

# Winnipeg Agtech Ecosystem

WE ARE THE  
MARKET



### Agricultural Powerhouse



### Innovation Hub



### Research & Development

# Winnipeg, Manitoba is THE AGTECH powerhouse



Invest in Winnipeg



### Sector and Community Partners



### Skilled Workforce



### Accelerators



### Access to Capital



### Supportive Government

Click anywhere for more information on Winnipeg's Agtech Ecosystem



# Thank you

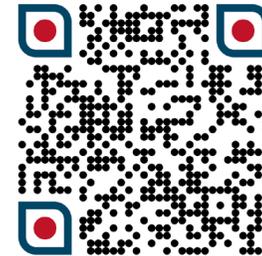


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**Invest in Winnipeg**



**WINNIPEG**  
— MANITOBA, CANADA —



**Agricultural Powerhouse**

# Winnipeg is the **agricultural hub of Manitoba**

These organizations are **major players** in agriculture and has a very strong presence in Winnipeg and Canada. These are all headquartered in Winnipeg aside from Cargill which is headquartered in Minnesota.



## Ag Centre of Excellence (ACE)

A transformative opportunity for Canada's grain and oilseed industry and Winnipeg's downtown. ACE would include space for the development and growth of new companies in **emerging areas of agritech**, with a more modern facility for Cereal Canada and Canadian Malting Barley Technical Centre.

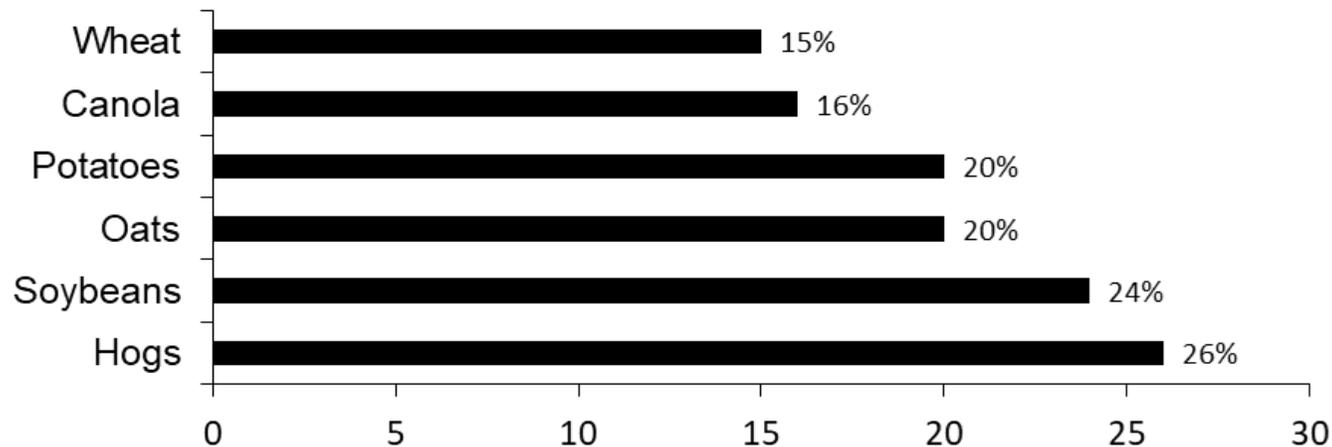


# Agricultural Powerhouse

**Manitoba is at the heart of Canadian agricultural production.** We are home to many of Canada's leading international agribusiness and industry associations, with a mature agri-food research and development ecosystem and easy access to markets in North America. We are a compelling choice for investment.

## Manitoba agricultural production

Manitoba is at the heart of Canadian agricultural production, contributing:



### Affordable renewable energy

More than 99 percent of electricity generated in Manitoba is renewable and is among the lowest published electricity rates in North America



### Access to raw materials

An abundant supply of plant and animal protein sources produced in Manitoba



### Central location

North America's geographic center with the continent's largest trimodal inland port



### Skilled workforce

Manitoba Provincial Nominee Program attracts skilled immigrant workers

# 2,000+ COMPANIES

Manitoba is Canada's leader in agricultural manufacturing and grain exports, exporting to more than 50 countries.

Companies that have found success here include Manitoba Harvest Hemp Foods, Loveday Mushroom Farms, BeeMaid Honey Ltd., Brett Young, Cantera Seeds and ADM. Recent agricultural investments include:



## Roquette

(US \$435 million / CAD\$600 million)

Construction and development of **the largest pea processing plant in the world.**



## Simplot

(US \$334 million / CAD\$460 million)

Expansion to **double the capacity** of their current potato processing plant.



## HyLife Foods

(US \$127 million / CAD\$176 million)

**Expanded its processing plant** and increased pork production in its vertically integrated operation.



## Maple Leaf Foods

(US\$134 million / CAD\$182 million)

Investment to make its plant in Winnipeg **the main pre-cooked bacon production facility** in Canada.

# Major players in the agritech industry in Winnipeg

Our **unique ecosystem** brings together brilliant minds, cutting-edge technology, and abundant agricultural resources, creating the ideal environment for revolutionary advancements in farming practices



A leader in the booming ag-tech industry, was awarded the Technology Pioneer Award from the World Economic Forum in 2016. The Winnipeg-based company has led an agricultural revolution by developing a data-driven platform that helps farmers make their operations more efficient.

# 14,543 FARMS

## Technology adoption in the agriculture industry

Manitoba has a rich history of farming. In addition to being the birthplace of canola ( this plant was bred at the University of Manitoba), **this prairie province has a robust agricultural sector characterized by the third-largest farm area in Canada.**

### Percentage of farms using selected technologies, Manitoba and Canada, 2020

	Manitoba	Canada
	percent	
Automated guidance steering systems on farm equipment	41.4	26.8
Geospatial Information System mapping	16.1	13.2
Variable-rate input application	16.4	16.1
Drones	4.9	3.6
Soil sample test	36.1	32.0
Slow-release fertilizer	24.6	23.4

In 2021, **55.9%** of Manitoba farms reported the use of at least one technology on their farm operations. The **top 3 technologies** used are automated guidance steering systems, soil sample testing, and variable-rate input application

For both Manitoba and Canada, robotic milking, and Geographic Information Systems mapping showed the largest increase in 2021 compared to the previous census.



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Source: gov. mb.ca/agriculture, Statistics Canada, Census of Agriculture, 2021 (3438)



## Ag Centre of Excellence (ACE)



# Innovation Hub

# Innovation

Elevate your business with the support, research, and expertise of the following local institutions:



**The Food Development Centre**  
Equipment and expertise for the development of new protein products



**Canadian International Grains Institute**  
Global leader providing training and support around the application of Canadian grains, pulses, and other crops



**The Richardson Centre for Functional Foods and Nutraceuticals**  
University-affiliated catalyst for product development



**The Canadian Centre for Agri-Food Research in Health and Medicine**  
Innovative research on the health benefits of foods



**Red River College's Prairie Research Kitchen**  
Equipment and expertise for product prototyping and ingredient application research



**The Enterprise Machine Intelligence and Learning Initiative (EMILI)**  
Expertise to integrate AI technologies in the agri-food sector



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WORLD TRADE CENTRE®  
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canolacouncil  
OF CANADA



meia  
Manitoba Environmental Industries Association



CANADIAN  
PULSE AND  
SPECIAL CROPS  
TRADE ASSOCIATION

BIOSCIENCE  
ASSOCIATION  
MANITOBA **bam**



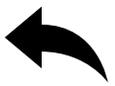
PROTEIN  
INDUSTRIES  
CANADA

  
**ManitobaPork**

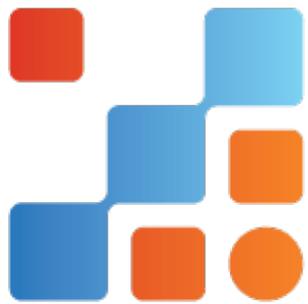
**Sector and Community Partners**

# Sector & Community Councils

Headquarters of 9 national councils, including Cereals Canada, Pulse Canada, Canola Council of Canada and the Canadian Malting Barley Technical Centre



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**Manitoba  
Technology  
Accelerator**

**NORTH**



**FORGE**

**Accelerators**

# Accelerators



MTA is the leading business accelerator in Manitoba. It is designed for entrepreneurs with a scientific or technology-oriented business idea or early-stage companies



North Forge Technology Exchange is an incubator accelerator and a powerhouse entrepreneur community fueling Manitoba's innovative science-based, technology-enabled, and advanced manufacturing startups.



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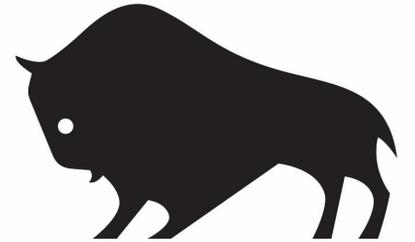


Government  
of Canada

Gouvernement  
du Canada

Canada 

Manitoba



Supportive Government

# Access to Market

## Direct access to international markets

Winnipeg is in the geographic center of North America. It's central location, CST time zone, and 1-hour drive to the border all add to it's appeal as a critical transportation centre between Vancouver and Toronto.



Manitoba has various Free Trade Agreements (FTAs) with other countries:

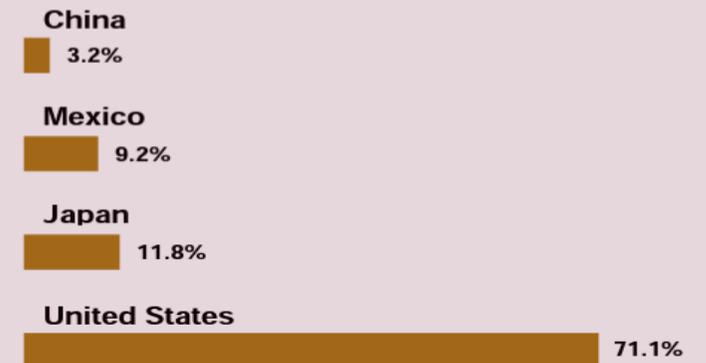
- South:** Canada-United States-Mexico Agreement (CUSMA)
- East:** Canadian-European Union Comprehensive Economic and Trade Agreement (CETA)
- West:** Canada-Korea Free Trade Agreement (CKFTA)
- West:** Comprehensive and Progressive Agreement for the Trans-Pacific Partnership (CPTPP)

## Exporting to international markets

Winnipeg is the leading market in Manitoba for agricultural decision-making.

- Manitoba's **three largest food processing industries** are meat product manufacturing, grain and oilseed milling, and dairy product manufacturing
- Manitoba has a vibrant food and beverage sector, with **389 manufacturing facilities**. The food and beverage exports reached 63 countries in 2022.
- (2022) Top exports were pork (\$1.36 billion) and canola oil (\$1.15 billion).**

## Top International Export Markets



# Tri-modal transportation hub

Easily access Winnipeg by air, truck, and rail

- The airport is a **24/7 all-weather** international airport with no slot restrictions, with access to downtown in **less than 20 minutes**.
- One of the most reliable airports in the world
- Headquarters for one of Canada's top 10 inter-provincial trucking companies
- **“Five minutes to 55 mph”** (90km) using the CentrePort Canada Way expressway
- Only major Canadian Prairie city served by **three continental class 1 railways**: CN, CP, and BNSF
- New **665-acres rail park** in development at CentrePort Canada that will provide immediate rail access to its tenants



# Supportive Government

**The Innovation Growth Program** provides cost-sharing assistance to SMEs to assist them in commercializing new innovative products and processes. Under IGP, firms may apply for a non-repayable grant of up to \$100,000 per project to cost-share eligible expenses on a 50/50 basis.

**The Technology Leadership Program** under our newly allotted \$150 million funding from the Government of Canada, is helping foster this collaboration through our second round of technology programs to develop new ingredients, put new products on grocery store shelves, and strengthen Canada's plant-based ecosystem.

**The Sustainable Canadian Agricultural Partnership (Sustainable CAP)** is a new \$3.5-billion, 5-year agreement (April 1, 2023- March 31, 2028), between the federal, provincial, and territorial governments to strengthen the competitiveness, innovation, and resiliency of the agriculture, agri-food and agri-based products sector.

**The Manitoba Works Capital Incentive** is available to support a competitive tax environment by offering eligible companies a rebate of the incremental education-related property taxes generated due to their capital investment. Tax incentive value is determined based on a number of considerations, including location, but may present an opportunity for several million dollars in total rebates over a multi-year period. Incentive opportunities would be subject to Treasury Board review and approval.

## Programs & incentives



# Supportive Government

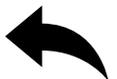
**Tax Increment Financing** is a program under development by the City of Winnipeg with council review expected in early 2022. Capital investments in certain locations within the city may be eligible for up to 80% of the incremental property taxes paid for years following the project completion.

**Industry Expansion Program (IEP)** provides financial support to companies that are locating new operations in Manitoba or expanding existing operations. The program contributes to the company's investment in skills training for employees. Manitoba's Industry Expansion Program has the potential to offer between \$2-6 million to support employee training.

**Manitoba Manufacturing Investment Tax Credit** supports businesses that acquire a qualified plant, machinery, and equipment for first-time use in manufacturing or processing in Manitoba with an 8% tax credit.

**Efficiency Manitoba** provides up to \$2 /sq. ft. for buildings built beyond Manitoba's building code with no project maximums. Additional incentives are available for various energy-efficient technologies utilized in the build. Ongoing energy savings will be modeled and shared with clients to demonstrate the total cost savings to their initial investment and operations.

## Programs & incentives



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Sources: gov.mb.ca

futurpreneur 



WEL MANITOBA

**Manitoba First Fund**



**STARTUP TNT**

Have fun. Make friends. Build companies.



PROTEIN  
INDUSTRIES  
CANADA

**RBC<sup>x</sup>**



**Small Business Venture Capital Tax Credit**

**Access to Capital**

# Access to Capital



Winnipeg's business community has funding in place to support your growth.



Manitoba First Fund



# Access to Capital

There is provincial and federal funding in place to support your growth. The Federal Scientific Research and Experimental Development (SR&ED) Tax Incentive program is offered to all provinces, but Manitoba's top up is one of the highest available return.

## Summary of Federal SR&ED Tax Credits

	Rates (%)	Refundability	
		Current	Capital
<b>Individuals &amp; Unincorporated Businesses</b>	15%	None	None
•Canadian Controlled Private Corporations:			
<b>Taxable Income less than \$500,000</b>			
• Expenditures under \$3 million	<b>35%</b>	100%	None
• Expenditures over \$3 million	15%	40%	None
<b>•Taxable Income over \$500,000</b>	15%	None	None
Large Corporations	15%	None	None

### Provincial R&D Tax Credits breakdown per province:

Manitoba – 15% top up  
 Saskatchewan – 10% top up  
 British Columbia – 10% top up  
 Ontario – ranges from 3.5% to 20

What sets Manitoba apart is our **Small Business Venture Capital Tax Credit**.

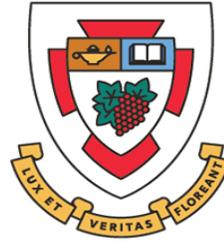
This credit provides a non-refundable Manitoba tax credit of up to 45% to individuals and corporations who acquire equity capital in eligible Manitoba enterprises.



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**University  
of Manitoba**



THE UNIVERSITY OF  
**WINNIPEG**

 **RRC** POLYTECH

**work in**  
**manitoba**



**ASSINIBOINE  
COMMUNITY COLLEGE**

**Skilled Workforce**

# Skilled Workforce

## Winnipeg has **agriculture talent** to support you

Manitoba has over **13,800+** agriculture professionals with six academic institutions in the province working to produce the skilled workforce your business will need for future growth.

In Winnipeg, our post-secondary institutes offer a range of programs to train and sustain a pipeline of skilled talent. These include:



University  
of Manitoba



THE UNIVERSITY OF  
WINNIPEG

ASSINIBOINE  
COMMUNITY COLLEGE



MANITOBA INSTITUTE OF  
TRADES AND TECHNOLOGY



BRANDON  
UNIVERSITY



Université de  
Saint-Boniface



ROBERTSON



RRC POLYTECH

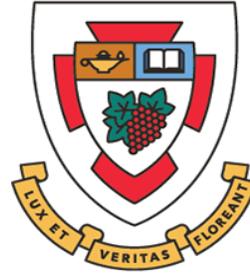


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Source: Statistics Canada



University  
of Manitoba



THE UNIVERSITY OF  
WINNIPEG

EMILI

TerraByte



Research & Development

# Research and Development

- Agriculture and Agri-Food Canada Research Station
- CCARM: Canadian Centre for Agri-Food Research in Health and Medicine
- Genome Prairie
- Richardson Centre for Functional Foods and Nutraceuticals
- University of Manitoba: Faculty of Agriculture and Food Sciences



“The LARGEST Innovation Farm in Canada”

Innovation Farms Powered by AgExpert provides innovators across industry and academia access to leading-edge equipment, technology, and production practices in order to develop viable solutions to the diverse agronomic and technological constraints and opportunities farmers face.

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