

# Manitoba, Canada at a Glance

**POPULATION:**  
1,177,800

**AREA:**  
649,947 square kilometres  
(250,946 square miles)

**SIZE:**  
Canada's sixth largest province  
(larger than England, France or Germany)

**CAPITAL CITY:**  
Winnipeg – population 706,700

**GROSS DOMESTIC PRODUCT:**  
\$37.0 billion (2006)

**FARM CASH RECEIPTS:**  
\$3.7 billion (2006)

**AGRICULTURE EXPORTS:**  
\$2.1 billion (2006)

**PROCESSED FOODS:**  
\$4.0 billion (2006)

**AGRICULTURAL COMMODITIES:**  
Hogs, cattle, canola, wheat, dairy products,  
potatoes, poultry, oats, eggs, barley, flaxseed  
(ranked by farm cash receipts 2006)

**CREDIT RATINGS:**

Moody's Investors Service	Aa1	Stable
Standard & Poor's	AA-	Stable
Dominion Bond Rating Service	A (high)	Stable

## CONTACTS & RESOURCES

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Food and Rural Initiatives  
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Fax: 204-957-1793  
Website: [manitoba-canada.com](http://manitoba-canada.com)

**MANITOBA** means **BUSINESS**

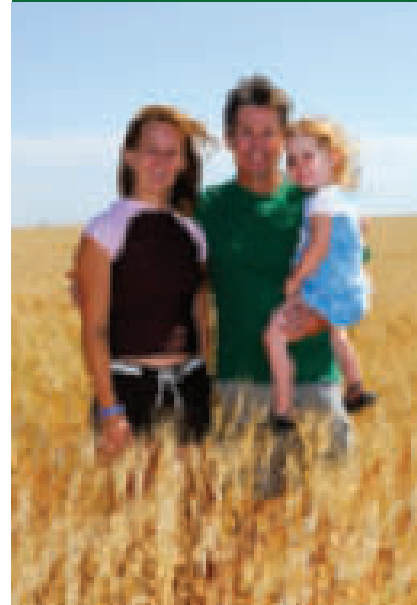
Make Manitoba  
Your Investment Destination  
for Agriculture and  
Food Processing



**Manitoba**  
spirited energy

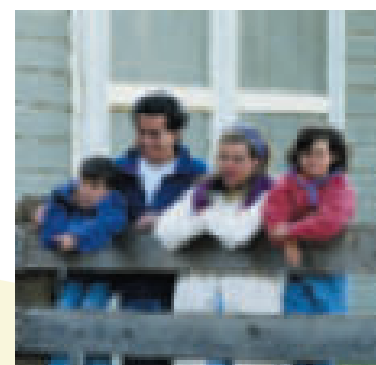
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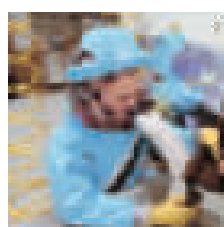
# Why Manitoba

*Manitoba offers investors in the agriculture and agri-food industries excellent opportunities to participate in our diverse and dynamic economy. Generations of Manitoba farm families have worked to build a strong foundation for the future. This tradition of efficient agricultural production provides a strong base for expanding food processing and manufacturing of agricultural commodities to serve a growing marketplace. Our diversity makes the overall economy one of the strongest and most stable in Canada.*



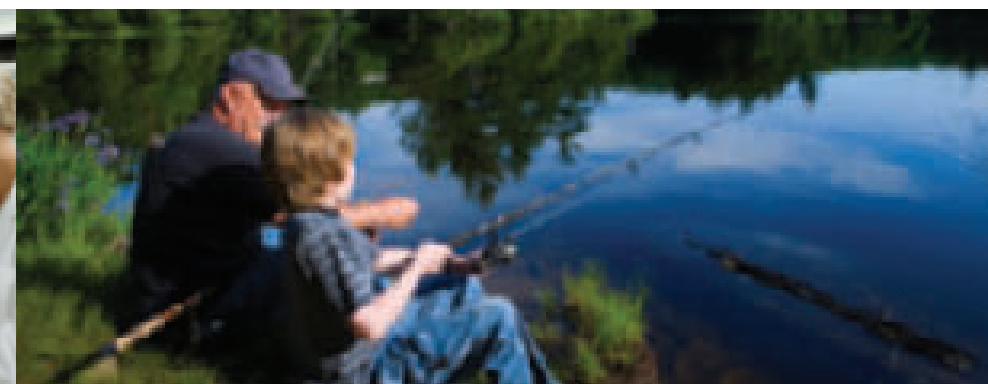
## First Class R&D Facilities

- Manitoba's commitment to growth in the food industry is demonstrated by the recent multi-million dollar investment in the Food Development Centre located in Portage la Prairie. The centre provides state-of-the-art facilities for applied research and development. Clients can develop and produce new food products in this federally-licensed pilot plant.
- The Food Development Centre, in partnership with Great Plains Aseptic Processors, has the technical capability to package a wide variety of liquid products.
- The Canadian Centre for Agri-Food Research in Health and Medicine, in Winnipeg, studies the health-related benefits of natural food products (nutraceuticals, natural health products and functional foods).
- The new \$30-million Richardson Centre for Functional Foods and Nutraceuticals unites researchers from a variety of disciplines, along with industry partners, to study bioactive compounds in prairie crops and develop functional foods and nutraceuticals.
- Manitoba's thriving bioactives cluster consists of these three internationally renowned facilities – Canadian Centre for Agri-Food Research in Health and Medicine, Richardson Centre for Functional Foods and Nutraceuticals and the Food Development Centre. The strategic links between these agriculture and health sectors enable this cluster to offer research and product development capacity that is unique in Canada. For example, the Pulse Innovation Project is conducting clinical trials and product development activities with pea fibre and pea flour.
- At the University of Manitoba, in Winnipeg, among other activities to strengthen the food processing industry, researchers are studying the antioxidant content of six prairie fruits, the glucose-lowering properties of buckwheat and conducting product development projects with prebiotics and probiotics in novel dairy products as well as new foods made with dried distillers grain.
- Smartpark is a multi-tenant facility, located at the University of Manitoba, which brings industry and the university together to encourage technology development and commercialization.
- The National Centre for Livestock in the Environment at University of Manitoba provides sophisticated facilities and equipment to tackle issues such as odour, water quality, greenhouse gas emissions and fertilizer use, with the goal of developing environmentally sustainable livestock production practices.
- The Composites Innovation Centre assists companies in developing, testing and commercializing natural fibre composite products.
- The Canadian Science Centre for Human and Animal Health is the first and only global centre with Level 4 bio-containment capability for the study of both human and animal disease. It was recently named the home of Canada's new Public Health Agency.
- Agriculture and Agri-Food Canada, at the Cereal Research Centre in Winnipeg, and research stations in Morden and Brandon, bring together expertise in the development of and uses for crops such as canola, wheat, oats, barley, flax and pulses.
- The Canadian International Grains Institute in Winnipeg offers technical expertise with respect to grains, oilseeds, pulse crops and special crops and strong commercial experience with on-site processing and testing facilities for baking and noodle making.
- The Canada-Manitoba Crop Diversification Centre evaluates irrigation technologies, field tests crop performance and evaluates specialty and niche crops.
- The Canadian Grain Commission's Grain Research Laboratory is an internationally recognized centre for research on grain quality and safety.



## Business Environment

- An abundance of industrial land in Manitoba is located within short distance of the Winnipeg James Armstrong Richardson International Airport and national railway facilities.
- Brandon has ample undeveloped industrial land. Prices range from approximately \$20,000 per unserviced acre to approximately \$65,000 per serviced acre.
- Other communities, such as Morden, Winkler, Portage la Prairie and Steinbach, have industrial land available.
- Industrial land is available for as low as \$7,500 per acre in some areas.
- Various investment incentives exist throughout the province – negotiable based on anticipated job creation and development agreements.
- Manitoba has a highly educated, skilled and experienced labour pool.



## Quality of Life

- Manitoba's low cost of living allows residents to live better for less, with housing costs among the lowest in Canada.
- Kindergarten to Grade 12 public education is free.
- Manitoba's four universities, three community colleges and two university colleges offer high-quality advanced education with some of Canada's lowest tuition fees.
- With 100,000 lakes and over 1.1 million people, Manitoba is one place where the dream of owning your own lakeside retreat is a realistic one.
- In Manitoba, smog is virtually non-existent, and clean, clear water is readily available.
- With a reputation for natural scenic beauty, friendly people and cultural diversity, Manitoba offers a high quality of life and many opportunities for active living.
- Cultural activities and diverse entertainment options provide a wide range of recreational choices at a relatively low cost.
- Manitobans receive most health care services free of charge through a national health insurance system that guarantees universal, equal and accessible medical care.



- abundance of quality raw materials
- pure air, fresh water and rich soil
- low farm and animal density (wide open spaces)
- high standards of food safety
- competitive production costs
- sustainable environmental regulations
- strong agronomic environment bolstered by a diverse range of crops and livestock
- internationally recognized research facilities
- world-class design, engineering and construction capabilities with specific expertise related to grain handling, storage and processing facilities
- advanced food processing capabilities at state-of-the-art food development centre
- leading-edge dryland farming technology
- lowest published rates for electricity in North America

## EXISTING VALUE-ADDED CAPABILITIES

- Pork slaughtering and processing
- Egg products processing
- Poultry slaughtering and processing
- Oat milling
- Potato processing
- Flour milling
- Oilseed crushing plants
- Industrial milk products and cheese plants
- Hay compaction
- Livestock genetics transfer

## OPPORTUNITIES TO CAPTURE

- Specialty processed beef and pork, bison, sheep, goats and elk
- Input suppliers for the livestock industry
- Specialty processed dairy products
- Soybean crushing facilities
- Flax linoleum flooring
- Available land for forage and growth of the cow/calf sector
- Increased potato production and processing
- Frozen and canned vegetable processing
- Specialty food ingredients
- Gourmet food products
- Functional foods and nutraceuticals
- Ethanol production
- Organic food products processing

