

From Fields,
to Stores,
to Tables



Partnership Opportunities

BACK-ROADS
Ranch
Berries & Blessings 

Growing Together Every Step of the Way

OUR ROOTS

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all photos were taken at Back Roads Ranch

WHO WE ARE TODAY THE BACK ROADS RANCH DIVISION



Today, our family farm includes a commercial strawberry operation with two locations in Saskatchewan. Our Middle Lake location offers a full agritourism experience—featuring blooms, fresh berries (strawberries, black currants, and raspberries), a curated gift shop, fresh strawberry ice cream treats, and a small country boutique. It’s a place where visitors can slow down, unwind, and experience the beauty of rural life.

Our Wakaw-area location serves as both a U-pick destination and our primary commercial production field. With nearly 200,000 strawberry plants, this site is the heart of our wholesale supply. It is also home to our on-site production kitchen, where careful selection, grading, and preparation of wholesale orders takes place to ensure consistent, high-quality product for our retail partners.

Back Roads Ranch operates alongside our broader family farming operations, which continue to include grain and cattle production. This diversified approach reflects our deep agricultural roots and long-standing commitment to responsible land stewardship. Led by a female entrepreneur and supported by a multi-generational family team, we are focused on producing premium, locally grown fruit while creating a meaningful connection between farm and consumer.

Beyond the field, we are proud to create meaningful job opportunities in rural Saskatchewan. We believe strongly in teamwork and recognize that our success is built by the dedicated men and women working alongside us each day.

Together, we are not just growing strawberries—we are building something bigger: a shared vision, a stronger rural economy, and a place where people feel valued, supported, and part of the journey.



 **200,000+ STRAWBERRY PLANTS IN PRODUCTION IN 2026**
 **GROWN IN SASKATCHEWAN**
 **EXPANDING SUPPLY FOR RETAIL PARTNERS**

We are actively seeking grocery store partnerships with retailers who share our passion for celebrating locally grown food. Together, we have an opportunity to bring more Saskatchewan-grown products to local shelves and into the homes of Saskatchewan families.

Our owner is breaking new ground—expanding production and investing in systems to increase the annual supply of fresh berries, with a clear goal: to bring consistent, high-quality, locally grown strawberries to urban markets across Saskatchewan.

Our fresh strawberry season runs from July through mid-October, offering retailers a premium, in-season local product when customer demand for fresh, Canadian-grown produce is at its peak. While availability is influenced by seasonal weather conditions, this limited window creates a strong opportunity to drive excitement, increase foot traffic, and boost sales with a highly sought-after local offering.

Today, the majority of strawberries available in Saskatchewan are imported from the United States.

At Back Roads Ranch, we are working to change that.

We believe in a simple but powerful idea:

Grow local. Support local. Choose Saskatchewan-grown.

By partnering with Back Roads Ranch, you're not just purchasing strawberries—you're supporting a movement toward stronger local food systems, fresher product, and a more sustainable future for Saskatchewan agriculture.



We believe the best partnerships are built over time. This isn't a one-and-done—it's about collaborating, growing together, and telling a story that matters. Ask us about professional co-branding opportunities.



LEADING THE WAY

2026 RBC Women of Influence Nominee



Back Roads Ranch is proudly led by a female founder and manager who is passionate about building something meaningful for the land, the next generation and the community.

Owner Guenette Bautz brings over 15 years of experience as General Manager of the Canadian Young Farmers Forum, where she travelled across Canada leading and connecting thousands of individuals in agriculture. Through her work, she collaborated with the federal government and gained a deep, hands-on understanding of the many facets of agricultural practices across the country. Today, that experience is rooted right here—guiding the vision of Back Roads Ranch as a place where agriculture, community, and opportunity grow together.



RURAL IMPACT & TEAM

Back Roads Ranch is proud to be a rural Saskatchewan business creating meaningful impact beyond the field. We employ a team of 20 local staff, providing seasonal and returning employment opportunities for youth and adults in our community. From planting and harvesting to customer experience and food preparation, our team is at the heart of everything we do. Our operation supports the local economy by:

Creating jobs in a rural region where opportunities are limited

Encouraging tourism and drawing visitors to surrounding communities

Partnering with local businesses and suppliers whenever possible

By choosing Back Roads Ranch, you're not just sourcing high-quality fruit—you're supporting rural families, strengthening local economies, and investing in Saskatchewan-grown agriculture.



PACKAGING & DELIVERY

We work closely with our retail partners to determine the ideal pack size, format, and delivery schedule to meet your specific needs. Our suppliers offer a variety of packaging options—from clamshell containers to authentic cardboard baskets—ensuring both functionality and strong shelf appeal.

To support consistent freshness and strong in-store turnover, we offer a twice-weekly drop program, allowing your store to be stocked with fresh strawberries throughout the week. This ensures optimal quality, reduced shrink, and a reliable supply your customers can count on. All deliveries are handled personally by our team, allowing us to guarantee delivery dates, times, and locations that work for you. Our dock-level, refrigerated (reefer) truck ensures proper temperature control is maintained throughout transportation, preserving product quality from field to shelf.



Field Supervisor, Serhii with Owner, Guenette

We are committed to the highest standards in food safety and traceability.

Back Roads Ranch operates in compliance with the Safe Food for Canadians Act and is registered with CanadaGAP, while also holding a GS1 Canada membership—providing UPC and SCC codes to support seamless retail integration.

Our team is trained in cleanliness, handling, sorting, and grading procedures—ensuring every product meets consistent quality and safety expectations.





www.backroadsranch.ca



We look forward to connecting with you and building a partnership that brings locally grown food to more tables across Saskatchewan.

guenette@backroadsranch.ca

Guenette Bautz, Owner

1.306.231.9434

