



## PAUL NEUFELD

**Gensource Potash**

### Reshaping an Industry: An Environmentally, Socially, and Market Sustainable Approach to Potash Mining

#### ABSTRACT

Gensource Potash Corporation (Gensource) is an innovative potash start-up based in Saskatoon, Saskatchewan, who has a vision of a potash industry that is more open and behaves like a typical commodity market; it believes that by accomplishing this, demand for the product will grow, resulting in an improved situation for both producers and customers. To that end, Gensource intends to become a new producer in the potash industry and to do so in a different manner – by: being Cleaner (environmentally), being Cheaper (to build and operate) and providing Choice (providing a new and independent source of supply for customers).

Gensource plans to reshape the potash industry, by implementing small-scale, vertically integrated, and environmentally and socially responsible potash production facilities (referred to as “modules”). This presentation will provide an overview of who Gensource is, why Gensource exists, and how Gensource will reshape the potash industry – including an update on their first module (the Tugaske Potash Project), along with the next steps towards realizing this fundamentally different approach to potash mining and marketing.

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#### BIOGRAPHY

Paul Neufeld is the Project Manager at Gensource Potash Corporation, with overall responsibility for delivering Gensource’s first small-scale, environmentally friendly, and socially responsible potash mining project. Mr. Neufeld has practical project experience as a project manager, project engineer, risk analyst, structural engineer, and construction coordinator - primarily focusing on heavy industrial projects for the potash, uranium, and other mining sectors in Saskatchewan. Over the course of his career as a project manager, Paul has directed and led many multi-disciplined brownfield and greenfield mining projects of varying size and scope. Paul is also actively involved in the Project Management, Mining, Engineering, and Business communities, and serves as a sessional lecturer in the College of Engineering at the University of Saskatchewan. Paul is a registered Professional Engineer, has received his MBA, and is a certified Project Management Professional.



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