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THE FUTURE OF FOOD

How a Saskatchewan Flaxseed Innovation Is Rewriting the Rules of Global Nutrition

What if the next great food revolution didn't start in a Silicon Valley lab or a European biotech firm—but in a Saskatchewan field, with a flaxseed?

That's exactly what is happening at O&T Farms. From a family poultry operation founded in 1967 on the prairies of Saskatchewan, this Regina-based company has quietly engineered one of the most exciting innovations in global food science — a way to make the foods people already love dramatically healthier. No supplements. No artificial additives. No exotic ingredients. Just smarter farming, backed by cutting-edge nutrition science, that puts powerful Omega-3 fatty acids into eggs, milk, butter, cheese, meat and more.

The result? A premium food revolution that is connecting Saskatchewan's grain fields to dining tables in North America, Southeast Asia, and the Middle East — and changing how the world thinks about what "healthy food" really means.

From Prairie Roots to Global Innovation Powerhouse

The story of O&T Farms is, at its core, a story of relentless curiosity. In the early years, the company began experimenting with something most farmers weren't paying attention to: the untapped energy and nutritional potential locked inside Saskatchewan's abundant flaxseed and canola. What started as practical tinkering with equipment and feed ingredients evolved, through proprietary research and patented manufacturing processes, into linPRO® — a family of flax-based livestock feed ingredients unlike anything else on the market.

linPRO® isn't just another feed supplement. It is a precisely engineered Omega-3 ingredient that, when incorporated into livestock rations, naturally enriches the resulting eggs, dairy, and

meat with the very Omega-3 fatty acids that modern diets desperately lack. Backed by more than 140 university trials conducted worldwide, linPRO® has been proven to improve animal health, boost fertility, strengthen immunity, enhance feed conversion — and most importantly, produce food with a fundamentally better nutritional profile.

That shift didn't happen overnight. For years, O&T Farms absorbed the financial risk of developing new products before the market fully understood their value. It was a bet on the future — and it has paid off spectacularly. What began as local Omega-3 enriched egg production in the early 2000s has grown into a global enterprise serving customers on multiple continents, with 82 per cent of sales now exported to the United States and rapidly growing international markets in Asia and the Middle East.

The Big Idea: Raising Food The Way Nature Intended

Here's the problem with modern food: somewhere along the way, the nutritional balance our bodies evolved to thrive on got thrown completely out of whack. Omega-3 fatty acids — critical for heart health, brain function, immune strength, vision, joint health, and more — have been largely stripped from the modern food supply. Meanwhile, inflammatory Omega-6 fatty acids have skyrocketed. The result is a global nutrition gap that billions of people are trying to fill with fish oil capsules and supplements.

O&T Farms recognized that the answer wasn't a pill. It was smarter livestock nutrition. By feeding animals a diet rich in linPRO® — derived from Saskatchewan's own flaxseed, one



of nature's most concentrated sources of Omega-3 — the company has found a way to restore the natural nutritional balance in everyday foods. The Omega-3s flow directly from the feed into the food, without any additives, without changing the taste, and without compromising what consumers love about eggs, milk, butter, and cheese.

The Raised Omega Right® program is built on rigorous science and radical transparency. Every product carrying the certification has been analytically verified by a laboratory to contain a quantifiable, guaranteed level of Omega-3. There are no vague health claims, no marketing fluff—just a clean label, a measurable benefit, and the assurance that what's on the package is actually in the food.



Omega-3 Whole Milk: brain-boosting nutrition in every sip, made possible by linPRO®

The Omega-6 to Omega-3 ratio in conventional livestock products can be as lopsided as 20:1. linPRO® corrects that imbalance—bringing the ratio down to a health-promoting 3:1 or 4:1. That's not a marginal improvement. That is a transformation in the nutritional value of everyday food that millions of families eat every single day.

Raised Omega Right®: a Brand Born From a Vision

Producing nutritionally superior food is one thing. Getting consumers, retailers, processors, and food companies to recognize and pay a premium for it is another challenge entirely—and that's where O&T Farms has done something truly bold.

The company has built Raised Omega Right®, a powerful consumer-facing brand and certification program that connects the entire value chain: from the flaxseed fields of Saskatchewan, through the feed ingredient in the barn, all the way to the grocery shelf and the family dinner table. It's a "pull strategy" in the truest sense—building consumer demand for Omega-3 enriched products that then pulls demand back through retailers, food processors, and ultimately to the farmers and feed producers who make it all possible.

Under this vision, imagine walking into a grocery store and seeing Omega-3 Whole Milk with 70mg of Omega-3 per serving, Omega-3 Mozzarella String Cheese, Better Butter (the softest spreadable real butter—no added oils), and Omega-3 yogurt alongside Omega-3 fresh eggs—all produced through the same farm-to-fork process, all traceable back to Saskatchewan flaxseed. That is exactly the future O&T Farms is building.

The market opportunity is enormous. The Middle East's functional food market alone is projected to reach USD \$21.4 billion by 2030. Omega-3 enriched products have seen a 33 per cent rise in consumer interest over the last five years. And 97 per cent of consumers already recognize the benefits of Omega-3s. The demand is there. O&T Farms and Raised Omega Right® are building the supply chain to meet it.

The People Powering The Revolution

Behind every global ambition is a team that makes it real. O&T Farms has built an exceptional group of people—scientists, logistics experts, sales professionals, food technologists, and operations specialists—all united around a single mission: to make good food nutritionally better.

That team is growing alongside the company's ambitions. Several employees have achieved yellow belt and black belt lean manufacturing credentials. A custom-designed in-house maintenance shop now manufactures equipment components internally—reducing downtime and strengthening operational resilience. And a sophisticated new enterprise resource planning (ERP) system now coordinates inventory, rail logistics, production scheduling, and real-time order tracking across a global customer network.

Built To Scale: Engineering a Global Supply Chain From Regina

To deliver on this vision at global scale requires infrastructure that matches the ambition—and O&T Farms is investing accordingly. The company is undertaking a transformative upgrade and consolidation project at its Highway 11 facility in Regina, purpose-built for the demands of international export markets.

The numbers are staggering: packaging capacity is projected to increase by 750 per cent. Warehouse capacity has doubled. Overall international business capacity is on track to improve by 275 per cent. These are not incremental improvements—this is a company that is engineering itself for a fundamentally different scale of operation.

Logistics is the backbone of that scale. Today, approximately 83 per cent of O&T Farms' customers are served through rail-connected logistics, including overseas sea-container freight originating by rail from Regina. The company operates its own fleet of rail cars and maintains strategic inventory positions across North America, enabling a remarkable three-day delivery standard for customers thousands of miles away. In 2015, nearly half the company's business was in Canada. By 2025, that figure has inverted entirely—with 82 per cent of sales flowing to the United States and rapidly growing international markets.



O&T Farms leadership: bringing the Raised Omega Right® vision to a global audience



Omega-3 eggs: a nutritional powerhouse that starts with linPRO® in the feed

140+

World-wide university trials validating linPRO®'s performance and nutritional impact

7.5x

Projected increase in packaging capacity at the Regina Highway 11 facility

97%

of consumers recognize the benefits of Omega-3s – Nielsen Perishables Group

Saskatchewan at The Centre of a Global Food Story

In a world where “innovation” often means moving operations to larger centres or off-shore, O&T Farms has done the opposite. Every linPRO® product is manufactured in Saskatchewan, using locally-grown flaxseed and pulses, processed by Saskatchewan employees, and supported by Saskatchewan's transportation networks and service providers.

The economic ripple effect is substantial. The company's operations contribute more than double the economic impact of similarly-sized manufacturing firms when measured across jobs created, GDP contribution, gross output, and government revenues. Saskatchewan's rich oilseed landscape isn't just the starting point for O&T Farms' supply chain—it is the competitive advantage that makes the entire global story possible.

The agricultural abundance of the Prairies—the very flaxseed that grows in Saskatchewan fields every summer—is the raw material of a food innovation that is reaching families in the UAE, across Southeast Asia, and across North America. That is an extraordinary thing: a Saskatchewan crop, transformed through proprietary science, arriving at the breakfast table of a child in Dubai as Omega-3 whole milk, or on the counter of a household in California as Omega-3 fresh eggs.

The Future is Omega-3 Bright

O&T Farms looks at a world where the modern diet has drifted dangerously away from nutritional balance—and sees not a problem, but an opportunity. An opportunity to use Saskatchewan's agricultural wealth, the company's proprietary science, and the power of the Raised Omega Right® brand to restore what modern food processing has taken away.

The company is expanding its Omega-3 footprint beyond eggs into dairy and meat. It is deepening relationships in Southeast Asia and the Middle East. It is building the logistics, manufacturing, and brand infrastructure to operate meaningfully at global scale. And it is doing all of it from Regina, Saskatchewan—proving that world-class food innovation doesn't require a different address. It just requires the courage to think bigger than the commodity.

For a company that started with a flock of chickens nearly 60 years ago, the horizon has never looked more exciting. The future of food is Omega-3 enriched, naturally produced, and it is being made—right now—on the prairies of Saskatchewan.

For more information, visit www.otfarms.com and www.raisedomegaright.com. 

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