

# Winnipeg

MANITOBA, CANADA



## Plant the seeds of knowledge

Harvest Winnipeg's local expertise in the agribusiness sector, offering leadership and new developments in four key areas:

### Protein innovation

Innovative research and a government-backed global protein strategy have supported significant new investments in plant and animal protein in Manitoba, including Merit Functional Foods and Roquette—the world's largest pea processing facility.

### Grain industry

The historic home to Western Canada's grain industry, our city boasts the largest players including Richardson International, Parrish & Heimbecker, Paterson GlobalFoods, Cargill and G3.

### Global research

Winnipeg has a bountiful crop of leaders in agriculture research, including Canadian International Grains Institute, the Richardson Centre for Functional Foods and Nutraceuticals, Red River College's Prairie Research Kitchen, the Richardson Innovation Centre and the Canadian Centre for Agri-Food Research in Health and Medicine.

### Digital agriculture

Based in Winnipeg, Farmers Edge is known as the world's most respected leader in digital agriculture. Our city is working to leverage digital disruption in the industry internationally.

**Winnipeg is a global agricultural powerhouse with more than 140 years of expertise.** As a hub for agricultural activities, our city offers fertile ground to grow your next Ag conference's potential. Winnipeg is home to many of Canada's leading international agribusiness companies and industry associations, along with a mature agri-food research and development ecosystem. We have a collaborative business environment and easy access to markets in North America and beyond. "Combine" that with a bumper crop of local Ag ambassadors, potential speakers and facility tours in order reap the rewards of hosting your next meeting here.



## Community strong

Grow your conference attendance with ease – Winnipeg boasts:



**\$1.5 B**  
invested in  
agri-food since 2016<sup>1</sup>



**13,800**  
agribusiness  
employees  
in Winnipeg CMA<sup>2</sup>



**24**  
R&D centres  
supporting the industry



**1,865**  
agribusiness companies  
in Winnipeg CMA<sup>3</sup>

Companies include:



## Did you know?

Winnipeg's post-secondary institutions offer more than 20 programs devoted to agriculture, food and animal sciences, agroecology and agri-business development.

## Meeting of the minds

**2017 Agricultural Bioscience International Conference**  
Agricultural Bioscience Innovation Centre Foundation Inc.

**2018 Annual Conference and Tradeshow**  
Agricultural Manufacturers of Canada

**2019 103<sup>rd</sup> Annual Meeting**  
Potato Association of America

**2019 CAAR Conference**  
Canadian Association of Agri-Retailers

**2022 Annual Summer Meeting**  
Egg Farmers of Canada

<sup>1</sup> Province of Manitoba, 2019

<sup>2</sup> the Winnipeg Census Metropolitan Area, Statistics Canada, 2018

<sup>3</sup> the Winnipeg Census Metropolitan Area, Statistics Canada, 2018



Contact Tourism Winnipeg today to get assistance for your next meeting or conference.

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