

# COMMUNITY OPPORTUNITY

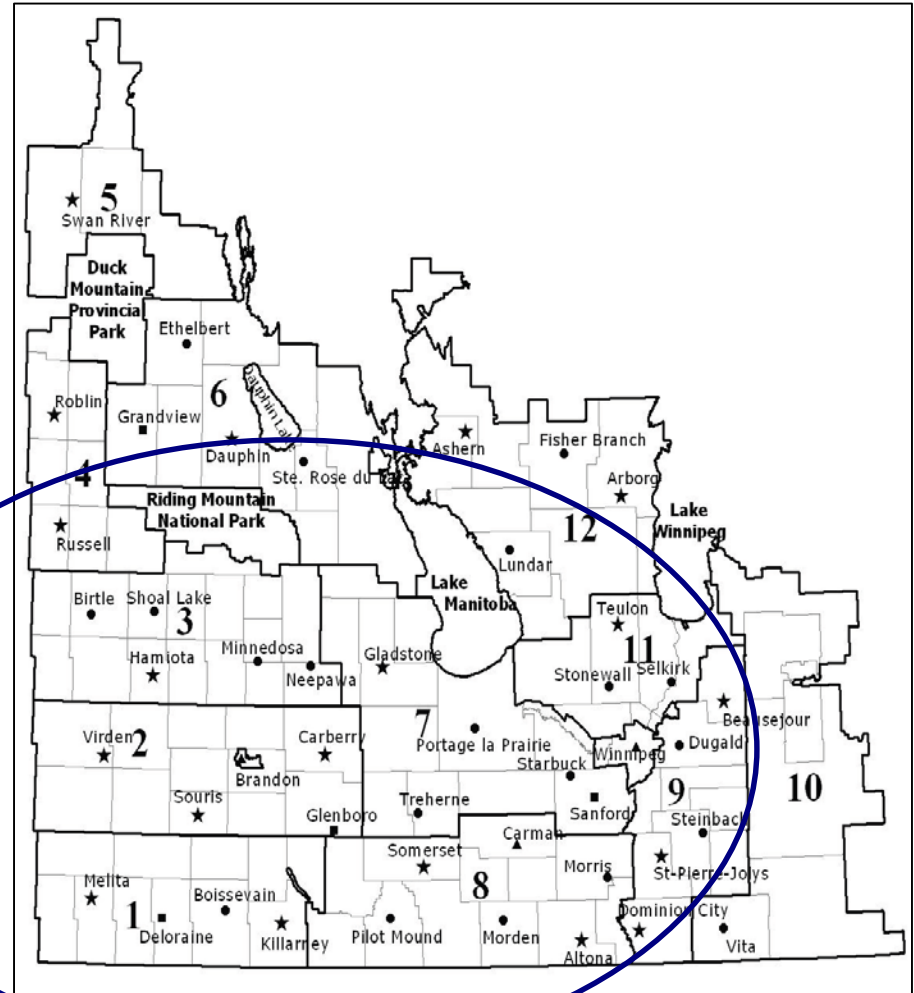
## SOYBEAN PROCESSING INVESTMENT ATTRACTION INITIATIVE

Fall 2017

# THE GOAL

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Attract a world scale soybean processing facility to Manitoba



Soybean Processing Facility – Investment Attraction

# The Leadership Group

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- ❑ Established in the fall of 2016
- ❑ Agreed that the soybean processing potential in MB was real and effort should be made to attract a plant
- ❑ Members from across Region and attracting participation from other regions
- ❑ Goal is to attract a soybean processing plant to MB
- ❑ Interest is attracting a major company to develop the plant
- ❑ Not interested in plant ownership

# Regional Opportunities

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- Soybean processing plant
- Biodiesel facility to use the soybean oil
- Value added oil processing
- Protein highway – value added, other new uses
- Soybean meal supports expanded hog sector
  - ▣ Local feed source should change price structure
  - ▣ New barns to be constructed
  - ▣ Existing barns to be re-furbished
  - ▣ Jobs and businesses created in response

# STEP 1 - Organize for Delivery

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- Communicate intent & gather support
  - ▣ Confirm community / regional participation
  - ▣ Confirm producer group participation
  - ▣ Confirm provincial participation
  - ▣ Confirm federal participation
  
- Undertake initial industry contact
  
- UNDERWAY NOW

# Next Steps

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## 2. Validate the Opportunity

- ▣ Research the opportunity, competitors, potential investors, competitive advantages of Manitoba and Region

## 3. Engage the Community to Implement

- ▣ Deliver a community strategy to pursue investment

## 4. Attract Investment

- ▣ Contact all companies in the business and generate momentum
- ▣ ONLY ROOM FOR 1 LARGE PLANT

# Where are we at?

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- Partnerships in place with major communities
  - ▣ Brandon and its economic development corporation
  - ▣ Virden and region
  - ▣ Neepawa and region
  - ▣ Carberry
  - ▣ Russell-Binscarth
- Brandon University (Rural Development Inst)
  - ▣ Delivery manager / partner
- Producer group support coalescing
  - ▣ SoyCanada, MB Pork, confirmed support
- Seeking funding support from Federal and Provincial sources
  
- **INITIAL INDUSTRY SCAN NOW UNDERWAY**

# The Future is Promising

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- WE INVITE YOUR PARTICIPATION
- THANK YOU - QUESTIONS