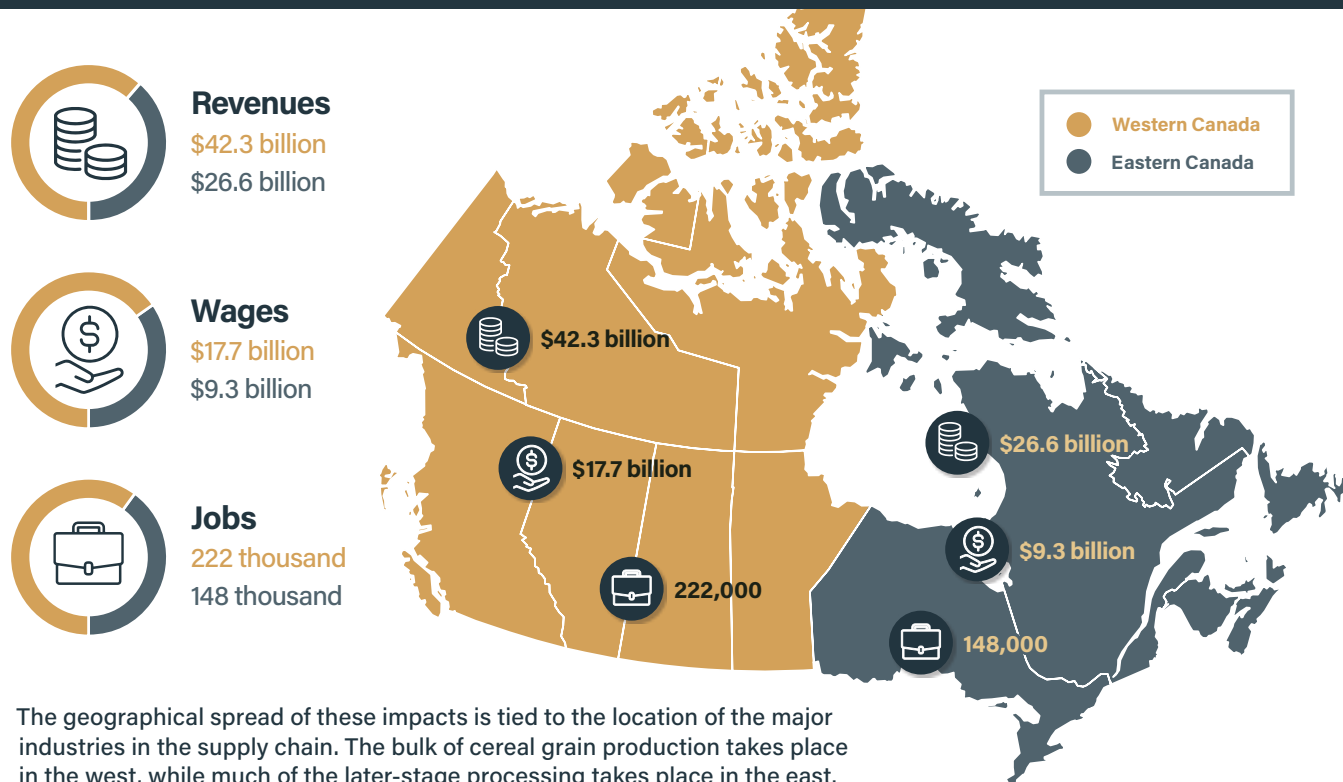


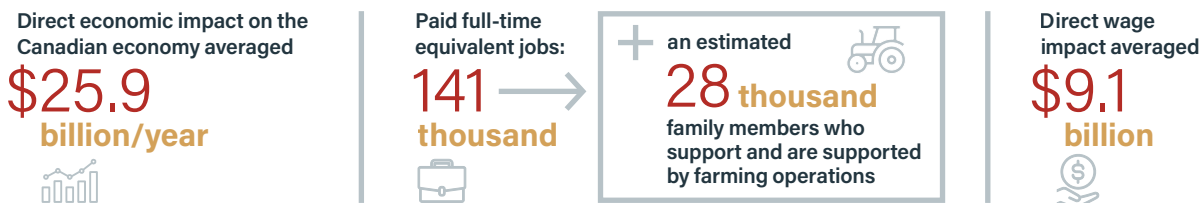
The Economic Impact of Cereal Grains on the Canadian Economy

On behalf of Cereals Canada, GlobalData undertook a study to assess the impact of domestically grown common wheat, durum wheat, barley, and oats on the Canadian economy. The study shows Canadian-grown cereals had an estimated total impact of **\$68.8 billion**, including more than **370,000** Canadian jobs, and **\$27 billion** in wages.

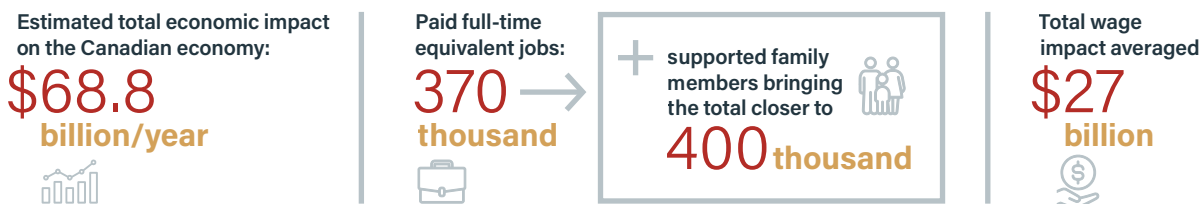


The geographical spread of these impacts is tied to the location of the major industries in the supply chain. The bulk of cereal grain production takes place in the west, while much of the later-stage processing takes place in the east.

Direct Economic Impact of Wheat, Durum, Barley, and Oats



Total Economic Impact of Wheat, Durum, Barley, and Oats



Total Economic, Employment, and Wage Impact by Province

Manitoba

Farming accounts for 53 percent of the economic impact and 56 percent of the employment impact of the cereal grains value chain in Manitoba. On average, Manitoba's cereal grain farming sector generates 3.28 billion dollars of economic impact and 15,100 jobs. Cereal grain processing contributes 1.88 billion dollars of economic impact and creates 8,200 jobs.



Total Economic Impact
\$6.2 billion



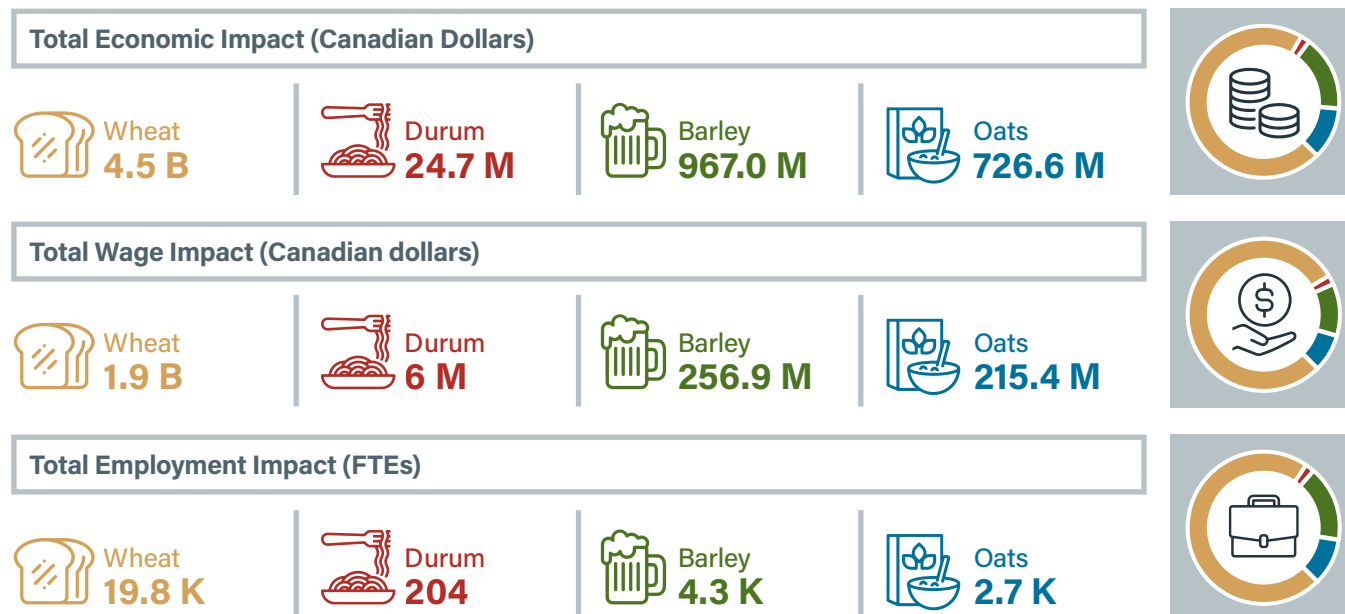
Total Employment Impact
27,022 full time jobs



Total Wage Impact
\$2.4 billion

Manitoba is the second largest oat producing province in Canada. On average, Manitoba's oat sector generates an economic impact of 727 million dollars.

Economic, Employment, and Wage Impact by Crop



Economic, Employment, and Wage Impact by Subsector

	Economic Impact (\$)	Employment Impact (FTEs)	Wage Impact (\$)
Value-Added Activity (groups)			
Farming	3,275,100,000	15,136	1,753,400,000
Processing	1,878,510,000	8,210	382,840,000
Feed milling	522,200,000	2,605	126,200,000
Flour milling (wheat)	413,000,000	1,087	44,300,000
Malting	342,500,000	375	15,300,000
Food milling (durum/oats)	230,100,000	300	12,300,000
Flour processing (wheat)	222,100,000	2,625	135,400,000
Other primary processing	108,210,000	285	11,740,000
Brewing	40,400,000	934	37,600,000
Logistics	1,080,700,000	3,676	265,600,000
Crop transportation	770,900,000	2,237	168,700,000
Elevation	223,700,000	1,148	78,600,000
Product delivery	84,100,000	286	18,000,000
Port activities	2,000,000	5	300,000
TOTAL	6,234,310,000	27,022	2,401,840,000

For more information, please contact: Leif Carlson, Director of Market Intelligence and Trade Policy lcarlson@cerealscanada.ca

Source: GlobalData on behalf of Cereals Canada. All content in this report is copyright Cereals Canada, 2023