

# Regina's Agriculture and Food Innovation Strategy



# REGINA'S CASE TO BE A GLOBAL AGRICULTURE AND FOOD HUB

Agriculture and Food represent a multi-sectoral opportunity for the Greater Regina Area. The Ag and Food Innovation Strategy outlines how the GRA intends to cultivate and seize this critical opportunity to become a global ag and food hub.

It will take a broad-based community effort to get there, but Regina is up to the challenge – and we already have a great start. Building on the momentum of the recent investments and announcements, in this sector our strategy – while ambitious – is 100% achievable.

Regina's agriculture opportunity extends across multiple sectors of our economy – from manufacturing to construction to tourism and hospitality.

**The proof points are compelling, and speak to the scope of the opportunity:**

- We are surrounded by 80% of Canada's farmland, with the world's best producers, providing value-added processors with unparalleled access to inputs
- We are home to globally competitive agribusinesses
- We are cultivating a global agtech hub with venture capital and high potential startups
- We have leading research and educational institutions focused on agriculture

- We have a young, educated and loyal workforce; and,
- We have world class transportation and logistics infrastructure that allows us to get goods to markets across the globe

This strategy outlines our natural strengths and identifies key actions to create a new path forward for businesses and residents alike, strengthening the GRA's position as a global agricultural powerhouse.

A special thanks to the members of the Steering Committee for their time and commitment as this strategy was developed, and to Economic Development Regina for its leadership and support through this process.

**Co-chairs of the Agriculture and Food Steering Committee:**

DR. GINA GRANDY Dean, Hill and Levene Schools of Business at University of Regina

KYLE JEWORSKI, CEO, Viterra North America





## TABLE OF CONTENTS

1. VISION	2
2. CONTEXT	4
3. WHY REGINA?	6
4. A SOLID FOUNDATION OF STRATEGIC ASSETS	8
5. COMPETITIVE ON A GLOBAL SCALE	14
6. STRATEGY	16
7. WHAT'S NEXT?	23
8. ABOUT EDR	24



# 1. **VISION**

The Greater Regina Area will be the ag and food hub for Canada and the world: we will start, grow, scale and attract companies in agribusiness, drive agtech innovation through an integrated and sustainable supply chain.

## REGINA'S AGRICULTURE AND FOOD STEERING COMMITTEE



**Dr. Gina Grandy  
(Co-Chair)**

Dean, Hill-Levene  
Schools of Business  
University of Regina



**Kyle Jeworski  
(Co-Chair)**

President and CEO  
Viterra Inc.



**Murad Al-Katib**

President and CEO  
AGT Food &  
Ingredients Inc.

### EDR Representation

**John D. Lee**

President and CEO  
Economic Development  
Regina Inc.

**Tina Beaudry Mellor**

Chief Economic  
Growth Officer  
Economic Development  
Regina Inc.

**Ly Pham**

Director, Entrepreneurship  
and Strategic Initiatives  
Economic Development  
Regina Inc.



**Elan Ange**

CEO, O&T Farms



**Eric Dillon**

President and CEO,  
Conexus  
Credit Union



**Michael Hoffort**

President and CEO,  
Farm Credit Canada



**Shaun Semple**

President and CEO,  
Brandt Group  
of Companies

## 2. CONTEXT

Identified as a key area of growth in Regina's 2020–2030 Economic Growth Plan, agriculture and food represents a multi-sectoral opportunity for the Greater Regina Area's (GRA) economy. Led by Economic Development Regina (EDR) and developed by a Steering Committee comprised of key leaders in the region's agriculture and food sector, this strategy provides a framework to seize this generational opportunity.

Founded on our region's traditional strength in primary agriculture, this strategy envisions an economically and environmentally sustainable ag and food cluster for the GRA while building on our region's natural strengths to create new opportunities and a new path forward for businesses and residents alike.

The strategy is the result of significant consultation with stakeholders in the GRA and across southern Saskatchewan. It sets measurable one, five, and 10-year objectives that ensure continued progress toward our bold vision.



**Economic Development Regina will act as the cluster leader/manager and develop an annual business plan that details priorities, actions, roles and responsibilities of key stakeholders, and resource requirements in the short term.**

## THE PROCESS



## OUTCOMES

Our outcomes provide a high-level picture of what Regina will look like when the strategy is successful.

Ag and food has always played a critical role in Regina's economy and the strategy seeks to further enhance this role by creating opportunities across Regina's economy and cementing our city as a key hub in the world's food supply.

1. The GRA is known as a key place of opportunity to start, grow, attract, and scale agribusiness.
2. The GRA has a skilled and educated labour force and access to expertise to help the sector reach its full potential.
3. The GRA has the critical infrastructure in place and is supporting sector growth.
4. The GRA is known as an agricultural powerhouse where the sector is sustainable, innovative, competitive, and resilient.

### Collaboration is key

Success will rely on coordination and collaboration among public sector, post-secondary, industry and others. When stakeholders proactively interact, communicate, collaborate and compete, the entire regional economy becomes more dynamic and successful when responding to opportunities for growth locally and globally. EDR is grateful for the work and guidance of our Steering Committee who have played a key role in informing this work.

### GROWING FORWARD

*We are a community in the deepest sense of the word. We are deeply connected and aligned, and those connections help businesses establish momentum that benefits everyone. From producers to tech companies to international corporations, we all have an opportunity to succeed. Our leaders are committed to creating an environment that is easy to navigate while serving the interest of citizens.*



## 3. WHY REGINA?

More than ever, Saskatchewan is home to the products and services the world needs.

As world-class producer of food and ingredients, Saskatchewan plays a vital role in meeting a growing demand for safe, sustainably produced, high-quality food.

**As the world's population grows, we are approaching a situation where global food demand exceeds supply. Regina can be part of the solution.**

In a world where agricultural land is already at a premium, Regina is in the best position to help feed the world. Surrounded by more than 80% of Canada's farmland<sup>1</sup>, the GRA is 'ideally' located in the centre of Canada's agricultural heartland and home to the most skilled agriculture producers in the world. While the GRA's traditional strength is primary production, the real opportunity is that Regina can build on its already robust agricultural economy by driving innovation and sustainability, resulting in new end uses for crops and expanding the value-added processing chain.

<sup>1</sup> Refers to the proportion of farmland acreage in Alberta, Saskatchewan and Manitoba compared to all of Canada using 2016 census data. Source: <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=3210015301>

### GROWING FORWARD

*We are known globally as an agricultural powerhouse. We are home to value-added processing and a centre of excellence for agriculture technology. Our structure of support for businesses is a model for the world, with knowledge institutions and firms fully committed and integrated into efforts to seize the endless opportunities in agriculture and food from the ground up. At the same time, processors and manufacturers have the resources they need to succeed right here – from new technologies, product and processes development to packaging and transportation.*





**Agriculture  
has always  
had a place in  
Saskatchewan's  
economy.**

## 4. A SOLID FOUNDATION OF STRATEGIC ASSETS

Saskatchewan is well-positioned as an ag and food hub and there is tremendous potential to grow the sector further.

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**The GRA possesses a strong trade infrastructure, numerous anchor firms, a diverse talent pool, and a growing entrepreneurial ecosystem that creates a strong foundation for continuing growth and success.**

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### **THE WORLD'S BEST PRIMARY PRODUCERS**

Agriculture is at the core of Saskatchewan's economy. The province's agriculture industry is, quite literally, cultivated from the ground up.

Saskatchewan producers have a world-leading reputation for providing safe, reliable food ingredients to countries around the globe. While a long-held image of the province is one of endless wheat fields, Saskatchewan is Canada's largest exporter of agri-food products and leads the world in exports of lentils, peas, canola, oats, and durum.

Saskatchewan is also a primary production powerhouse – a position supported by strong research capabilities and world-leading dryland farming techniques. Saskatchewan producers are known around the world not just for their premium agricultural commodities but also for how they produce them. For example, Saskatchewan producers were among the world's first to adopt zero-till and precision agriculture, which have dramatically improved production and environmental sustainability.



## EXCELLENT TRANSPORTATION AND LOGISTICS INFRASTRUCTURE

The GRA is well-supported by a growing and expanding network of transportation and logistics infrastructure that supports the efficient movement of agricultural commodities from origination to destination, satisfying global food demand.

The region is served by both national railways, Canadian National (CN) and Canadian Pacific (CP). Chuka Creek Business Park is Canada's first privately operated, state-of-the-art intermodal terminal served by CN, offering access to the brand-new Regina Bypass. In addition, the Global Transportation Hub (GTH) is an integrated transportation and logistics inland port, serviced by the CP intermodal facility and acts as Saskatchewan's only designated Foreign Trade Zone. The GTH and Chuka Creek provide Regina-based businesses with access to ocean containers. Together with the newly announced Parker Business Park, the GTH, Chuka Creek and other logistics hubs open GRA's door to a global marketplace.

The recently completed Regina Bypass drastically improves the safety and efficiency of highways and maximizes the strategic advantage of the Chuka Creek Business Park, the GTH and the Regina International Airport. Additionally, the bypass provides easy highway access to major distribution ports throughout North America and access to over 60 million customers within a single day's drive of the GRA.



The GRA's trade infrastructure acts as an efficient hub to the North American market, while leveraging the ability to export globally. Demand for the province's pulse, cereal and oilseed crops continue to increase as a result of processing projects in the vegetable oil, plant protein, biofuel and fibre spaces, which also stand to benefit from this trade infrastructure.

## THE VALUE OF VALUE-ADDED

**This strategy envisions a supply chain that combines sustainability with opportunity.**

Whether it's farm-to-table or farm-to-fuel tank (or any other possibility) creating new added-value means new jobs for GRA residents and new opportunities for businesses to start, grow and scale.

By adding value to locally produced commodities, GRA businesses are leveraging the maximum potential from Saskatchewan-grown crops. More than ever, companies – and nations – are looking to position themselves closer to sources of crop origination.

## A CRITICAL MASS OF WORLD-LEADING AGRICULTURE COMPANIES

Saskatchewan was built on agriculture and the GRA's anchor firms reflect that heritage.

Some of the many agriculture and food companies that have a significant impact on the region's economy include:





## AGRICULTURAL INNOVATION

The GRA is cultivating a global agtech hub. The region's start-up ecosystem continues to grow with an incredible opportunity in agtech.

Home-grown companies such as Intragrain Technologies and Raven Industries (formerly DOT Technologies) have developed and commercialized technology solutions that continue to move the sector forward. Up-and-coming companies such as precision.ai are innovating in areas like autonomous and sustainable farming at a rapid pace. The GRA's manufacturing expertise combined with the proximity of key customers, farmers, make the region the ideal choice to start these ventures.

Regina is also home to Canada's first venture-backed Agtech Accelerator – a game-changer for the Region's ecosystem and compelling proof of Saskatchewan's reputation as an agricultural powerhouse not just Canada, but globally. In came the Emmertech Venture Capital Fund, managed and operated by Conexus Venture Capital Inc., to address access to capital issues in agtech. Emmertech reached an initial close of \$45M and expects to cross \$60M at the end of 2021.

Regina has the venture capital, research commercialization potential, and the labour force pathways into agricultural innovation that, to date, no other jurisdiction can offer.

### FEATURE

## GOOD THINGS ARE GROWING IN REGINA

In the 12 months prior to the release of this strategy, Regina's ag and food sector has seen numerous capital investment and hiring announcements, creating major momentum for the regional economy.

**These investments include:**

- 1. Raven Industries** announced the establishment of its Canadian headquarters in the GRA. Raven was subsequently acquired by CNH Industrial.
- 2. Cargill** announced plans to build a canola crush facility with an annual capacity of 1 million tonnes.
- 3. Viterra** announced plans to build a canola crush facility with an annual capacity of 2.5 million tonnes.
- 4. Red Leaf Pulp** announced plans to build a non-wood fibre pulp mill in the GRA, which will use wheat straw as its feedstock.
- 5. Brandt Industries** announced a 30% increase in its workforce, with the largest gains in the GRA. Brandt subsequently announced the acquisition of Cervus Equipment, creating one of the world's largest privately held dealership groups – now headquartered in Regina.

**All told, these announcements account for:**

**\$1.7B+** capital investments in the GRA

**1,500+** construction jobs

**1,000+** permanent jobs and thousands of spinoff opportunities

## Global force in agriculture

**Equally important, they further confirm Regina's place as a global force in agriculture.**

## **WORLD-CLASS POST-SECONDARY TRAINING INSTITUTIONS**

The GRA is a growing hub of education, training, and research institutions, which enhance the region's knowledge base and build a highly skilled workforce.

Regina is home to several post-secondary institutions including the University of Regina (U of R), Saskatchewan Polytechnic, First Nations University of Canada and Saskatchewan Indian Institute of Technologies.

These institutions are focused on developing knowledge and specialized skills that fuel economic development – including in agriculture. For example, the U of R recently announced an Executive in Residence in Agribusiness. As well, the U of R has strong research capabilities in artificial intelligence (AI) and machine learning with two Research Chairs in AI. Additionally, Saskatchewan Polytechnic has an Innovative Manufacturing Center and is building its capabilities in the areas of data and precision agriculture. Nearby in Saskatoon, the University of Saskatchewan has a College of Agriculture and Bioresources, the Global Institute for Food Security (GIFS) and additional research institutions. Each institution provides opportunities for research, commercialization and collaboration between industry and academia.



## **IMPACTFUL AGRICULTURE SHOWS**

Two of the most important agriculture shows in North America, the Canadian Western Agribition and Canada's Farm Show, are held in Regina every year, generating more than \$250 million in economic impact for Saskatchewan, including \$100 million for the GRA alone.

While important, economic impact numbers do not illustrate the full value of these and other shows. They also foster thought leadership that drives the industry forward – making the GRA a critical centre for agriculture innovation around the world.

They're also catalysts for hundreds of millions of dollars in business dealings, contributing greatly to Regina's international reputation as a centre for agribusiness. These and other shows provide a vital platform to leverage new business opportunities – one that can and will grow significantly in the future – and will become a key focus during national and international investment attraction efforts.



## A MAJOR OPPORTUNITY FOR INDIGENOUS COMMUNITIES

As a key economic sector in Saskatchewan, ag and food offers significant opportunities for Indigenous economic growth.

While many First Nations are involved directly in primary agriculture, there is limited Indigenous participation in the value-added and emerging growth areas of agriculture.

Together with EDR, FHQ Developments Inc. and other Indigenous economic development stakeholders, we are bringing together a variety of stakeholders and potential partners to expand Indigenous participation in ag and food.

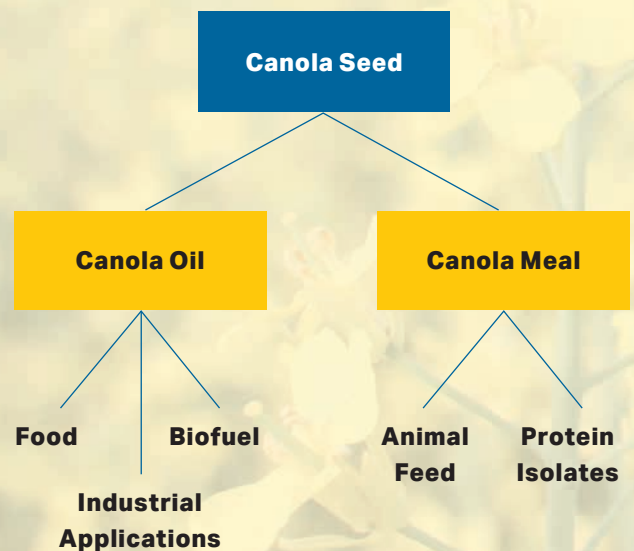
**The goal is to leverage key opportunities that grow the sector while reflecting Indigenous values and knowledge to develop an inclusive economy.**

### FEATURE

## REGINA'S CANOLA OPPORTUNITY: ENVIRONMENTAL AND ECONOMIC SUSTAINABILITY

### The world at our doorstep

The GRA's enhanced crushing capacity will open new global export opportunities for Saskatchewan-produced canola oil, meal and other byproducts. As crushing capacity comes online, so too will new value-added opportunities – from biofuels to food and feed ingredients – and more.



## 5. COMPETITIVE ON A GLOBAL SCALE



**With its strong connections and world-class assets, Regina has a strong foundation to attract businesses, residents, investors and visitors alike.**

With its strong connections and world-class assets, Regina has a strong foundation to attract businesses, residents, investors and visitors alike. While that foundation is critical, realizing the GRA's vision of becoming an ag and food hub for Canada and the world will require the region to continually foster an environment where it's easy to do business.

Together with the City of Regina and the business community, EDR has launched a business competitiveness initiative to ensure the GRA compares favourably to other jurisdictions.

**Key opportunities identified include:**

- 1.** Creating a one-window concierge service that makes it easier for investors to grow and thrive in Regina
- 2.** Developing a more competitive tax environment for business growth and expansion
- 3.** Fostering the development of a labour force that meets the needs of businesses
- 4.** Leveraging existing and new world-class agriculture-focused events to create new business opportunities



**Saskatchewan  
is a primary  
production  
powerhouse .**





# 6. REGINA'S AGRICULTURE AND FOOD INNOVATION STRATEGY

## BUILDING ON OUR STRENGTHS

This strategy builds on regional strengths and unique assets, while reducing barriers to growth. It will move us closer to our long-term vision, supporting an integrated approach that is focused on the agriculture value chain.

## VISION

**The Greater Regina Area will be the ag and food hub for Canada and the world: we will start, scale, grow and attract companies in agribusiness, drive innovation and agtech through an integrated and sustainable supply chain.**



## OBJECTIVES

### NOW (Short-term: 2022)

1. Regina's Agriculture and Food Innovation Strategy is completed and endorsed by the Steering Committee
2. Complete a gap analysis and develop strategies to fill those gaps
3. Develop and articulate Regina's competitive positioning

### NEXT (Mid-term: 2025)

1. Foster a well-trained and diversified talent pool to advance Regina's Agriculture and Food industry
2. Elevate entrepreneurship and help Regina businesses grow and scale
3. Enhance the GRA's business infrastructure
4. Elevate Regina's brand as an Ag and Food Innovation Hub
5. Cultivate an environment where businesses will thrive in Regina

### FUTURE (Long-term: 2030)

1. Regina is investment ready and the preferred ag and food investment destination
2. Regina has one of the most competitive business environments in Canada
3. Regina is known as one of the top jurisdictions in the world for sustainable agriculture and food innovation

## MEASURES

Ag and Food  
Export Value

# of Jobs  
Created

Ag Value-  
added  
Revenue

# of Companies  
Attracted or  
Expanded

Infrastructure  
Spending

Capital  
Expenditure

Population  
Growth

Competitive  
Tax Rate

Agtech  
Growth

## OUTCOMES



**1.**

The GRA is known as a key place of opportunity to start, grow, attract and scale agribusiness.



**2.**

The GRA has a skilled and educated labour force and access to expertise to help the sector reach its full potential.



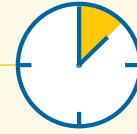
**3.**

The GRA has the critical infrastructure in place and is supporting sector growth.



**4.**

The GRA is known as an agricultural powerhouse where the sector is sustainable, innovative, competitive and resilient.



## Short-term Objectives (2022)

## OBJECTIVES

While this strategy is intended to be a catalyst for improving collaboration across industry and creating an environment where more and more stakeholders can succeed, it does not aim to address every issue facing companies across the value chain. Rather, it focuses on key areas where we can have the greatest influence and impact.

### 1. REGINA'S AGRICULTURE AND FOOD INNOVATION STRATEGY IS COMPLETED AND ENDORSED BY THE STEERING COMMITTEE

- Resources are allocated to support strategy implementation
- Baselines, targets and indicators are developed

### 2. COMPLETE A GAP ANALYSIS AND DEVELOP STRATEGIES TO FILL THOSE GAPS

### 3. DEVELOP AND ARTICULATE REGINA'S COMPETITIVE POSITIONING





## Mid-term Objectives (2025)

### 1. FOSTER A WELL-TRAINED AND DIVERSIFIED TALENT POOL TO ADVANCE REGINA'S AGRICULTURE AND FOOD INDUSTRY

- Post-secondary programs and expertise are aligned with the growth of the sector.
- A labour strategy that focuses on upskilling, development, attraction and retention of talent.

### 2. ELEVATE ENTREPRENEURSHIP AND HELP REGINA BUSINESSES GROW AND SCALE

- Business support services are available to help entrepreneurs and companies start, grow and scale their business
- GRA companies form partnerships that build value chains around new opportunities and projects

### 3. ENHANCE THE GRA'S BUSINESS INFRASTRUCTURE

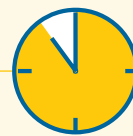
- The GRA has developed and is implementing a critical infrastructure strategy
- Key infrastructure such as water and wastewater are available

### 4. ELEVATE REGINA'S BRAND AS AN AG AND FOOD INNOVATION HUB

- Regina's profile has grown – showcasing the city and the Province's clear competitive advantages
- Regina attracts key global agriculture and agribusiness events and supports growth of existing events

### 5. CULTIVATE AN ENVIRONMENT WHERE BUSINESSES WILL THRIVE IN REGINA

- \$1B of new projects have been implemented
- Projects can start and have shovels in the ground in a timely manner



## Long-term Objectives (2030)

### 1. REGINA IS INVESTMENT READY AND THE PREFERRED AG AND FOOD INVESTMENT DESTINATION

- Key and renewable infrastructure (i.e.: power, water) is available and cost effective

### 2. REGINA HAS ONE OF THE MOST COMPETITIVE BUSINESS ENVIRONMENTS IN CANADA

- Regina has an agile regulatory system that support business growth, retention and attraction

### 3. REGINA IS KNOWN AS ONE OF THE TOP JURISDICTIONS IN THE WORLD FOR SUSTAINABLE AGRICULTURE AND FOOD INNOVATION

- Research and development infrastructure, support and knowledge are readily available to support companies through to commercialization
- Regina attracts and grows companies who go deeper into value-added processing and develop bio-based products (i.e.: biofuels)

## MEASURES AND BASELINES

### AGRI-FOOD EXPORTS

#### 2030 GOAL



**Grow the GRA's  
agri-food exports  
to \$1B**

#### 2021 BASELINE

Estimate of Regina agri-food  
exports of \$496.4M

### JOB CREATION

#### 2030 GOAL



**30,000 New Jobs**

#### 2021 BASELINE

Annual employment estimate:  
100,000 to 139,097 jobs added/  
per year when annualized

### AG VALUE-ADDED REVENUE

#### 2030 GOAL



**Increase Value-  
Added Revenue  
to \$2B**

#### 2021 BASELINE

\$570M [For Food  
and Beverage processing]

### # OF AG COMPANIES ATTRACTED/EXPANDED

#### 2030 GOAL



#### 2021 BASELINE

5 announcements

### INFRASTRUCTURE SPENDING

#### 2030 GOAL



**Build over \$1B  
in infrastructure  
in the GRA over  
the next 10 years**

#### 2021 BASELINE

\$112.6M (actual) City  
infrastructure spend

### CAPITAL EXPENDITURE

#### 2030 GOAL



#### 2021 BASELINE

\$1.7B in capital investments  
announced

### COMPETITIVE TAX ENVIRONMENT

#### 2030 GOAL

**Ensure a competitive tax  
environment for investment,  
growth, and expansion**

#### 2021 BASELINE

SK corporate tax rate is third  
lowest in Canada (tied with BC  
AB, and MB)

SK small business tax rate  
is the second lowest in Canada  
(tied with BC & AB)

### AGTECH

#### 2030 GOAL

**Triple the growth of Regina's  
tech sector**

### POPULATION

#### 2030 GOAL

**Regina's population will grow:**

- **300,000 by 2030 (City)**
- **350,000 GRA**

#### 2021 BASELINE

Within Regina: 215,106

Within Regina CMA: 263,184

## OUTCOMES

# 1.



**Start, grow,  
attract  
and scale  
agribusiness**

The GRA is known as a key place of opportunity to start, grow, scale and attract agribusiness.

# 2.



**Skilled and  
educated  
labour force**

The GRA has a skilled and educated labour force and access to expertise to help the sector reach its full potential.

# 3.



**Infrastructure  
to support  
sector growth**

The GRA has the critical infrastructure in place and is supporting sector growth.

# 4.



**Agricultural  
powerhouse**

The GRA is known as an agricultural powerhouse where the sector is sustainable, innovative, competitive and resilient.

### GROWING FORWARD

*We have a unique and compelling story to tell. One that appeals to people born and raised inside our communities and to companies and investors from around the world. We provide premium products and technology to the world. Great things are growing here, and we're proud to share our story with the world.*





**Driven by quality  
science and  
powered by a  
manufacturing  
sector that  
understands  
agriculture.**

# 7. WHAT'S NEXT?

Moving forward, EDR will continue to work as a strategist and activator with stakeholders in the sector – including government (federal, provincial and particularly municipal), academia and the private sector.

- 1.** Developing and monitoring an annual business plan that details priorities, initiatives, key performance indicators, roles and responsibilities of key stakeholders, and resource requirements
- 2.** Identifying resources to support implementation
- 3.** Coordinating key stakeholders
- 4.** Conducting a gap analysis
- 5.** Working with Indigenous agencies to foster growth and investment opportunities for Indigenous communities in the agriculture and food sector
- 6.** Developing the cluster's competitive positioning in the GRA, across Canada and around the world

## A COMMUNITY EFFORT

Our vision to be an agriculture and food hub for the world is ambitious – and achievable

We already have the ingredients to make it happen. A supportive business environment made vibrant by meaningful interactions among stakeholders. A critical mass of expertise and capability that can transform the region into a sustainable generator of economic prosperity. A bold, agile mindset that encourages experimentation and “outside the box” thinking. A list of strategic assets that are the envy of the world.

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**Now is the time to bring the vision to life. This strategy outlines Regina's next few steps down that path. It will take a community effort to get there, but in a place where agriculture and community are woven into our identity, no one is in a better position to make it happen.**

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## 8. ABOUT ECONOMIC DEVELOPMENT REGINA

Economic Development Regina Inc. (EDR) is the lead agency for economic development and tourism marketing for the Greater Regina Area.

We are a not-for-profit public-private partnership and governed by a volunteer Board of Directors, with the City of Regina as its sole shareholder. EDR has a special role as a strategist and activator in our community. We connect people with opportunity – enhancing quality of life and prosperity for citizens.



### LEARN MORE

**Economic Development Regina Inc.**

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**TF: 1-800-661-5099**

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**[economicdevelopmentregina.com](http://economicdevelopmentregina.com)**



## **GROWING FORWARD**

*Regina has evolved from a primary producer to an ag and food hub for Canada and the world.*

### **We are globally known as an agricultural powerhouse**

We are home to value-added processing and a centre of excellence for agriculture technology. Our structure of support for businesses is a model for the world, with knowledge institutions and firms fully committed and integrated into efforts to seize the endless opportunities in agriculture and food from the ground up. At the same time, processors and manufacturers have the resources they need to succeed right here – from new technologies, product and processes development to packaging and transportation.

### **We are a community in the deepest sense of the word**

We are deeply connected and aligned, and those connections help businesses establish momentum that benefits everyone. From producers to tech companies to international corporations, we all have an opportunity to succeed. Our leaders are committed to creating an environment that is easy to navigate while serving the interest of citizens.

### **We grow from within**

We share common values and experiences, and we provide wrap-around support to the diamonds in the rough among us – and we celebrate their success.

### **We embrace talent from around the globe**

because we know it enriches our community and makes us all better. We are diversely talented, and opportunity is seized by all. We use our knowledge and sense of community to break down silos and, as we always have, we seek new opportunities.

### **We have a unique and compelling story to tell**

One that appeals to people born and raised inside our communities and to companies and investors from around the world. We provide premium products and technology to the world. Great things are growing here, and we're proud to share our story with the world.

