



A SESSIPPI PARKLAND

Building the New Prairie Economy



A GREAT PLACE to Invest in
VALUE-ADDED AGRICULTURE



A RICH LAND Producing Superb Agricultural PRODUCTS



A REGION IDEAL FOR VALUE-ADDED AGRICULTURAL PRODUCTION

To maximize quality and minimize transportation costs, value-added agricultural processors are increasingly seeking to locate close to the source of raw materials.

But, proximity is only one consideration. Available, affordable industrial land and buildings, convenient transportation, a quality labour force, economical energy supplies and modern communications are also important.

Assessippi Parkland has the resources and infrastructure to meet your needs, and existing well-established, value-added processors demonstrate potential for success.

A LONG HISTORY OF QUALITY AGRICULTURAL PRODUCTION

With a population of over 4,000, Assessippi Parkland is a vast 2,070-square-kilometre (800-square-mile), economically diverse region of Canada's Prairies. Located between the western slopes of Manitoba's Riding Mountain National Park and the Saskatchewan border, the region is endowed with a strong agricultural tradition and heritage.

When the Assessippi Parkland was first settled in the late 1800s it quickly gained a reputation for producing abundant quality crops – a reputation that remains to this day.

The combination of rich black chernozem soils, abundant moisture, long sunny, warm days and cool moist nights produce some of the best wheat, oats, barley, flax and forage crops in the world.

The diversity of the region's agriculture is also demonstrated through its ability to produce superior lines of livestock, specifically in the cattle, bison and horse industries.

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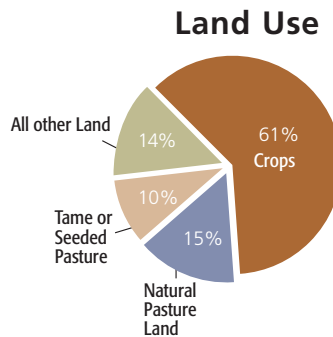
A STRONG and Diverse Agricultural Base Assures Efficient PRODUCTION

Assessipi Parkland has many characteristics that demonstrate its strong focus on agriculture – important ingredients to ensure productivity and reliable delivery of raw agricultural materials.

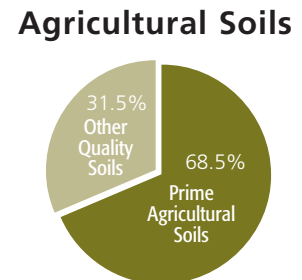


- 88 percent of the area's land base is devoted to agricultural production with over 61 percent in cropland, 9.6 percent in tame or seeded pasture and over 14 percent in natural pasture land.
- 68.5 percent of the area's soils are classified as Canada's prime agricultural lands.
- Over 95 percent of lands are in parcels of 160 acres or greater, providing efficiencies for field crop production and a full range of agricultural-related activities.
- The area has over 370 farms averaging 1,230 acres each.
- Almost 30 percent of the region's labour force is employed in agriculture or other resource-based industries.

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Source: Statistics Canada (2006)



Abundant, **QUALITY** Agricultural RESOURCES to Assure **RELIABLE** Value-added Processing



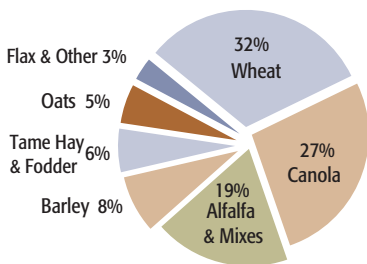
DEPENDABLE CROP, FORAGE AND LIVESTOCK SUPPLIES

Dependable nearby supplies of quality agricultural resources are vital to value-added processors, and Asessippi Parkland delivers – whether your operation needs abundant crops, forage or livestock resources.

The region produces nine important crop species, with wheat, canola, barley and forages/hay the most prevalent in terms of acres in production and volumes produced. In addition, the area produces oats, flax, field peas, mustard seed and canary seed. Average yields (tonnes per acre) approach provincial averages for all crops. With favourable growing conditions, crop quality is generally high.

Beef production is the predominant livestock industry within the area. APED producers are mainly cow/calf, with backgrounding and feedlot operations as well. Beef production has an advantage due to abundant forages and comparable feed grain prices. Other livestock include bison, sheep, hogs, horses and poultry. There are also a number of apiarists in the region who participate in both the retail and wholesale honey market.

Crops
(Acres under production 2006)



Source: Statistics Canada (2006)



At The HUB of a Major Transportation NETWORK

CONNECTED BY ROAD, RAIL AND AIR

Convenient and expeditious movement of finished product to market is important. Asessippi Parkland is well connected.

Road

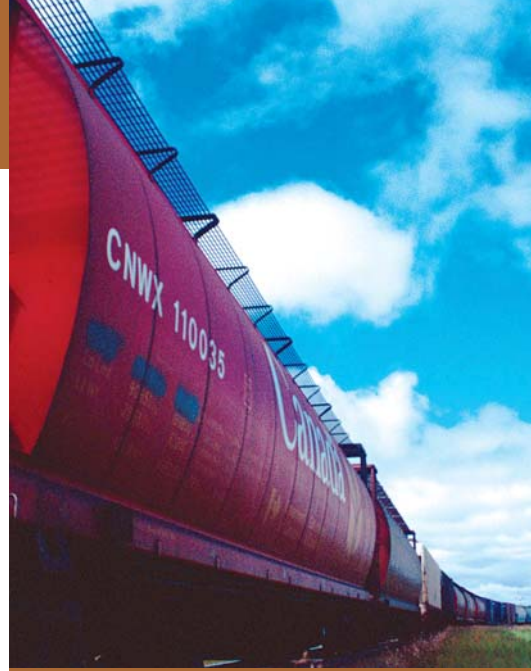
The region is located along Highway 16 – the Yellowhead – Canada’s alternate transcontinental highway running from Winnipeg to ports in Prince Rupert or Vancouver, British Columbia. In addition, Provincial Trunk Highway 83, part of the mid-continental transportation corridor from Swan River, Manitoba to Brownsville, Texas on the Mexican border, passes north-south through the heart of Asessippi Parkland. These well-maintained all-weather routes provide direct and convenient access to Canadian, U.S. and Mexican markets.

Rail

CP Rail’s main east-west line passes through the region at Binscarth for easy access to economical rail transport across the continent. The area also has proximity to the northern Port of Churchill for European markets.

Air

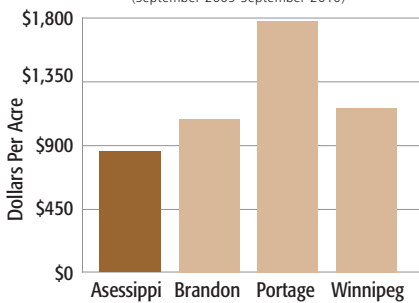
Russell municipal airport can accommodate light aircraft for easy access to your processing facility. Commercial international airports in Winnipeg and Regina are located within a three to three-and-a-half-hour drive from Russell.



COST-EFFECTIVE COMMERCIAL LAND

Available to Meet Your Needs

Comparison of Average Cost of Agricultural Land
(September 2009-September 2010)



Source: Farm Credit Corporation

ENCOURAGING DEVELOPMENT WITH LOWER BUSINESS TAXES, AFFORDABLE LAND COSTS AND FLEXIBLE ZONING

Asessippi Parkland currently offers close to 200 acres of commercial/industrial zoned land, including an industrial park on the southern edge of Russell along Highway 16, commercial property along Highway 16 in Binscarth, and the site of a former grain elevator adjacent to the CP Rail main line in Binscarth. Additional opportunities are available in Harrowby near the Bunge Canada canola crushing operation.

Land costs and business taxes are lower than in larger centres, providing an operating advantage.

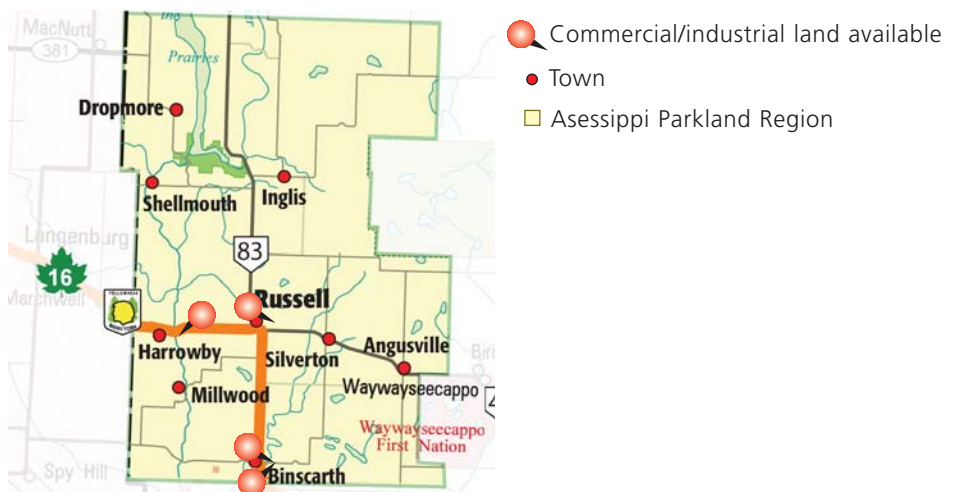
In addition, rezoning of other land for commercial or industrial use is possible elsewhere in the region, subject to a straightforward rezoning application and review process.

CULTIVATED LAND AN EXCELLENT VALUE

Land prices can be an important part of the production-cost equation to maintain your overall cost competitiveness.

If your business operation requires cultivated land to maintain cost and quality controls, all the way from growing your raw materials to processing the finished product, Asessippi Parkland offers some of the best value agricultural land prices in Canada. Information from Farm Credit Corporation, spanning a 12-month period, shows average per-acre cultivated land prices in Asessippi Parkland to be 21 percent less than in the Brandon area, 52 percent less than in the Portage la Prairie area and 27 percent less than in the Winnipeg area.

Locations of Commercial/Industrial Land





All the ENERGY, WATER, COMMUNICATIONS, and Labour Tools You Need for Success

ECONOMICAL ENERGY SUPPLIES ARE AVAILABLE TO POWER YOUR OPERATIONS

Manitoba has some of the lowest electricity costs and cleanest energy sources in North America, which give you a serious production advantage. Manitoba Hydro, the province's publicly owned utility, supplies Assiniboia Parkland with 66kv, three-phase power produced from clean, Kyoto-friendly hydroelectric sources to meet the demands of modern industrial and processing applications – so there's no need to locate to a larger centre.

Manitoba Hydro also supplies competitively priced natural gas throughout most of the region to give you maximum energy-source flexibility.

ADVANCED TELECOMMUNICATIONS INFRASTRUCTURE KEEPS YOU CONNECTED WITH THE WORLD

Businesses need advanced, reliable telecommunications infrastructure to stay connected to the outside world and shrink distances to customers and markets. Manitoba Telecom Services (MTS) is the main provider of land-based telecommunications services including single line telephone and high-speed DSL Internet services. Competing wireless Internet service is also available. In addition, MTS, Rogers and Telus provide cellular coverage across the area.

ABUNDANT, QUALITY WATER SUPPLIES ARE IDEAL FOR AGRICULTURAL PROCESSING

Assiniboia Parkland offers ample ground and surface water volumes needed for agricultural processing operations. The entire region sits over the Odanah Shale Aquifer with confirmed high volumes of good quality water. The Assiniboine River is a reliable and proven source of raw industrial water. Its flow is regulated by the Shellmouth Dam, which creates a significant water reservoir in Lake of the Prairies to ensure consistent water supplies, even in drought conditions.

A LOYAL, STABLE, WELL-EDUCATED LABOUR FORCE IS AVAILABLE TO SUPPLY LOCAL MARKET

With a total population of about 4,000, the region has a reliable, stable workforce of 2,050. This represents a participation rate of about 67 percent of the population 15 years and older, just slightly less than the provincial average. Depending on labour force needs, about 3,625 labour force members age 15 years and older live within a 50-kilometre commuting distance of the region.

About 28 percent of the population has a college or university education with a diploma, certificate or degree, 10.5 percent have a trade certificate or diploma and a further 24 percent have a high school diploma and/or some higher education.



SILVER CREEK BISON RANCH

Lorne and Louise Miller started Silver Creek Bison Ranch with seven head of bison in 1988 and now run a herd of over 1,300 and manage 5,500 acres of prime grain land. Their sons Nolan and Jason are involved in the business with Nolan responsible for the bison ranch and Jason the grain farm. This successful farm family's main goal is to preserve the positive natural food qualities of bison by using no antibiotics or growth hormones and providing feed consisting only of pasture grass, hay and natural grain. The Millers maintain close contact with consumers by selling their award-winning, government-inspected bison meat direct from the farm gate.

Ensuring product quality and maintaining a commitment to the bison industry have always been hallmarks of the Miller's business. They are active on the boards of provincial, national and international (U.S.) bison associations and have won many awards in local, national and international competitions.

JOIN SUCCESSFUL Value-Added Agricultural Businesses that MAKE THE REGION HOME

WELL-ESTABLISHED AND SUCCESSFUL VALUE-ADDED AGRICULTURAL PROCESSORS ALREADY OPERATE IN THE AREA AND SERVE MARKETS ACROSS THE CONTINENT AND AROUND THE WORLD.

GLANBIA NUTRITIONALS CANADA

In 2008 Glanbia acquired Pizzey's Milling, a very successful Asessippi area business that had grown to become the industry-leading supplier of flax seed solutions and had expanded its nutritional portfolio to Omega-3 and Lignan products. Now, Glanbia, with a global workforce of 4500, employs 60 people in the Asessippi Parkland region, operating around the clock, 365 days a year. Their Nutritionals division serves the health and wellness, functional foods, sports nutrition, infant and clinical nutrition sectors.

The company is the number one global supplier of whey-protein isolates and the top North American producer of flax seed derivatives. It is positioned number two globally in the consumer sports nutrition business and number three globally for micro-nutrient solutions.





SILVER CREEK SASKATOONS

Capitalizing on the ideal growing conditions and abundance of wild saskatoon berries in the Asessippi Parkland area, Stuart and Brenda McLeod established Silver Creek Saskatoons in 1996. The operation's 15-acre orchard produces an average of 10,000 lbs. of saskatoon berries per year, which are sold through its u-pick operation and pre-picked to local clients, and to Riverbend Plantation of Saskatoon for use in fruit spreads, syrups, mustards, toppings and other condiments.



BUNGE CANADA

Bunge Canada, the Canadian division of multinational Bunge Limited, the world's leading oilseed processor, operates a canola crushing plant in the region that relies on canola production from the surrounding area to supply markets in Canada, the United States and some overseas customers. Bunge employs 57 people.



BERG'S HATCHERY

Berg's Hatchery has operated in the Asessippi Parkland area for over 50 years, with Kevin and Connie Berg now its third-generation family owners. With the capacity to hatch over 3 million chicks per year, Berg's specializes in supplying a wide range of chickens, cornish hens, turkey, geese, ducks and specialty birds to small producers across Canada. Berg's employs up to 10 people seasonally.

KEATING SEED FARMS

Mark Keating operates Keating Seed Farms, proudly continuing a tradition of successful grain production that began at the current farm site in 1901. The Keating family farm also grows and processes





A GREAT Place to LIVE and Do Business

If your business requires moving to the area or transferring managers or staff to run your operation, Asessippi Parkland is a great place to live.

While the area is largely rural, it has several towns that offer a wide range of services and features:

- A range of reasonably-priced, conveniently located homes and serviced land for residential construction
- Comprehensive hospital, health care and dental services
- A selection of retail outlets and services
- Educational resources: K to Senior 4 and community college programs
- Superb recreational resources – ski resort, provincial park, Trans Canada Trail sections, world-class walleye and trout fishing and superb scenery
- A variety of cultural and sports resources including theatre, dance, music, organized sports, festivals and hockey, music and dance camps
- Easy travel distances to larger centres – Winnipeg, Brandon or Regina
- Cable and satellite television services that offer a full range of programming



BEST OF ALL, OUR FRIENDLY, WELCOMING RESIDENTS WILL HELP YOU SETTLE IN AND BECOME PART OF THE COMMUNITY



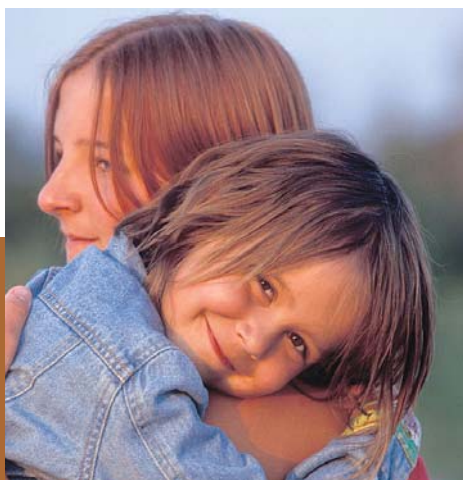
THE MUNICIPALITIES OF ASESSIPPI PARKLAND EACH OFFER
UNIQUE FEATURES AND ATTRACTIONS

Russell/RM of Russell

Prominently located along the Yellowhead Highway, Russell is the business, service, administrative and transportation centre of the Asessippi Parkland. Its comprehensive health care and educational resources serve the entire region and beyond.

Inglis/RM of Shellmouth-Boulton

The Rural Municipality of Shellmouth-Boulton occupies the northern part of the Asessippi Parkland and hosts much of the spectacular scenery and recreational resources of the area including Asessippi Ski Area and Winter Park, Lake of the Prairies, the Assiniboine and Shell river valleys and Asessippi Provincial Park. Inglis is home to the Inglis Grain Elevators National Historic Site.



Binscarth

At the southern gateway to Asessippi Parkland, Binscarth's pride of place and local spirit are hallmarks of the residents who have created an attractive community recognized by Canadian Living Magazine as the best community in Canada to raise a family and a winner in the 2004 Canadian Communities in Bloom competition.

Angusville/RM of Silver Creek

Angusville's proud Ukrainian heritage is evident in the onion domes of the Ivan Franco Ukrainian Peoples Hall which has been designated a provincial heritage site. The RM of Silver Creek maintains a strong agricultural tradition along with access to natural and recreational resources at Riding Mountain National Park and Silver Beach on its northern boundary.

Photo Credits

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 Uniquity Photography: Cover, p.5 (bottom), p.9 (top)
 Parkland Tourism: p.4, p.5 (top), p.7
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HELPING TO OPEN DOORS and Make Things Happen

LET ASESSEMPI PARKLAND ECONOMIC DEVELOPMENT
CORPORATION HELP YOU BECOME ESTABLISHED

The Village of Binscarth, Rural Municipality of Russell, Town of Russell, Rural Municipality of Shellmouth-Boulton and the Rural Municipality of Silver Creek have come together to create the Aseissippi Parkland Economic Development Corporation, in large part to help grow and strengthen existing and new businesses that contribute to the economic vitality of the region.

We offer a wide range of services to support that focus:

- Information on business ventures
- A Community Development Corporation loan program
- Advice on current government programs to assist businesses with financial and non-financial needs
- Information on business planning
- Up-to-date statistical information for the region
- Settlement services for newcomers
- Business ideas
- Community information for those locating to Aseissippi Parkland

Contact us and let us make Aseissippi Parkland your first choice. We will introduce you to the people and organizations that will help you be successful and settle in the region.



ASESSIPPI
PARKLAND
Economic Development Corporation

Economic Development Officer
Aseissippi Parkland Economic Development Corporation
Box 1359, 178 Main Street
Russell, MB R0J 1W0

Phone: 204-773-4792 Fax: 204-773-3370 Cell: 204-773-6146
E-mail: edo@russellmb.ca

Visit our website at:
www.aseissippiarkland.com