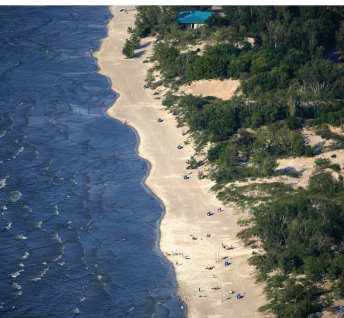


BENEFITS OF LIVING IN Rural Manitoba



Attractions

- 1 Grand Beach Provincial Park
- 2 Riding Mountain National Park
- 3 Assessippi Ski Area & Resort
- 4 Inglis Grain Elevators
- 5 Commonwealth Air Training Plan Museum
- 6 Royal Canadian Military History
- 7 International Peace Gardens
- 8 Souris Swinging Bridge
- 9 Spirit Sands Self-guiding Trail
- 10 Magic of Northern lights
- 11 Northgate Trails
- 12 Canadian Fossil Discovery Centre

Rural Manitoba GDP
23.3 billion in 2021¹

Total Contribution to
MB GDP 38%

Higher than the Canadian average by 8%²

- Population in 2021 = 504K
- A 5% growth rate compared to 2016.
- Rural Manitoba, 137 municipalities, welcomes newcomers; 38% of population lives in rural areas, a top rate in Canada.
- Niverville and West St. Paul RM in rural Manitoba are among Canada's fastest-growing municipalities, with 29% and 24.5% growth rates.

Statistics Canada, 2021 Census of Population

- 1,010 companies** in Advance Manufacturing in 2022
- 126 companies** in Food and Agri Product Processing in 2022
- 16,449 companies** in Agricultural Inputs and Service in 2022
- 236 companies** in the mining sector in 2022
- Over 190K jobs** in all sectors in 2022.

Source: Emsi 2022.3

Why Rural Manitoba?



Affordable Energy

Manitoba 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 and minutes to cottage country featuring freshwater lakes, advanced trail development and four-season recreational opportunities.

Endnotes

1. Statistics Canada, table 36-10-0402-01 Table 14-10-0392-01
2. Key facts about rural Canada
3. Emsi 2022.
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

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

Major Companies: Invest in Rural Manitoba

Vermillon Growers: Manitoba's 1st large-scale veggie greenhouse. \$32M phase 1 with 10 acres of tomatoes.

Koch Fertilizer Canada opens \$33M Brandon HQ, centralizing operations, logistics, and sales with space for 100 staff.

HyLife approved for new 18,000 young pig barn north of Killarney by Municipality of Killarney-Turtle Mountain.

Agriculture



Business Support

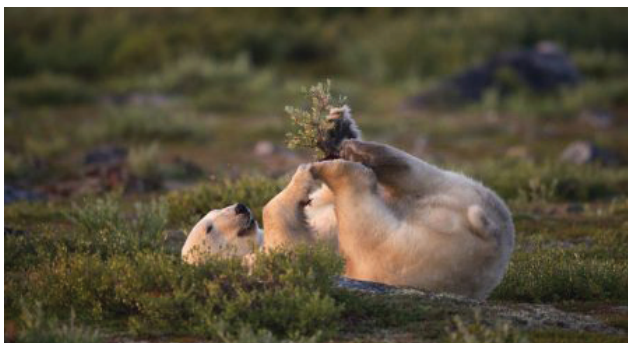
Manitoba gov't and municipalities offer incentives, tax credits, grants, financing, and biz services for rural businesses

Rural Manitoba has strong transport links to urban centers and global markets via highways, railways, and airports, offering expanded business opportunities

Rural Manitoba thrives on innovation and entrepreneurship, featuring innovative firms and startups, especially in agtech, biotech, and clean tech.

Fun Facts about Rural Manitoba

- Niverville, located in rural Manitoba, is reported as one of the fastest-growing municipalities in Canada based on the 2021 census.
- Manitoba offers 100,000+ beautiful lakes for summer activities like canoeing, kayaking, fishing, and swimming.
- Rural Manitoba's two national parks, Riding Mountain and Wapusk, are ideal for wildlife, camping, and hiking.
- Churchill, the polar bear capital, offers unique natural experiences like guided wildlife tours and northern lights viewing.

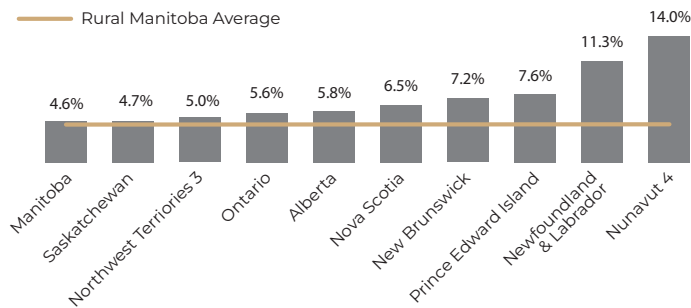


- Explore the desert-like terrain at Spruce Woods Provincial Park on the Spirit Sands and Devil's Punch Bowl trail, featuring 30-meter-high sand dunes.
- Visit Gimli, the largest Icelandic community outside of Iceland.
- Narcisse Snake Dens, a prime garter snake mating site, offers a fantastic day trip for nature enthusiasts in May when thousands of snakes gather during peak mating season.

Source: Travel Manitoba. (2023). 43 Fun Facts About Manitoba That Will Blow Your Mind. Travel Manitoba.

Manitoba has consistently upheld a low unemployment rate, presently ranking lower than nine other provinces in Canada. Additionally, in 2022, the unemployment rate in rural Manitoba was 4.3% beneath the provincial average of 4.6%. This variance highlights a potentially favorable labor market condition in rural Manitoba.

Canadian Annual Unemployment Rate, 2022



Immigration

Based on the 2021 Census:

- 257,620** people (19.7%) are immigrants in Manitoba.
- 1,015,280** (77.7%) are non-immigrants.
- 34,285** (2.6%) are non-permanent residents.
- 58,370** arrived between 2016 and 2021, accounting for 22.7% of the immigrant population in Manitoba.

Among immigrant population:

- 47,940** people (18.6%) lives in rural Manitoba
- 11,285** people arrived in rural Manitoba between 2016 and 2021 accounting for 19.3% of the recent immigrant population in Manitoba.

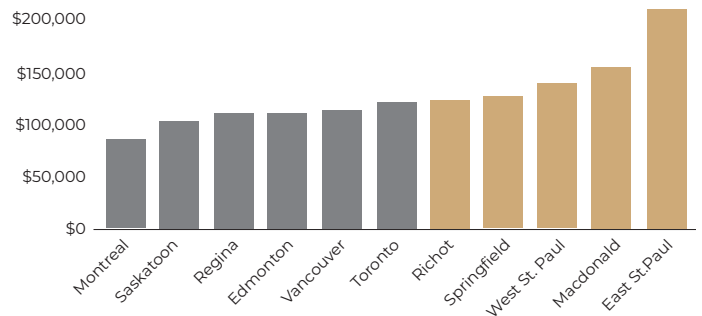


Racialized Group

In 2021, the largest racialized group in Manitoba consisted of Filipinos (68,115 or 37.4% of the immigrant population), followed by South Asians (41,925 or 23.0 %), and Blacks (27,400 or 15.0%).

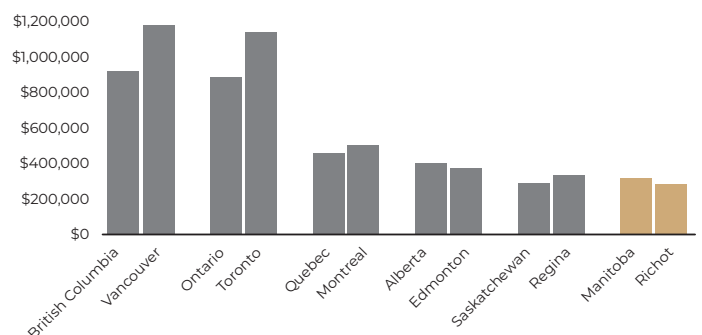
Source: Statistics Canada. 2023. Census Profile. 2021 Census.

Average Household Incomes:
Rural Manitoba vs. Major Canadian Urban Centers



Statistics Canada. 2023. Census Profile. 2021 Census.

Average House Prices by Province with Selected Urban Centers
(Comparison to Rural Manitoba), 2021



Grant, Goben. (2021). Canadian average home prices by city Compared. Canadian Real Estate



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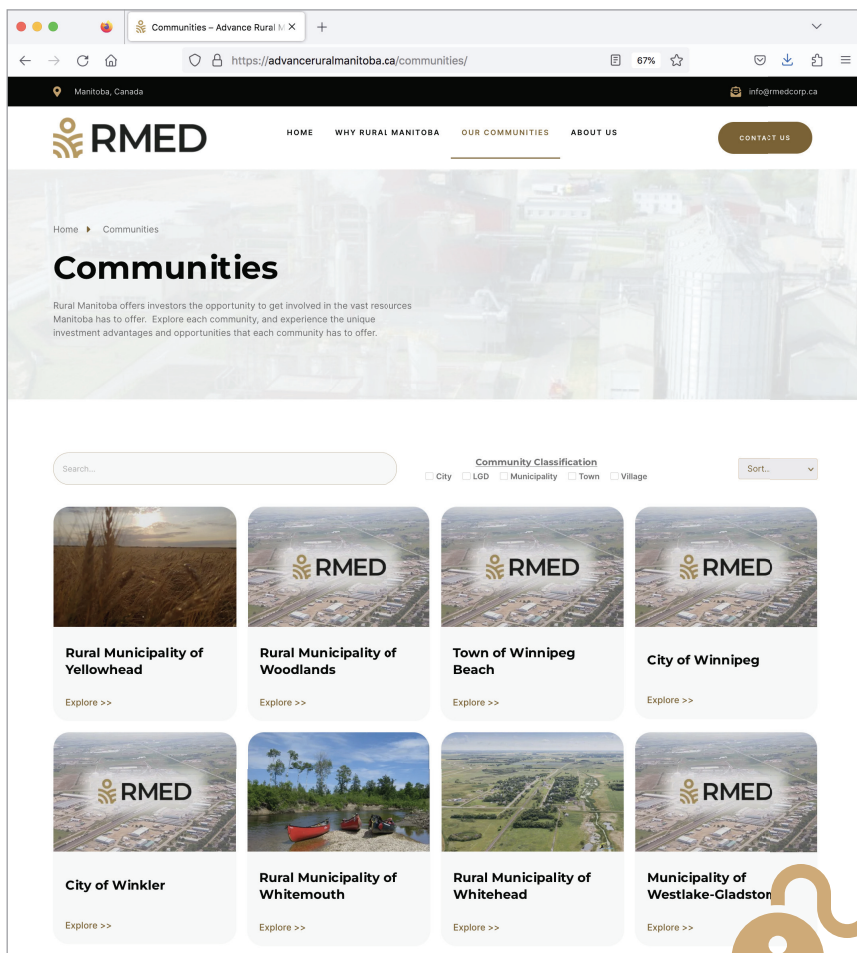


Explore our market and data intelligence tool

Manitoba is the northern gateway to the Mid-Continent Trade and Transportation Corridor. Our resilient economy and qualified workforce combined with affordability and lifestyle options drive excellent investment opportunities and a high standard of living. By harnessing these strengths, economic development leaders have the opportunity to unlock the full potential of their respective regions, driving robust growth, fostering prosperity, and nurturing a vibrant business community. (Pop.: 1.39 million)

- Steady growth and diversified industry with a reputation for innovation, quality, and sustainability in the national and global marketplace
- Skilled workforce bolstered by a successful immigration program
- Expansive land, countless development opportunities, and competitive real estate/development costs

Explore our communities



For more information, visit <https://advanceruralmanitoba.ca/communities/>



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