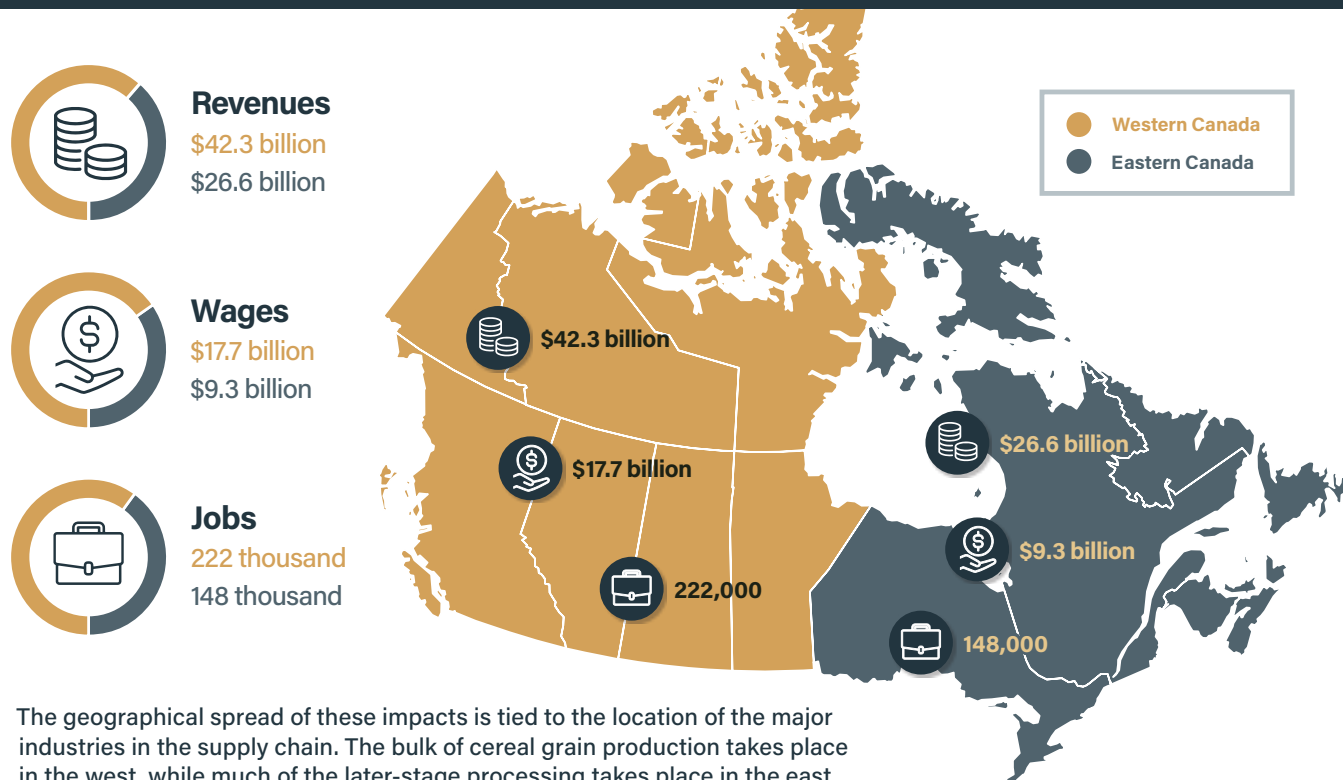


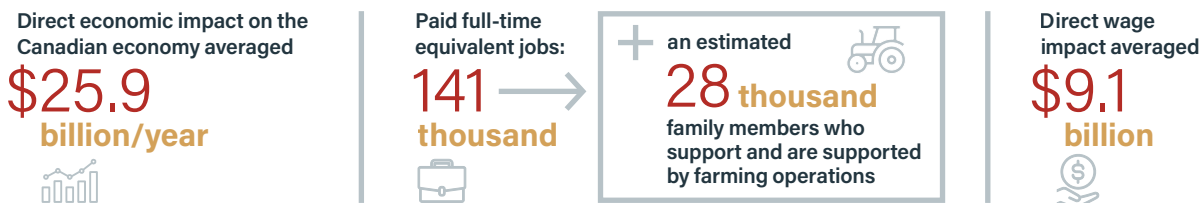
The Economic Impact of Cereal Grains on the Canadian Economy

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.

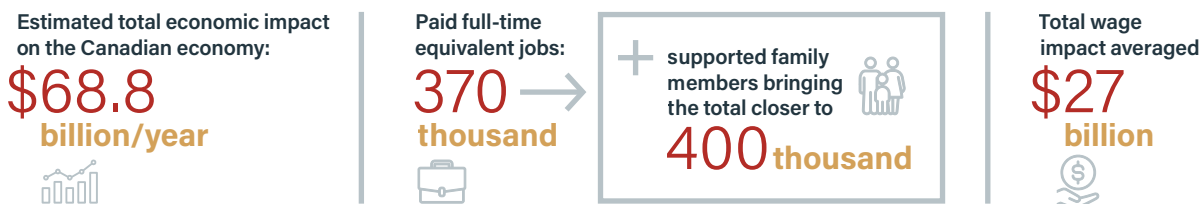


The geographical spread of these impacts is tied to the location of the major industries in the supply chain. The bulk of cereal grain production takes place in the west, while much of the later-stage processing takes place in the east.

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

Maritimes



Cereal grain processing accounts for 89 percent of the economic impact and 88 percent of the employment impact of the cereal grains value chain in the Maritime Provinces. This is largely driven by the wheat flour milling and processing sectors, which generate 784 million dollars of economic impact and 4,100 jobs on average.



Total Economic Impact
\$1.2 billion



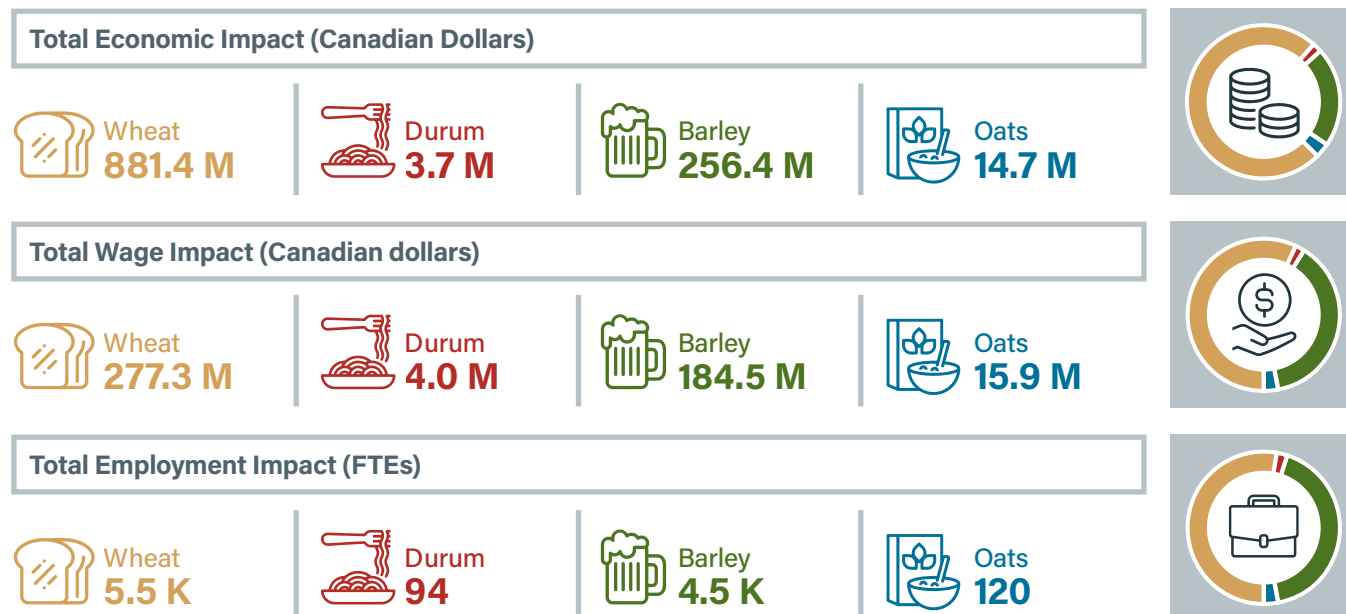
Total Employment Impact
10,163 full time jobs



Total Wage Impact
\$0.5 billion

Cereal grain farming accounts for an average economic impact of 109 million dollars.

Economic, Employment, and Wage Impact by Crop



Economic, Employment, and Wage Impact by Subsector

Value-Added Activity (groups)	Economic Impact (\$)	Employment Impact (FTEs)	Wage Impact (\$)
Processing	1,024,300,000	8,927	405,700,000
Flour processing (wheat)	499,900,000	3,332	171,600,000
Flour milling (wheat)	283,900,000	747	30,400,000
Brewing	158,200,000	3,021	121,900,000
Feed milling	82,300,000	1,821	81,600,000
Malting	0	6	200,000
Farming	109,300,000	1,137	70,400,000
Logistics	22,600,000	99	5,800,000
Product delivery	13,600,000	49	2,900,000
Crop transportation	9,000,000	50	2,900,000
TOTAL	1,156,200,000	10,163	481,900,000

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

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