Manitoba’s Rural Economy
Structure and Trends:
An Update

Webinar prepared for the
Rural Development Institute
Brandon University
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Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
• The structure differs, depending upon the measure used
• Trends in employment
  – Overall employment: Level and trend
  – Employment rates: Level and trend
  – Employment by sector: Level and trend
  – Employment by economic region: Level and trend
• The rural economic problematique
• Landscape vs. people-scape
• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
  – Trend in farm prices
• Intentions to invest in rural Manitoba
Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
Different measures of the size of Manitoba’s rural economy:

- Non-metro = 40% of population
In 2011, 40% of Manitoba's population resided in non-metropolitan areas.


Percent of the population residing in non-metro\(^1\) areas, 2011

1. Non-metro refers to the population outside Census Metropolitan Areas (i.e. areas with a core population of 50,000 or more and a total population of 100,000 or more, including all neighbouring towns and municipalities where 50% or more of the employed residents commute to the CMA.

Non-metro represented 40% of Manitoba's population in 2012

Source: Statistics Canada. Annual Demographic Statistics. CANSIM Table 051-0001 and 051-0046.
Different measures of the size of Manitoba’s rural economy:

- Non-metro = 40% of population
- Non-metro = 34% of employment
### Number employed in non-metro areas, Canada and Provinces, November\(^1\), 2014

<table>
<thead>
<tr>
<th></th>
<th>All areas</th>
<th>Non-metro</th>
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<tr>
<td></td>
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- Non-metro = 34% of employment
- Non-metro = 35% of (approximate) GDP
<table>
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<tr>
<th>Province</th>
<th>Total for province</th>
<th>Estimate for non-metro areas</th>
<th>Non-metro as a percent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newfoundland and Labrador</td>
<td>26</td>
<td>16</td>
<td>61</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>4</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>30</td>
<td>15</td>
<td>50</td>
</tr>
<tr>
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<td>25</td>
<td>16</td>
<td>63</td>
</tr>
<tr>
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<td>289</td>
<td>87</td>
<td>30</td>
</tr>
<tr>
<td>Ontario</td>
<td>544</td>
<td>103</td>
<td>19</td>
</tr>
<tr>
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<td>45</td>
<td>16</td>
<td>35</td>
</tr>
<tr>
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<td>56</td>
<td>31</td>
<td>55</td>
</tr>
<tr>
<td>Alberta</td>
<td>245</td>
<td>90</td>
<td>37</td>
</tr>
<tr>
<td>British Columbia</td>
<td>170</td>
<td>54</td>
<td>32</td>
</tr>
<tr>
<td><strong>Sum of 10 provinces</strong></td>
<td><strong>1,436</strong></td>
<td><strong>432</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

1. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.

2. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the workforce in the given sector that resides in a non-metro area.
## Approximate gross domestic product (GDP) of industrial sectors in non-metro areas, Manitoba, 2010

<table>
<thead>
<tr>
<th>All areas&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Estimate for non-metro areas&lt;sup&gt;2&lt;/sup&gt;</th>
<th>All areas&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Estimate for non-metro areas&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Non-metro as percent of province total</th>
</tr>
</thead>
<tbody>
<tr>
<td>($billion)</td>
<td>Percent distribution</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All industry sectors&lt;sup&gt;3&lt;/sup&gt;</td>
<td>45.1</td>
<td>15.9</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Goods sectors (subtotal)</td>
<td>13.3</td>
<td>6.8</td>
<td>29</td>
<td>43</td>
</tr>
<tr>
<td>. . Agriculture</td>
<td>1.6</td>
<td>1.5</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>. . Forestry, fishing, mining, quarrying, oil &amp; gas</td>
<td>2.0</td>
<td>1.7</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>. . Utilities</td>
<td>1.3</td>
<td>0.5</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>. . Construction</td>
<td>3.3</td>
<td>1.3</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>. . Manufacturing</td>
<td>5.0</td>
<td>1.7</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Services sectors (subtotal)</td>
<td>36.0</td>
<td>9.1</td>
<td>80</td>
<td>57</td>
</tr>
<tr>
<td>. . Wholesale and retail trade</td>
<td>5.6</td>
<td>1.9</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>. . Transportation and warehousing</td>
<td>2.8</td>
<td>0.8</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>. . Finance, insurance, real estate and leasing&lt;sup&gt;3&lt;/sup&gt;</td>
<td>4.8</td>
<td>1.1</td>
<td>11</td>
<td>7</td>
</tr>
<tr>
<td>. . Professional, scientific &amp; technical services</td>
<td>1.5</td>
<td>0.3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>. . Business, building &amp; other support services</td>
<td>1.1</td>
<td>0.2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>. . Educational services</td>
<td>2.8</td>
<td>0.9</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>. . Health care and social assistance</td>
<td>4.6</td>
<td>1.6</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>. . Information, culture and recreation</td>
<td>2.0</td>
<td>0.5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>. . Accommodation and food services</td>
<td>0.9</td>
<td>0.2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>. . Other (personal) services</td>
<td>1.0</td>
<td>0.3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>. . Public administration</td>
<td>4.7</td>
<td>1.2</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>


2. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the workforce in the given sector that resides in a non-metro area.

3. In this table, the GDP generated from owner-occupied housing (i.e. imputed house rent) has been subtracted from the 'real estate and leasing' sector and has been excluded from the total.
Different measures of the size of Manitoba’s rural economy:

• Non-metro = 40% of population

• Non-metro = 34% of employment

• Non-metro = 35% of (approximate) GDP
Different measures of the size of Manitoba’s rural economy:

- Non-metro = 35% of (approximate) GDP

- Recently Statistics Canada published “experimental estimates” of metro and non-metro GDP (see next table) which, for Manitoba, generally confirm the rough estimates in the previous table.
### Experimental estimates of metro and non-metro gross domestic product, Manitoba, 2001 - 2009

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross domestic product (current $ million)</td>
<td>22,188</td>
<td>22,860</td>
<td>23,555</td>
<td>24,958</td>
<td>26,099</td>
<td>27,382</td>
<td>29,074</td>
<td>30,653</td>
<td>31,013</td>
</tr>
<tr>
<td>Population (persons)</td>
<td>695,885</td>
<td>700,022</td>
<td>704,623</td>
<td>710,620</td>
<td>713,101</td>
<td>716,447</td>
<td>723,677</td>
<td>731,838</td>
<td>741,807</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>31,885</td>
<td>32,656</td>
<td>33,429</td>
<td>35,121</td>
<td>36,599</td>
<td>38,219</td>
<td>40,175</td>
<td>41,885</td>
<td>41,807</td>
</tr>
<tr>
<td>Non-metro</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross domestic product (current $ million)</td>
<td>10,340</td>
<td>10,754</td>
<td>11,008</td>
<td>11,897</td>
<td>12,700</td>
<td>14,621</td>
<td>16,351</td>
<td>17,373</td>
<td>16,167</td>
</tr>
<tr>
<td>Population (persons)</td>
<td>455,565</td>
<td>456,614</td>
<td>458,905</td>
<td>462,603</td>
<td>465,195</td>
<td>467,077</td>
<td>465,689</td>
<td>465,936</td>
<td>466,782</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>22,697</td>
<td>23,552</td>
<td>23,988</td>
<td>25,718</td>
<td>27,300</td>
<td>31,303</td>
<td>35,111</td>
<td>37,286</td>
<td>34,635</td>
</tr>
<tr>
<td>Manitoba (total)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross domestic product (current $ million)</td>
<td>32,528</td>
<td>33,614</td>
<td>34,563</td>
<td>36,855</td>
<td>38,799</td>
<td>42,003</td>
<td>45,425</td>
<td>48,026</td>
<td>47,180</td>
</tr>
<tr>
<td>Population (persons)</td>
<td>1,151,450</td>
<td>1,156,636</td>
<td>1,163,528</td>
<td>1,173,223</td>
<td>1,178,296</td>
<td>1,183,524</td>
<td>1,189,366</td>
<td>1,197,774</td>
<td>1,208,589</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>28,250</td>
<td>29,062</td>
<td>29,705</td>
<td>31,413</td>
<td>32,928</td>
<td>35,490</td>
<td>38,193</td>
<td>40,096</td>
<td>39,037</td>
</tr>
<tr>
<td>Non-metro as percent of Manitoba</td>
<td></td>
<td></td>
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<td>39</td>
</tr>
<tr>
<td>GDP per capita</td>
<td>80</td>
<td>81</td>
<td>81</td>
<td>82</td>
<td>83</td>
<td>88</td>
<td>92</td>
<td>93</td>
<td>89</td>
</tr>
</tbody>
</table>

Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
• The structure differs, depending upon the measure used
Number employed by industry sector in non-metro areas, Manitoba, November 1, 2014

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)
The structure differs, depending upon the measure used

<table>
<thead>
<tr>
<th>Ranking of non-metro sectors by:</th>
<th></th>
</tr>
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<tbody>
<tr>
<td>Employment</td>
<td>(approximate) GDP</td>
</tr>
<tr>
<td>#1 Health &amp; social assistance</td>
<td></td>
</tr>
<tr>
<td>#2 Wholesale &amp; retail trade</td>
<td></td>
</tr>
<tr>
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<td></td>
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<td>#4 Agriculture (on farms)</td>
<td></td>
</tr>
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<td>#13 Forestry/mining/oil/gas</td>
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</table>
1. Calculated by the author by simply multiplying the provincial GDP in an industry sector by the percent of the provincial workforce in the given sector that resides in a non-metro area. In this chart, "imputed house rent" has been subtracted from "finance, insurance, real estate and leasing".
The structure differs, depending upon the measure used.

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</table>

¹. Data are the average for the previous 12 months (i.e. a 12-month moving average).

Employment in non-metro Manitoba was 214 thousand, November, 2014.

Number employed (,000) (15 years of age and over)) (using a 12-month moving average)

Employment in non-metro Manitoba has been declining since March, 2014.

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  – Overall employment: Level and trend
  – Employment rates: Level and trend
  – Employment / population ratio
  – (i.e. percent of population that is employed)
Manitoba employment rates:
Non-metro is higher than metro in the peak months (except 2010 - 2012)

Manitoba MALE employment rates:
Non-metro is (almost always) above metro

Manitoba FEMALE employment rates:
Non-metro is (generally) lower than metro

Manitoba employment rates:
Non-metro is below metro since 2010

Employment rate:
Number employed as percent of population (25 to 54 years)
(using a 12-month moving average)

Manitoba employment rates:
Non-metro males above metro males but declining since May, 2007
Non-metro females above metro females

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• Different measures of the size of the rural economy
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  – Overall employment: Level and trend
  – Employment rates: Level and trend
  – Employment by sector: Level and trend
### Number employed by industry sector, metro and non-metro regions, Manitoba, November¹, 2014

<table>
<thead>
<tr>
<th>Industry sector (sorted by number employed in non-metro areas)</th>
<th>Number employed¹</th>
<th>Percent distribution</th>
<th>Non-metro as percent of total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Metro</td>
<td>Non-metro</td>
</tr>
<tr>
<td><strong>Goods-producing sectors (subtotal)</strong></td>
<td>146</td>
<td>79</td>
<td>67</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>64</td>
<td>43</td>
<td>21</td>
</tr>
<tr>
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<td>4</td>
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<td>7</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Utilities</td>
<td>9</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td><strong>Services-producing sectors (subtotal)</strong></td>
<td>486</td>
<td>339</td>
<td>147</td>
</tr>
<tr>
<td>Health and social assistance</td>
<td>100</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td>Wholesale &amp; retail trade</td>
<td>94</td>
<td>63</td>
<td>31</td>
</tr>
<tr>
<td>Educational services</td>
<td>51</td>
<td>35</td>
<td>17</td>
</tr>
<tr>
<td>Public administration</td>
<td>37</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>Transportation &amp; warehousing</td>
<td>37</td>
<td>26</td>
<td>11</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td>39</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>Other (personal) services</td>
<td>27</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Finance, insurance, real estate &amp; leasing</td>
<td>34</td>
<td>26</td>
<td>9</td>
</tr>
<tr>
<td>Professional, scientific &amp; technical services</td>
<td>26</td>
<td>20</td>
<td>6</td>
</tr>
<tr>
<td>Information, culture &amp; recreation services</td>
<td>23</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Business, building &amp; other support services</td>
<td>18</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td><strong>All sectors</strong></td>
<td>632</td>
<td>418</td>
<td>214</td>
</tr>
</tbody>
</table>

¹ Data are the average for the previous 12 months (i.e. a 12-month moving average)


RayD.Bollman@sasktel.net
Employment in non-metro Manitoba: general growth 2002 to 2011

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment trends in non-metro Manitoba: growth in services -- no growth in goods

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment trends goods-producing sectors: non-metro Manitoba

Number employed (,000)
(15 years of age and over)
(using a 12-month moving average)

Employment in the five largest services-producing sectors: non-metro Manitoba

Number employed (,000) (15 years of age and over) (using a 12-month moving average)

Employment in the six smallest services-producing sectors: non-metro Manitoba

Number employed (,000) (15 years of age and over) (using a 12-month moving average)

### Change in employment from November¹, 2013 to November¹, 2014, Manitoba

<table>
<thead>
<tr>
<th>Industry sector</th>
<th>Number employed (,000) (average for 12 previous months)</th>
<th>November¹, 2013</th>
<th>November¹, 2014</th>
<th>Change</th>
<th>Percent change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goods-producing sectors (subtotal)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td>21</td>
<td>19</td>
<td>-2</td>
<td>-10</td>
</tr>
<tr>
<td>Forestry, fishing, mining, quarrying, oil &amp; gas</td>
<td></td>
<td>6</td>
<td>6</td>
<td>0</td>
<td>-3</td>
</tr>
<tr>
<td>Utilities</td>
<td></td>
<td>3</td>
<td>3</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td>18</td>
<td>18</td>
<td>0</td>
<td>-2</td>
</tr>
<tr>
<td>Manufacturing</td>
<td></td>
<td>22</td>
<td>21</td>
<td>-1</td>
<td>-2</td>
</tr>
<tr>
<td><strong>Services-producing sectors (subtotal)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wholesale &amp; retail trade</td>
<td></td>
<td>30</td>
<td>31</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Transportation &amp; warehousing</td>
<td></td>
<td>12</td>
<td>11</td>
<td>0</td>
<td>-4</td>
</tr>
<tr>
<td>Finance, insurance, real estate &amp; leasing</td>
<td></td>
<td>8</td>
<td>9</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Professional, scientific &amp; technical services</td>
<td></td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Business, building &amp; other support services</td>
<td></td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>-10</td>
</tr>
<tr>
<td>Educational services</td>
<td></td>
<td>15</td>
<td>17</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Health and social assistance</td>
<td></td>
<td>34</td>
<td>33</td>
<td>-1</td>
<td>-2</td>
</tr>
<tr>
<td>Information, culture &amp; recreation services</td>
<td></td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Accommodation &amp; food services</td>
<td></td>
<td>12</td>
<td>11</td>
<td>-1</td>
<td>-10</td>
</tr>
<tr>
<td>Other (personal) services</td>
<td></td>
<td>9</td>
<td>9</td>
<td>0</td>
<td>-5</td>
</tr>
<tr>
<td>Public administration</td>
<td></td>
<td>11</td>
<td>12</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td><strong>All sectors</strong></td>
<td></td>
<td></td>
<td></td>
<td>-1</td>
<td>0</td>
</tr>
</tbody>
</table>

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Employment in non-metro Manitoba: Goods-producing sectors

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Agriculture

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba:
Forestry, fishing, mining, quarrying & oil & gas extraction

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Utilities

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Construction

Number employed (,000) (15 years of age and over)
(using a 12-month moving average)

Employment in non-metro Manitoba: Manufacturing

Number employed (,000) (15 years of age and over))
(Using a 12-month moving average)

Employment in non-metro Manitoba: Services-producing sectors

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Wholesale and retail trade

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba:
Finance, insurance, real estate and leasing

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Professional, scientific and technical services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Business, building & other support services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Education services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba:
Health services

Number employed (,000) (15 years of age and over) (using a 12-month moving average)

Employment in non-metro Manitoba: Information, culture and recreation services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Accommodation and food services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba: Other (personal) services

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Employment in non-metro Manitoba:
Public administration (federal, provincial & municipal)

Number employed (,000) (15 years of age and over))
(using a 12-month moving average)

Manitoba’s Rural Economy

Outline

- Different measures of the size of the rural economy
- The structure differs, depending upon the measure used
- Trends in employment
  - Overall employment: Level and trend
  - Employment rates: Level and trend
  - Employment by sector: Level and trend
  - Employment by economic region: Level and trend
Percent change in employment in November\(^1\), 2014 by Economic Region, Manitoba (compared to same month in previous year) (15 years of age and over))

<table>
<thead>
<tr>
<th>Name of Economic Region (ER)</th>
<th>Number employed (,000)</th>
<th>Change</th>
<th>Percent change</th>
<th>Rank within Manitoba</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interlake ER, Manitoba</td>
<td>47</td>
<td>49</td>
<td>2</td>
<td>3.6</td>
</tr>
<tr>
<td>South Central (incl. Winkler) ER, Manitoba</td>
<td>32</td>
<td>32</td>
<td>1</td>
<td>2.3</td>
</tr>
<tr>
<td>Winnipeg ER, Manitoba</td>
<td>380</td>
<td>379</td>
<td>-1</td>
<td>-0.3</td>
</tr>
<tr>
<td>Parklands (incl. Dauphin) &amp; North ER, Manitoba</td>
<td>35</td>
<td>35</td>
<td>0</td>
<td>-0.8</td>
</tr>
<tr>
<td>Southeast (incl. Steinbach) ER, Manitoba</td>
<td>58</td>
<td>57</td>
<td>-1</td>
<td>-2.0</td>
</tr>
<tr>
<td>Southwest (incl. Brandon) ER, Manitoba</td>
<td>57</td>
<td>56</td>
<td>-1</td>
<td>-2.2</td>
</tr>
<tr>
<td>North Central (incl. Portage) ER, Manitoba</td>
<td>25</td>
<td>24</td>
<td>-1</td>
<td>-2.5</td>
</tr>
</tbody>
</table>

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Number employed in Manitoba

Number employed (,000) (12-month moving average)

Number employed in Manitoba's Interlake Economic Region

Number employed (,000) (12-month moving average)

Number employed in Manitoba's South Central (incl. Winkler) Economic Region

Number employed (,000) (12-month moving average)

Number employed in Manitoba's Winnipeg Economic Region

- Number employed (,000)
  (12-month moving average)

Number employed in Manitoba's Parklands (incl. Dauphin) and North Economic Regions

Number employed in Manitoba's Southeast (incl. Steinbach) Economic Region

Number employed in Manitoba's Southwest (incl. Brandon) Economic Region

Number employed (,000) (12-month moving average)

<table>
<thead>
<tr>
<th>Name of Economic Region (ER)</th>
<th>Number employed (,000)</th>
<th>Change</th>
<th>Percent change</th>
<th>Rank within group (across all ERs in Canada)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>November¹, 2013</td>
<td>November¹, 2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laval ER, Quebec</td>
<td>218</td>
<td>228</td>
<td>10</td>
<td>4.4</td>
</tr>
<tr>
<td>Winnipeg ER, Manitoba</td>
<td>380</td>
<td>379</td>
<td>-1</td>
<td>-0.3</td>
</tr>
<tr>
<td>Montréal ER, Quebec</td>
<td>964</td>
<td>957</td>
<td>-7</td>
<td>-0.7</td>
</tr>
</tbody>
</table>

**Economic Regions that are less than 5% non-metro**, sorted by percent change in employment in November¹, 2014, compared to same month in previous year

<table>
<thead>
<tr>
<th>Name of Economic Region (ER)</th>
<th>Number employed (,000)</th>
<th>Change</th>
<th>Percent change</th>
<th>Rank within group (across all ERs in Canada)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>November¹, 2013</td>
<td>November¹, 2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Muskoka-Kawarths ER, Ontario</td>
<td>168</td>
<td>181</td>
<td>14</td>
<td>8.3</td>
</tr>
<tr>
<td>Interlake ER, Manitoba</td>
<td>47</td>
<td>49</td>
<td>2</td>
<td>3.6</td>
</tr>
<tr>
<td>Southeast (incl. Steinbach) ER, Manitoba</td>
<td>58</td>
<td>57</td>
<td>-1</td>
<td>-2.0</td>
</tr>
<tr>
<td>North Central (incl. Portage) ER, Manitoba</td>
<td>25</td>
<td>24</td>
<td>-1</td>
<td>-2.5</td>
</tr>
<tr>
<td>Laurentides ER, Quebec</td>
<td>303</td>
<td>293</td>
<td>-10</td>
<td>-3.4</td>
</tr>
</tbody>
</table>

**Economic Regions that are 33-94% non-metro**, sorted by percent change in employment in November¹, 2014, compared to same month in previous year

<table>
<thead>
<tr>
<th>Name of Economic Region (ER)</th>
<th>Number employed (,000)</th>
<th>Change</th>
<th>Percent change</th>
<th>Rank within group (across all ERs in Canada)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>November¹, 2013</td>
<td>November¹, 2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banff-Jasper-Rocky Mountain House ER, Alberta</td>
<td>53</td>
<td>56</td>
<td>3</td>
<td>6.3</td>
</tr>
<tr>
<td>South Central (incl. Winkler) ER, Manitoba</td>
<td>32</td>
<td>32</td>
<td>1</td>
<td>2.3</td>
</tr>
<tr>
<td>Parklands (incl. Dauphin) &amp; North ER, Manitoba</td>
<td>35</td>
<td>35</td>
<td>0</td>
<td>-0.8</td>
</tr>
<tr>
<td>Southwest (incl. Brandon) ER, Manitoba</td>
<td>57</td>
<td>56</td>
<td>-1</td>
<td>-2.2</td>
</tr>
<tr>
<td>Kootenay ER, British Columbia</td>
<td>78</td>
<td>70</td>
<td>-8</td>
<td>-10.4</td>
</tr>
</tbody>
</table>

1. Data are the average for the previous 12 months (i.e. a 12-month moving average)

Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
• The structure differs, depending upon the measure used
• Trends in employment
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  – Employment by economic region: Level and trend
• The rural economic problematique
Manitoba’s Rural Economy

The rural economic problematique

The increasing value of human time


• Good news: our real wage is going up.
• Thus, incentive for firms to substitute machines for labour.
• Good news: each of us has a bigger / more efficient machine with which to work.
• Bad news: rural Manitoba needs fewer and fewer workers to ship more and more goods.
• The rural problematique: rural communities need to find new goods or services to export in order to maintain their workforce and to keep their population.
The price of farm labour tends to increase over time relative to farm machinery costs (operation and purchase),

(measured relative to 1992=1.00)

\[ y = 0.01x + 0.35 \]

\[ R^2 = 0.75 \]

Source: Statistics Canada. FARM INPUT PRICE INDEX. (Cat. No. 62-004).
Manitoba’s Rural Economy

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• The rural economic problematique
• Landscape vs. people-scape
Manitoba’s Rural Economy

Landscape vs. people-scape

- Landscape looks “agricultural” (or “forestry”) when you fly over.
- However, a minority of rural people are involved in agriculture or forestry.
  - Farmer minority in rural in 1971
  - Less than 20% now
- The landscape does not predict the livelihoods of the population.
"Rural" population refers to residents outside population centres of 1,000 or more. The "farm" population refers to members of households where one (or more members) is a census-farm operator.

Outline

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• Landscape vs. people-scape
• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
Agriculture GDP in Manitoba has varied between $1.2 and $1.9 billion over the last 16 years.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
In 2013, agriculture contributed 3.5% of Manitoba's GDP
Agriculture GDP in Manitoba has represented 8% to 11% of Canada's Agriculture GDP over the last 16 years.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
In Manitoba, the GDP from crop production is about double the GDP from livestock production.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
Manitoba’s Rural Economy

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• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
Food processing GDP in Manitoba has doubled from $0.6 billion in the late 1990s to $1.2 billion in 2014.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
In 2013, food processing contributed 2% of Manitoba's GDP.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
In 2012, Manitoba's food processing GDP represented 6% of Canada's food processing GDP.

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
The growth up to 2012 in food processing GDP in Manitoba was due to the growth in the meat product processing.

Gross Domestic Product (GDP) (chained $2007) $billion

- All food processing sectors
- Animal feed manufacturing
- Meat product manufacturing
- Grain and oilseed milling
- Other food processing sub-sectors

Source: Statistics Canada. Gross Domestic Product (GDP) by Industry Sector by Province, CANSIM Table 379-0030.
Manitoba’s Rural Economy

Outline

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• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
  – TO SUMMARIZE
In 2013, agriculture contributed 3.5% and food processing contributed 2% of Manitoba's GDP.
<table>
<thead>
<tr>
<th>Province</th>
<th>Agriculture GDP as a percent of Canadian Agriculture GDP, 2013</th>
<th>Food Processing GDP as a percent of Canadian Food Processing GDP, 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saskatchewan</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>Alberta</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Ontario</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>Quebec</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Manitoba</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>British Columbia</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>New Brunswick</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Newfoundland &amp; Labrador</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
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• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
  – Trend in farm prices
Index of prices of farm outputs (2007=100), Manitoba

Sources: Statistics Canada. Farm Product Price Index, CANSIM Table 002-0043 and Farm Input Price Index, CANSIM Table 328-0015.
Index of prices of farm inputs (2007 = 100), Manitoba

Sources: Statistics Canada. Farm Product Price Index, CANSIM Table 002-0043 and Farm Input Price Index, CANSIM Table 328-0015.
Index of prices of farm outputs and farm inputs, Manitoba

Sources: Statistics Canada. Farm Product Price Index, CANSIM Table 002-0043 and Farm Input Price Index, CANSIM Table 328-0015.
Agriculture terms of trade:
Output prices relative to input prices, Manitoba

Index of output prices over input prices (2007=100)

Sources: Statistics Canada. Farm Product Price Index, CANSIM Table 002-0043 and Farm Input Price Index, CANSIM Table 328-0015.
Index of price of barley (2010=100), Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
Index of price of hogs (2010=100), Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
General decline in the price of hogs relative to the price of barley, but wide fluctuations, Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
Index of price of wheat (2010=100), Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
Index of price of crude oil (2010=100), Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
Price of wheat relative to price of crude oil became lower and remained lower after 2000, Canada

Source: Statistics Canada. Raw Commodity Price Index, CANSIM Table 220-0008.
Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
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• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
  – Trend in farm prices
• Intentions to invest in rural Manitoba

RayD.Bollman@sasktel.net
Trend in level of intentions to invest (all building permits) Manitoba

All building permits (,000) ($2013) (using a 12-month moving average)

Metro CDs
Partially-non-metro CDs
Non-metro CDs

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
Trend in level of RESIDENTIAL building permits, Manitoba

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
Trend in level of COMMERCIAL building permits, Manitoba

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
Trend in level of INDUSTRIAL building permits, Manitoba

INDUSTRIAL building permits (,000) ($2013) (using a 12-month moving average)

Metro CDs
Partially-non-metro CDs
Non-metro CDs

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
Trend in level of INSTITUTIONAL building permits, Manitoba

INSTITUTIONAL building permits (,000) ($2013)
(using a 12-month moving average)

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
In October, 2014, residential building permits were 58% of the total value of building permits in non-metro Manitoba.

Source: Statistics Canada. Building Permits, Cat. no. 64-001.
Manitoba’s Rural Economy

Outline

• Different measures of the size of the rural economy
• The structure differs, depending upon the measure used
• Trends in employment
  – Overall employment: Level and trend
  – Employment rates: Level and trend
  – Employment by sector: Level and trend
  – Employment by economic region: Level and trend
• The rural economic problematique
• Landscape vs. people-scape
• Role of agriculture and food processing
  – Agriculture GDP: Level and trend
  – Food processing GDP
  – Trend in farm prices
• Intentions to invest in rural Manitoba
Manitoba’s Rural Economy
Structure and Trends:
An Update

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Questions / Discussion

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