

More New Initiatives

Every day, new techniques, scientific advances and marketing opportunities present themselves and MAFRI is poised to take advantage of these growing opportunities. Over the coming months, we will begin to provide more information on the following new initiatives:

- Chief Veterinary Officer
- Increased emphasis on bio-products
- Expanded capacity for business development
- Agri-energy
- Urban programming
- Northern food
- Knowledge Management
- Strategic Planning Directorate
- Agri-food and Rural Development Council
- Increased emphasis on rural community development and rural issues
- Food Commercialization and Marketing
- Agri-food Innovation and Adaptation
- Food safety
- Aquaculture
- Land Use Planning

Next Steps

The strategy for implementing the Growing Opportunities organization is already underway. You can expect to see some changes to the department in the near future, with the full roll-out to be phased in over the next 18 – 36 months.

For updates on the status of the Growing Opportunities initiative, visit our website at

www.manitoba.ca/agriculture

or visit your local **GO Centre** or **GO Office**.

Prepared by Manitoba Agriculture, Food and Rural Initiatives.



Manitoba Agriculture, Food and Rural Initiatives Growing Opportunities

Meeting the
needs of rural
Manitobans today
and in the future

Taking Advantage of Growing Opportunities

The increasing role of technology in food production and processing, advancements in food products with nutraceutical and health benefits and new product developments are changing the way you run your operation. Emerging opportunities in value-added industries are opening doors to a widening range of income streams.

Manitoba Agriculture, Food and Rural Initiatives (MAFRI) is changing too.

After extensive consultation with our staff, industry and community leaders and community members like you, we are pleased to announce Growing Opportunities – our proactive approach to continuing to meet the ever evolving needs of the modern agriculture industry, farm families and rural Manitoba.

Growing Opportunities is a uniquely Manitoba approach. It represents a commitment to providing service to you in the communities where you live and work. Through Growing Opportunities, MAFRI will support rural community development by taking advantage of new business opportunities and helping rural Manitobans to benefit from these exciting changes. We'll also continue to build partnerships across the province to help build vibrant communities that are attractive places for rural families and youth to live, work and play.

What you told us

Two themes dominated the consultation process:

First, the Manitoba government must realign its programs and services to best meet the needs of the modern agriculture and food sectors and the challenges facing rural communities.

Second, we have to take the following priorities into account when we realign our services:

- Support for food and non-food value-added industries
- Strengthening rural delivery mechanisms

- Community and industry strategic planning
- Specialized vs. general services
- Increased emphasis on food safety and quality
- Strong capacity for market intelligence, research and innovation
- Financial and risk management products and services
- Multiple channels for accessing information and services

Realignment Means Enhanced Services

The needs you identified are being reflected in MAFRI's new organizational structure. Over the coming months, you'll become familiar with this new structure and how it will serve you and your community better.

Programs and services you have relied upon will still be offered in your communities. You will continue to have access to 4-H programs, agriculture production resources and guidance on business development, succession planning and farm transfers, and financial and family management.

You will also have access to a greater range of specialists and specialized services as a result of the establishment of the Growing Opportunities Team located in your area.

Your GO Teams

GO Teams will be made up of two or three GO Centres and GO Offices. The GO Teams will set priorities in terms of the services and programs offered within their team area. These priorities will be based on consultation with the members of the communities they serve.

GO Centres will offer specialized services ranging from farm production and rural economic development to business development.

Twenty existing MAFRI offices are being converted into GO Centres. Nineteen will be located throughout rural Manitoba, including the north. One will be an urban GO Centre located in Winnipeg.

GO Offices will be created from the remaining MAFRI offices. They will provide priority local services by tapping into the expertise of their GO Team.

GO Centres will be located in Altona, Arborg, Ashern, Beausejour, Carberry, Dauphin, Gladstone, Hamiota, Killarney, Melita, The Pas, Roblin, Russell, Somerset, Souris, St. Pierre, Swan River, Teulon, Virden and Winnipeg.

GO Offices will be located in Birtle, Boissevain, Brandon, Carman, Dominion City, Dugald, Ethelbert, Fisher Branch, Lundar, Minnedosa, Morden, Morris, Neepawa, Pilot Mound, Portage la Prairie, Selkirk, Shoal Lake, Ste. Rose, Starbuck, Steinbach, Stonewall, Treherne and Vita.

Just as you used to contact your local agriculture office for assistance, GO Centres and GO Offices will be your primary ways of accessing MAFRI services.

Knowledge Centres

The following Knowledge Centres will be located throughout the province:

- Economy and Rural Development
- Food Development Centre, Food Commercialization and Marketing, Food Safety
- Crops, Agri-environment, Agri-food Innovation and Adaptation, Livestock
- Knowledge Management, Policy Analysis, Boards, Commissions and Legislation
- Land Use Planning

Knowledge Centre staff will support staff in the GO Centres with leading edge information, resources and programming in their specific field of expertise.