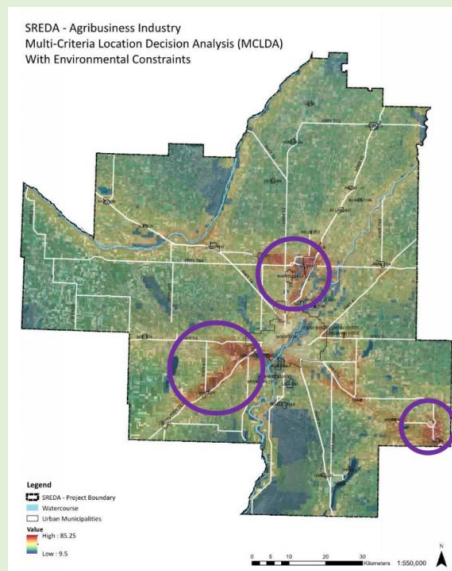




CLIENT CONTACT INFORMATION

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AGRI-BUSINESS PARK ATTRACTION STRATEGY

PROJECT DESCRIPTION

Wallace Insights was contracted by SREDA to undertake a comprehensive multi-phase business attraction strategy aimed at attracting value-added agribusiness food processors to the Saskatoon Region. The first phase comprised the formation of a Water Supply Working Group in 2016 which summarized the key requirements to attract agribusiness industry, and an analysis of strengths and weaknesses in the Saskatoon region. Using this information, a detailed analysis of the Saskatoon economic region and assessment of locations was conducted and identified which areas are more prepared to accommodate a new agribusiness industrial park.

The second phase of the strategy is to do a detailed cost analysis for 3 sample sites with each of the nodes identified in phase one.

PROJECT DURATION & BUDGET

This is a multi-phase project which commenced in late 2016 and is currently in progress.

CHALLENGES AND SOLUTIONS

The first challenge was to develop a list of criteria which was weighted according to importance to the agri-business industry. A workshop was held to gain input from industry and municipal representatives to develop the criteria. The SREDA region is very large with multiple municipalities. The main challenge was to analyze and summarize a large amount of data and information about the region. A heat map was chosen to summarize the analysis resulting in three areas which are more prepared to develop an agri-business park.

SERVICES PROVIDED

Engagement

Geographic Analysis

Policy Analysis

Statistical Analysis

Cost Analysis