



# INVEST IN FOOD & BEVERAGE

## SECTOR PROFILE

### TOWN OF MORRIS



## REASONS TO INVEST

With a strategic position on Provincial Trunk Highway (PTH) 75, Morris provides a significant opportunity for varied cross-border logistics industries to thrive in the international market.

Rich, viable soils, temperate summers and an average 120 days of peak crop growing conditions makes Morris an advantageous location to produce a variety of specialty crops, wheats, grains, vegetables and feed products for livestock businesses.

Coupled with easy access to PTH 75, fresh and newly refined products can quickly move to many markets. Duty-free access to the U.S., and Mexico, and strong digital infrastructure also makes Morris an excellent location for a variety of small and large agriculture and food processing businesses.



## LARGE SCALE DISTRIBUTION NETWORK

Morris is capable of producing a varied portfolio for processing agricultural crops. With a position along an established transportation network, facilities can easily transport raw and refined various agricultural products, including:

- Field crops – wheat, flax, canola, corn, soybeans, sunflowers, barley, alfalfa, and peas
- Livestock – beef, pork, poultry and eggs
- Dairy – milk, cream, cheese, yogurt and specialty products
- Fruits and vegetables – strawberries, raspberries, potatoes, corn, and apples



## SKILLED LABOUR, RESEARCH AND EDUCATION

Morris is less than an hour away from various Research and Development Centres focusing on research in cereal, oilseed, livestock and pasture. Nearby are the Long-Term Manure & Crop Management Field Laboratory, the Trace Gas Manitoba (TGAS MAN) Greenhouse Gas Field Emission Site, and the Glenlea Long Term Crop Rotation Research Centre.

The University of Manitoba Faculty of Agricultural and Food Sciences, located under an hour north of Morris, specializes in sustainable crop and livestock production systems, safe and nutritious food, oilseed research, and land and water resource management.



## EXISTING BUSINESS BASE

Morris has a strong reputation in wheat, flax, barley, strawberries, raspberries, poultry, beef, dairy and hog operations. There are many small-to-medium size agri-businesses, food processors, and growers who have significant, longstanding operations. They are major suppliers of equipment and bioproducts for companies across North America.

Some notable Agri-Businesses in Morris include:

- Valley Agro Services Ltd.
- Cargill Ltd.
- Dale Air Services Inc.
- Enns Brothers Ltd.
- NorthStar Genetics





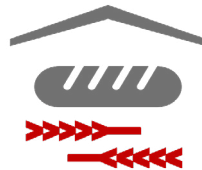
# INVESTMENT OPPORTUNITIES

The Town of Morris' economic experts have analyzed and identified the following markets to have unique and favourable opportunities within the Food and Beverage Sector:



## SPECIALTY FOODS & BEVERAGE PRODUCTION

- Seasonal Farmers Markets
- Craft Brewery and Micro-Distilleries
- Farm-to-table pop ups and restaurant options



## GRAINS, OILSEED & PULSE PROCESSING

- Accessible location with quality products and supply
- Supply for restaurants and retailers
- Grain, canola and soybean processing
- Bakery and tortilla manufacturing



## GREENHOUSE, WHOLESALE & RETAIL

- Cannabis production and wholesale
- Greenhouse vegetable processing



## PLANT BASED PROTEIN PRODUCTION

- Fava Bean Protein
- Pea Protein
- Oat protein
- Hemp protein



## RESTAURANTS, DINING & FOOD TOURISM

- Food & dish marketing
- Seasonally based restaurants
- Region marketing



## FOODIE FESTIVALS

- Seasonal guest chef 'Cook-Offs'
- Farmer's / locally-based / vendor market
- Thematic & limited-time cuisine sale
- Sponsor advertisement

# FAST FACTS

- From 2018 to 2021, Ag Action Manitoba funded 853 projects totaling over \$43.8 million dollars.
- Food and beverage manufacturing is the largest manufacturing sub sector in Manitoba, accounting for more than 30 percent of provincial manufacturing sales in 2022.
- Food and beverage manufacturing sales in Manitoba increased 16.5 percent compared to the previous year, reaching \$7.3 billion in 2022.
- The sector directly employed 14,965 Manitobans in 2021, making it the largest manufacturing employer in the province.
- Agri-food and related support services are among the fastest growing industries locally in Southern Manitoba over the past five years, specifically related to protein processing. Exports of processed food products and beverages totaled \$4.12 billion in 2022, an increase of 7.4 per cent, as compared to 2021. This accounts for 56 per cent of the total food manufacturing sales in 2022.



# RESOURCES AND SUPPORTS

## PROGRAMS & SUPPORTS

The Town of Morris offers several programs, dedicated personnel, grants and incentives to support economic development in the town. The town is open for business and welcomes investment. Please visit the following websites to learn more about the available programs, supports and opportunities within Morris:

- [Invest Morris](#)
- [Sector Profiles](#)
- [Site Selector](#)

## AVAILABLE MUNICIPAL INCENTIVES

Several incentives and supports are available and open to discussion with our Staff and Council to assist you in achieving your business objectives.

- **Opportunity Zone** - Redirecting a grant of up to 100% of accruing municipal tax to targeted development projects like multi-family housing.

## OPEN DATA

Explore our [Data Library](#) to access a wide-range of reports, mapping data, publications and relevant municipal by-laws.

## CONTACT US

Ready to start your next business investment or expansion? We are available and ready to assist investors and business.

Our experts are here to help. If you would like more information, please contact:

### Town of Morris | Economic Development

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