



Rural Manitoba GDP
23.3 billion in 2021¹

Total Contribution to MB GDP 38%
Higher than the Canadian average by 8%²



Export
16.8 billion³



1,010 Companies
in **Advance Manufacturing sector** in 2022



Population
in 2021 = 504K

126 Companies
in **Food and Agri Product Processing sector** in 2022



Over 190K jobs
in all sectors in 2022

16,449 Companies
in **Agricultural Inputs & Service sector** in 2022

236 Companies
in the **mining sector** in 2022

Why Rural Manitoba?



Affordable Energy

Winnipeg offers renewable energy that is among the lowest published electricity rates in North America⁴



Established Professional Farms

Second largest proportion of large farms in Canada⁵



Central Location

North America's geographic centre with the continent's largest trimodal port⁶



Renewable Energy

More than 99 per cent of electricity generated in Manitoba is from renewable sources⁷



Skilled Labour Force & Supportive Business Community



Enviably Quality of Life

Stunning natural landscapes in the heart of a cottage country featuring freshwater lakes, advanced trail development and four-season recreational opportunities.

Business Support

Supportive business environment: Manitoba's provincial government and local municipalities offer a range of incentives and programs to support businesses in rural areas. This includes tax credits, grants, and financing options, as well as access to business development services.

Access to markets: Rural Manitoba is well-connected to larger urban centers and global markets through its transportation infrastructure, including highways, railways, and airports. This provides opportunities for businesses to access a wider customer base and supply chain.

Innovation and entrepreneurship: Rural Manitoba has a thriving culture of innovation and entrepreneurship. It is home to a number of innovative companies and start-ups, with a focus on agtech, biotech, and clean technology.

Investment

Vermillon Growers: Manitoba's first large scale vegetable greenhouse. The \$32M first phase will accommodate 10 acres of tomatoes when completed this December.

Roquette: World's largest pea protein processing plant, making innovation and market growth in plant-based alternatives easier for food, nutrition, and health.

Hemp Oil Canada: Canada's first hemp exclusive seed processing plant that expanded the availability of hemp foods globally.

Simplot: One of the most efficient potato processing plants in the world serving large quick-service-restaurant chains in Canada and the US.

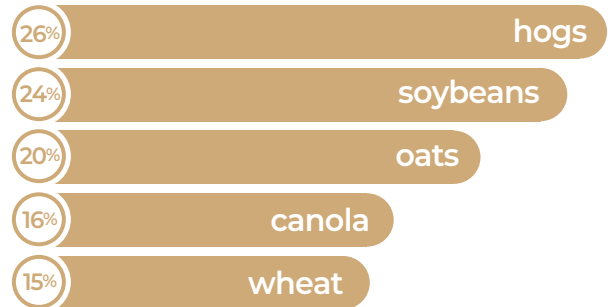
Endnotes

1. Source: Statistics Canada, table 36-10-0402-01 Table 14-10-0392-01
2. Minister of Rural Economic Development Transition Book (2019), <https://www.infrastructure.gc.ca/pd-dp/transition/2019/red-der/3/book-cahier-3-eng.html#t-4>
3. Emsi 2022.3
4. Manitoba Hydro, 2018
5. In Manitoba, Statistics Canada, Canadian Census of Agriculture 2016. Large Farms >= 1,600 Acres.
6. CentrePort Canada, 2020
7. National Energy Board, 2017
8. Three-year average (2017-2019). Statistics Canada, 2017-2019

Key Industries



Manitoba is at the heart of Canada's agricultural production, contributing⁸:



Market Access Advantage

Perfectly positioned for your business to take advantage of the Canada-United States-Mexico Agreement (CUSMA), Canadian-European Union Comprehensive Economic and Trade Agreement (CETA), Canada-Korea Free Trade Agreement (CKFTA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) while offering:

- Maximized value and increased international market access
- Duty-free access to 800 million+ consumers



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