



November 14 – 16, Prairieland Park opened its doors to the 2nd Annual Saskatchewan Indemand show – an event designed to provide Saskatchewan entrepreneurs an opportunity to showcase and promote their “*Saskatchewan Made*” products and services.

A number of exhibitors attended a pre-event Food Service Workshop on November 13 hosted by the Agriculture Council of Saskatchewan. The workshop was the first of a series that included discussion to help people choose the foodservice sector that best fits their produce and a ‘how to’ session to better understand how to get a product into the foodservice market.

On the opening day of Saskatchewan indemand, three professional Chefs went head to head in the Saskatchewan CCFCC Chef’s Challenge with Anthony McCarthy from the Saskatoon Club emerging the winner. Anthony will go on to represent Saskatchewan in the Western Conference Challenge in March 2009.

Additional cooking demonstrations were presented by various Chefs from the Saskatoon Chefs’ Association over the following two days of the show. The demonstrations, to capacity crowds, featured Saskatchewan grown items including products from the Saskatchewan Pulse Growers, Sask Pork, Sask Canola Development Commission, Chicken Farmers of Saskatchewan, Sask Flax, Sask Mustard Development Commission and the Saskatchewan Fruit Growers and Canadian Cherry Producers.

Ongoing presentations on the Information Theatre offered patrons advice and tips on healthy living, nutrition and the benefits of buying local food products. The Saskatchewan fibre industry was well represented at the show with several workshops, demonstrations and a daily fashion show. While the Information Theatre and Cooking Stage were popular with the over 1000 attendees, 33 companies had the opportunity for direct consumer sales and product promotion during the week-end event.

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