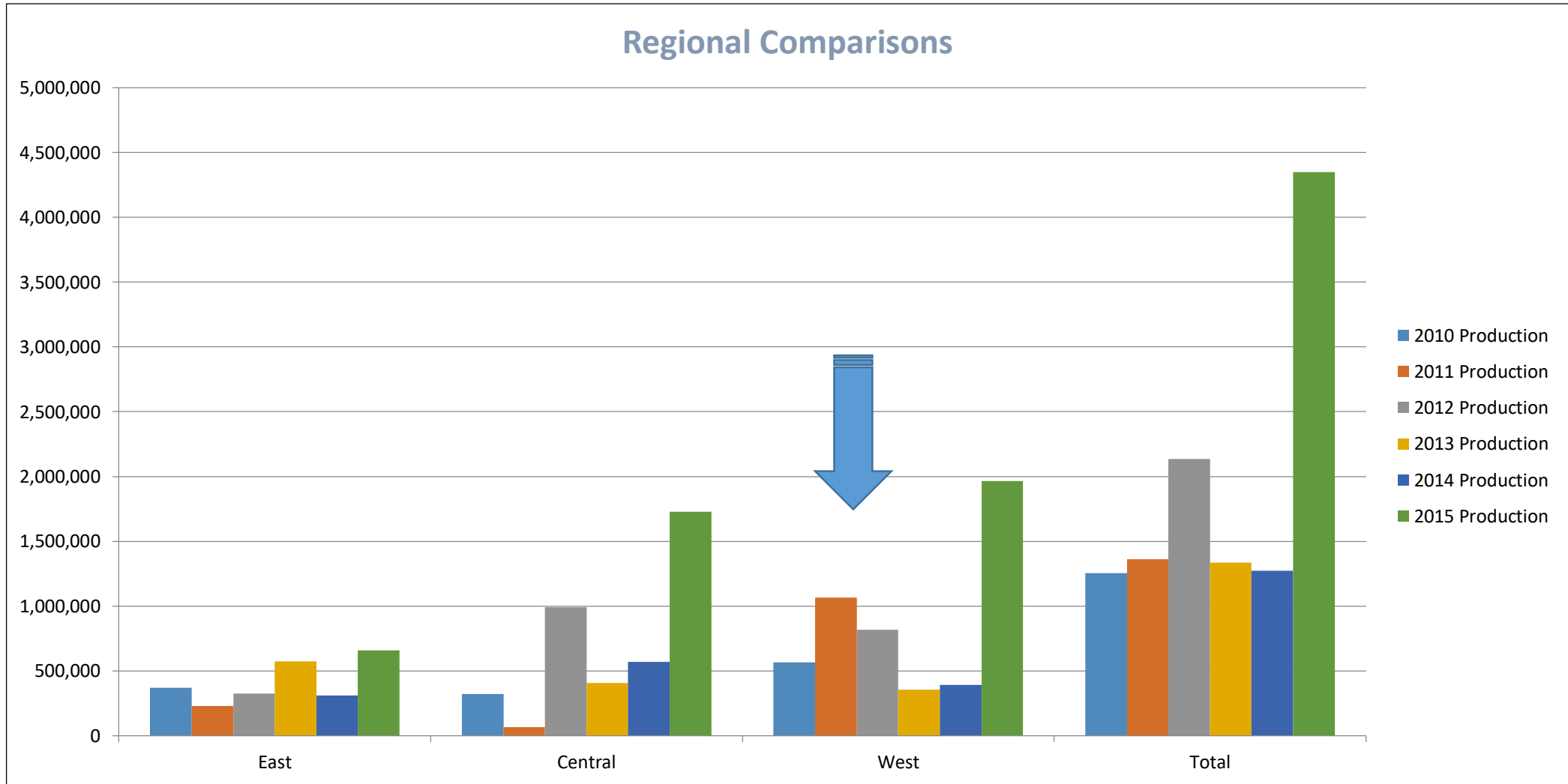
- Northern operations are still remote away from heavy development
- Northern operations still under northern control
- High percentage of First Nations and Métis producers
- High level of experience across the region and north
 - Growing
 - Processing
 - Marketing
- Some challenge in capitalization for equipment etc.
- Little access to agricultural support

Wild Rice – Historical Overview

Sask Production



Wild Rice – Historical Overview

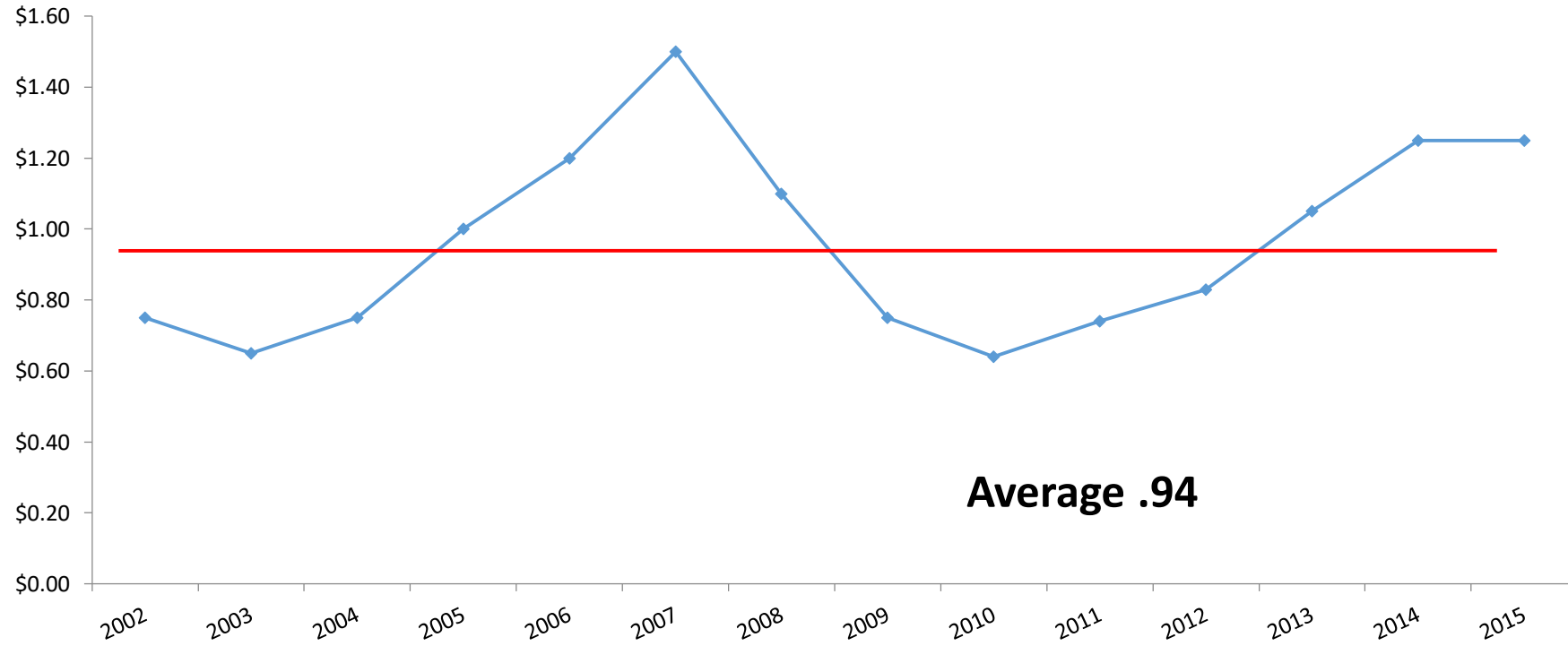


Wild Rice – Historical Overview

Year	West	Central	East	Total
2010	565859	320266	368558	1254683
2011	1064700	67000	228700	1360400
2012	818475	989800	326125	2134475
2013	355000	406500	572000	1333500
2014	392200	570000	309800	1272000
2015	1964000	1727600	658000	4349600

Raw Green Wild Rice – Historical Pricing

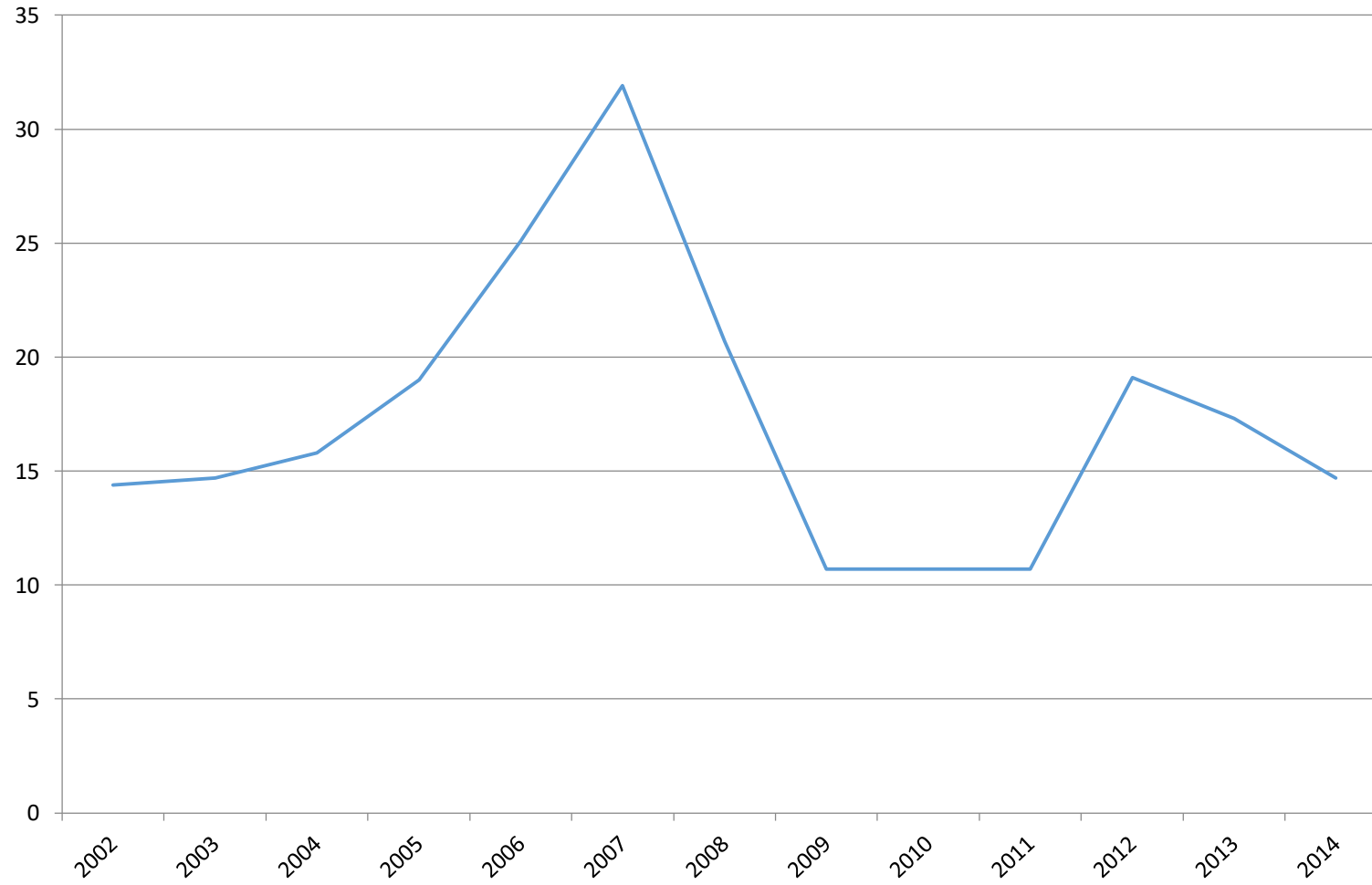
VALUE of RAW RICE \$/lb.



Average .94

Wild Rice – Historical Overview

USA WR Paddy Production



Millions of Pounds

Year	Production
2005	19.0
2006	25.1
2007	31.9
2008	20.7
2009	10.7
2010	10.7
2011	10.7
2012	19.1
2013	17.3
2014	14.7

Wild Rice – Historical Overview

CANADIAN WILD RICE PRODUCTION - 2006 - 2015

(,000 pounds green rice)							
YEAR	SASK.	MAN.	ONT.	ALTA	Canada TOTAL	% SASK. PROD.	FARM-GATE VALUE OF SASK. PROD.
2015	4,350	n/a	n/a				\$5,437,000
2014	1,272	450(est)	<100		1,800	70%	\$1,590,000
2013	1,334	750	100		2,184	61%	\$1,400,175
2012	2,134	263	100		2,497	85%	\$1,771,552
2011	1,360	800	18		2,178	62%	\$1,006,696
2010	1,255	250	100	0	1,605	78%	\$803,200
2009	1,386	200	125	0	1,711	81%	\$1,039,500
2008	3,132	600	30	0	3,762	83%	\$3,445,200
2007	1,330	400	100	0	1,830	73%	\$1,995,000
2006	1,203	500	300	50	2,053	59%	\$1,443,600
10 year AVG.	1,875						\$1,993,192

Wild Rice – Marketing

- Markets
 - Local to international
 - Pacific Rim, Europe, USA
 - Target upscale restaurants
- Branding
 - Our own or with existing marketing firm
- Health benefits/Nutrition/History and Culture
 - It's a super food, fibre, antioxidant, gluten free
- Value added potential
 - Gluten free flour, soup mixes, pasta
- Organic and Export certification
 - CFIA approvals
- Competition

Canadian Wild Rice Marketers

Marketer	Marketer
Riese's Canadian Lake Wild Rice* Box 899 La Ronge, SK S0J 1L0 (306) 425-2314	Shoal Lake Wild Rice Group 525 RR 5 Box 30 28 Christopher Street Winnipeg, MB R2C 2Z2 (204) 943-4719
Northern Lights Foods** Box 1740 La Ronge, SK S0J 1L0 (306) 425-3434	Precambrian Wild Rice Box 69 Denare Beach, SK S0P 0B0 (306) 362-2002
Rusty's Wild Rice Box 976 Hudson Bay, SK S0E 0B0 (306) 865-2240	The Canadian Wild Rice Mercantile 776 MacDonnell Street Thunder Bay, ON P7B 4A6 (807) 473-9800
Autumn Sky Wild Rice Box 328 Denare Beach, SK S0P 0B0 (306) 362-0013	

*Winner of the 1992 Canadian Export Award. Nominees for the 1992 ABEX Export Award. **Winner of the 2001 Canadian Export Award.



Nutrition Facts

Valeur nutritive

Serving Size 1 cup (150 g)

Portion 1 tasse (150 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 540	
Fat / Lipides 1.5 g	2 %
Saturated / saturés 0.4 g + Trans / trans 0 g	2 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 2 mg	1 %
Carbohydrate / Glucides 114 g	38 %
Fibre / Fibres 6 g	24 %
Sugars / Sucres 4 g	
Protein / Protéines 19 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	2 %
Iron / Fer	15 %

Wild Rice – A Processing Plant for the Westside?

- This potential of a Westside processing plant has been around for a long time.
- A processing plant owned by producers will enhance incomes
- What are some steps towards development of a plant?
- What may be some of the key conditions and considerations?
- What kind of business model should be considered?
- What could be the size and scope of operations?
- Marketing maybe a challenge.
- Is there room for other valued added aspects of processed wild rice?
- Competition?
- Research and feasibility assessment

Westside Wild Rice Growers Association

- Do you think we need one?
- What would be its value and role?
- Supporting its growth and development.
 - How do we ensure it operates
- Type of organizational structure.

- Some reasons and rationale for:
 - Lobby for progressive policy and regulations
 - Lobby for industry funding and investment
 - Support industry growth through training
 - Common marketing initiatives
 - Advocate research and development (science, technology, tools, skills)
 - Communications and information sharing
 - Strength in numbers