

Kagiwiosa Manomin Inc.
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 www.manomin.on.ca

Exporting: Worldwide

Kagiwiosa Manomin is a cooperative which harvests and retails finished wild rice and wild west rice, as well as rice blends.

Kitsaki Development Corporation
 Chief Harry Cook, *President and CEO*
 PO Box 480
 La Ronge, Saskatchewan
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 (306) 425-2600
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Exporting: United States, Germany, France, Japan

Kitsaki is the largest supplier of beef jerky in Canada and owns interests in smaller companies (i.e. mining, hotels, farms).

SUCCESS STORY

Northern Lights/Kitsaki Meats Limited Partnership
 La Ronge, Saskatchewan
 www.kitsaki.com

Northern Lights — a brand name of Kitsaki Meats Limited Partnership, wholly owned by The Lac La Ronge Indian Band — is the world's largest grower of organic wild rice. The company employs 25 people full time and another 25 seasonal workers during harvest periods. Northern Lights has been exporting wild rice for just over a year and markets 99 percent of its crop in the USA, Germany and the Netherlands. It also produces beef jerky for the Canadian market and for export to Japan.

For more than 25 years, the band had been growing wild rice and selling it to brokers and traders for distribution worldwide. However, as wild rice was transformed from a specialty crop to a commodity, the price was constantly decreasing. In order to improve margins for the producer, the band looked to one of its own companies, Kitsaki Meats — an experienced exporter — to market its wild rice. With the help of an international marketing firm in Saskatoon, a business plan was developed to ensure a successful entry into the European and US markets.

"Since we stopped using brokers and cut out the middlemen, our wild rice exports have become much more profitable," says Terry Helary, General Manager of Northern Lights, who has a few other tips for new exporters. "Hiring the expertise of a marketing consultant and participating in international trade shows are both well worth the investment. It's important to get out there and be seen. For example, we handed out our brochures at recent shows in Germany, the U.K., California and Washington to dealers who later referred clients our way. Above all, be patient. It takes time to establish customers in other countries."

Kitsaki Meats Limited Partnership received a Canada Export Award for Aboriginal Business Achievement in September 2001.