



AGRICULTURE COUNCIL
OF SASKATCHEWAN INC.

NEWS RELEASE

Canadian Fruit Value Chain leads to North 49 Fruit Corporation

Saskatoon (July 17, 2017) – The Agriculture Council of Saskatchewan Inc. (ACS) Agri-food Value Chain Initiative provides support to develop business models based on collaboration. An Agri-food value chain is a partnership among producers, processors and marketers created to improve quality, increase efficiencies and develop market differentiated products to meet the ever changing consumer demands within the Grocery Retail & Foodservice sectors.

Over the past 12 months, fruit producers in three provinces have collaboratively developed the infrastructure to create a new Canadian fruit corporation. The North 49 Fruit Corporation comprises nine founding shareholders and focuses on increasing opportunities for, and the global market share of, Canadian grown Haskap Berries. The new Canadian corporation is presently launching a marketing initiative that will create global awareness of the new fruit corporation.

Kreg Alde, one of the nine founding shareholders and Chair of the Board of Directors of the North 49 Fruit Corporation emphasizes the importance of collaboration among the fruit producers in creating this new Canadian Fruit Corporation. This process has brought together velocities of Haskap Berries from three Canadian provinces to better position sales growth today and into the future.

Bryan Kosteroski, Executive Director ACS stressed that this value chain enables the producers to work cooperatively to achieve results that they would not be able to realize on their own. Bringing the velocities together develops the capacity to increase their market share globally.

ACS is a non-profit, member based organization with 22 full and 5 supporting members. ACS works on behalf of our members to provide solutions to industry issues and capture new opportunities. ACS programs provide information, support, training and administration, bringing broad benefits across the provincial agriculture and agri-food sectors. The Saskatchewan Agri-food Value Chain Initiative receives funding from the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) Program.

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For more information, please contact:
Bryan Kosteroski , Executive Director
Phone : 306 229 8986
E-mail : kosteroskib@agcouncil.ca
www.agcouncil.ca