

Manitoba ranks as the bean capital of Canada, with over 235 thousand acres seeded in 2000. Added to this is a further 155 thousand acres of field peas and 35 thousand acres of lentils. The province's strong commitment to pulse production is built on an aggressive export market development initiative.

The contribution of value-added food products to Manitoba agri-food export figures is expected to continue to increase. The provincial nutraceutical and functional food industry, for example, continues to explore new and innovative high value business and market opportunities for provincially-produced crops. Manitoba's biotechnology sector continues to gain momentum as agriculture responds to environmental issues and market-driven food safety issues.

Mining, which is Manitoba's second largest primary resource industry, accounts for about 15 percent of the province's annual exports and represents 3.8 percent of the province's gross domestic product. The mining industry directly employs approximately 4,500 people, most of whom reside in the northern regions of the province; the average income of workers is about \$60,000. The principle minerals and metals produced in Manitoba are nickel, copper, zinc, gold, tantalum and cesium.

Market Access Issues

Not surprisingly, given the significance and diversity of Manitoba's trade with the United States and the importance of maintaining access to the U.S. market, Manitoba's market access concerns typically relate to bilateral Canada-U.S. trade issues. These include: international trade disputes affecting the Canada-U.S. border, such as the entry-exit control mechanism considered by U.S. Immigration under U.S. Section 110 of the U.S. Illegal Immigration Reform and Immigrant Responsibility Act; the U.S. Buy American content requirements under various American programs which restrict Manitoba exports of buses and steel-related products; the imposition by the United States of restrictions on trade in key agricultural and agri-food products, such as sugar, wheat, hogs, R-Calf petition on cattle; and actions taken by U.S. states as a method of protest, such as South Dakota's border blockade of Canadian truck traffic.

In particular, Manitoba has concerns that U.S. state initiatives such as North Dakota's Bill 1276 and Bill 1287, and the North Dakota Wheat Commission's Section 301 petition against the Canadian Wheat Board do not negatively affect market access for Manitoba agri-food exports.

Manitoba's agriculture and agri-food sector requires market access reflecting the diversity and value-added aspects of agriculture in Manitoba.

SUCCESS STORIES

Alberta's Success Stories

Calgary's Global Thermoelectric Inc. was a Canada Export Award Winner for 1998. It is the world's leading supplier of thermoelectric generators for remote power applications, accounting for more than 95 percent of thermoelectric generators sold world-wide. In 1999, Global had sales of more than \$27 million, a substantial increase from \$13 million in 1998. The company employs approximately 5,500 people, primarily in Canada, the United States and South America.

SMART Technologies, a Calgary-based company, and the recipient of a Canada Export Award in 2000. By developing products that enhance shared spaces, the company is transforming the way organizations and companies meet, teach, train and present information. With the creation of interactive whiteboards, mobile multimedia cabinets and optical whiteboard capture systems, SMART has become an industry leader with its Roomware™ products, serving educational institutions and corporations around the globe. The company began in 1987 with a staff of two and is now employing more than 280 people in Canada and the United States with further rapid growth anticipated in the coming years. Universities across Canada have supplied SMART with a pool of talented staff for functions such as engineering, design, software development and marketing. SMART operates in more than 47 countries, with 94 percent of its sales derived from exports. Between 1996 and 1999, SMART's export sales were up by 326 percent.

Cipher Systems has been selected as Alberta's fastest growing company in 1999 by *Alberta Venture Magazine* (January/February 2000 edition). Cipher's products and related services cover such areas as