

# THE MANITOBA PROTEIN ADVANTAGE

Make Manitoba your destination for sustainable plant and animal protein production, processing and innovation.

**Manitoba has many advantages that make it an ideal location to invest, build and grow your protein business here, including:**

- close proximity to plant and animal protein supply
- excellent transportation services
- competitive business costs
- a skilled workforce at competitive wages
- research and innovation capacity
- high quality of life

## Renewable Energy Advantage

Over 99 per cent of Manitoba's electricity is generated by sustainable, virtually emission-free hydroelectric power plants providing abundant and reliable energy. Our industrial electricity rates are among the lowest in North America. As consumers continue to demand that products be sustainably-produced, companies are seeing the value proposition offered by Manitoba.

*"Manitoba has a business-friendly spirit, a well-educated and professional workforce, strong logistics, and reliable, competitive and sustainable hydroelectric energy. Those qualities make it the perfect place for Roquette, a global leader in plant-based ingredients for the food, nutrition and health markets, to accelerate our growth as a pioneer in new vegetal proteins."*

**Dominique Baumann, Managing Director, Roquette Canada**



## Central Location

Strategically located in the heart of North America, with transportation connections via air, rail and road, and with standard border wait times of ten minutes or less, Manitoba offers ready access to international markets. Manitoba is a key part of the **Mid-Continent Trade Corridor**, centrally connecting Canada to the North American market, as well as being a Pacific and Atlantic gateway to Asia, Australia and Europe.

*"Manitoba has been an incredible place to launch and grow our food manufacturing business. Logistically, being located centrally in the country has been an advantage and having access to a loyal and hardworking labour force has allowed us to navigate challenges and remain nimble."*

Colleen Dyck, Owner and Creator, GORP Clean Energy Bar

## ACCESS TO RAIL, AIR AND SEA

- Winnipeg is the only city in Western Canada served by three railways – Canadian Pacific Railway, Canadian National Railway and Burlington Northern Santa Fe, directly serving markets across North America.
- The truck transportation centre of Western Canada, Manitoba has numerous trucking companies that operate interprovincially and internationally. Two of Canada's ten largest employers in trucking are headquartered in Manitoba. On average, about 900 trucks cross the Manitoba-United States border every day.
- Open 24-hours per day, Winnipeg's James Armstrong Richardson International Airport is the **busiest cargo airport in Canada**. A multi-tenant Air Cargo Logistics facility is being built to offer air cargo operations, including an expansion of cold chain, perishable goods and livestock facilities.
- The Port of Churchill, accessible by rail, is home to the **only deep-water ocean port in the prairie region** and is strategically located to serve markets in Europe and other Atlantic markets. The port has four deep-sea berths, able to accommodate Panamax class vessels. Throughput capacity of the port is estimated at over one million tonnes of grain per season. With a warming Arctic, the Port of Churchill's shipping season continues to expand.



## Investing in Manitoba

The Manitoba government offers **personalized service** through a **single point of contact** for companies looking to invest in Manitoba by providing a full concierge service to companies. The Manitoba government is committed to making Manitoba a place where successful businesses can thrive. Manitoba has attracted **over \$1.5 billion in agri-food investments** in recent years. Come and join companies that are experiencing the Manitoba Protein Advantage.

- Roquette has invested \$400 million to build the world's largest pea protein processing facility in Portage la Prairie.
- HyLife Foods has invested \$176 million to expand its processing facility in Neepawa and increase pig production in its vertically integrated operation.
- Manitoba Dairy Ingredients Ltd. has invested \$100 million in a dairy protein processing facility in Winnipeg.

- Merit Functional Foods has invested \$65 million in pea and canola protein processing near Winnipeg in the Rural Municipality of Rosser.
- Richardson International has invested \$30 million in the Richardson Innovation Centre to facilitate agri-food research and product innovation.

## DID YOU KNOW?

- Maple Leaf Foods' bacon production facility in Winnipeg is the largest in Canada.
- Manitoba Harvest is the world's largest hemp food manufacturer.

## Powerhouse for Innovation

Manitoba is home to a cluster of organizations that enable companies to innovate in sustainable protein production. There are a number of research and development centres that employ internationally renowned researchers.

*"From lab analysis, sensory testing, to packaging, Manitoba has it all. Having access to a world-class centre like the Food Development Centre at our finger tips has provided unmatched benefits to our business."*

—Earl McLaren, President and CEO, Manitoba Starch

- The Food Development Centre provides state-of-the-art resources and expertise to clients who are developing and producing innovative food products for local and global markets.
- The Canadian Centre for Agri-Food Research in Health and Medicine studies the health benefits of nutraceuticals, natural health products and functional foods.
- The Richardson Centre for Functional Foods and Nutraceuticals studies bio-active compounds in prairie crops and how they affect human health.
- The Canadian International Grains Institute offers clients technical expertise in milling, baking and processing grains, oilseeds, pulses and special crops.

- Red River College's Prairie Research Kitchen offers equipment and culinary expertise for product prototyping and ingredient application research.
- The Enterprise Machine Intelligence and Learning Initiative works with industry and academia to accelerate the integration of AI technologies in the agri-food industry.

Maximizing value in co-product utilization supports profitable food processing. For example, Burnbrae Farms turned egg shell waste to calcium rich health products at the Food Development Centre.

*"As a specialty foods processor, Azra's Kitchen has a unique set of needs including ingredients, equipment, and research and development. As a Manitoba-based company, working closely with the Food Development Centre in Portage la Prairie, we have been able to achieve our objectives. The benefits that Manitoba has to offer are significant!"*

—Josh Alkana, President and CEO, Azra's Kitchen

## Extremely Competitive Business Costs

According to the most recent edition of KPMG's Competitive Alternatives study, Winnipeg, the largest city in Manitoba, ranks as the lowest-cost city to conduct business in the North American Midwest.

*"The supply network and low operating costs make Manitoba an ideal place to process food."*

—Rene Cahill, Chief Operating Officer, Dunn-Rite Products





## A Well-Educated, Professional Workforce

- Our workforce is known for its strong work ethic, quality and dedication.
- Manitoba's Provincial Nominee Program attracts skilled immigrant workers who intend to settle in Manitoba as permanent residents.
- Health care is publicly-funded and is not part of the benefit package paid directly by Manitoba companies.
- Our universities and colleges actively work with industry to ensure they deliver relevant programs to meet current and future labour needs.

*"Manitoba has a diverse and skilled workforce, as well as a progressive economic environment that is among the most competitive in Canada."*

**Gilles Froment, Senior Vice President,  
Government and Industry Relations, Parmalat**

## High Quality of Life

- Manitobans enjoy an enviable quality of life, with affordable housing and living costs.
- Manitoba also offers a myriad of world-class cultural, sporting and leisure amenities including the Royal Winnipeg Ballet, the Winnipeg Symphony Orchestra, a National Hockey League team – the Winnipeg Jets and diverse outdoor and ethnic culinary experiences.
- In 2019, Manitoba was ranked eighth overall in Lonely Planet's annual list of the top 10 regions in the world to visit.

## Manitoba at a Glance

Our economic diversity makes the overall economy one of the strongest and most stable in Canada.

*"Manitoba has a positive, open-for-business approach that has helped us continue to invest and grow in Manitoba, and be able to compete and sell our world-class pork products internationally."*

**Claude Vielfaure, President, HyLife**

## AGRI-FOOD INDUSTRY

- Manitoba produces about 10 per cent of the nation's agricultural products. Livestock accounts for about one-third of market receipts, while crops including canola, wheat, soybeans and pulses account for two-thirds.
- Food and feed processing is the largest manufacturing sub-industry in Manitoba, accounting for 26 per cent of manufacturing sales in 2018, including meat, frozen potato, grain and oilseed, dairy, poultry, agricultural feed and vegetable products.
- Food processing continues to grow, with major new investments in dairy, meat, potato and pea processing facilities across Manitoba.

*"We experience the best relationship between farmers and processors in Manitoba that extends itself to retailers and consumers".*

**Jeff Senebald, Vice President of  
Marketing and Sales, Winkler Meats**



## FOR MORE INFORMATION

We invite you to explore how our many competitive advantages will help you propel your business to great success.

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