

Prairie Implement Manufacturers Association

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PIMA, the Prairie Implement Manufacturers Association, formed in 1970, is an industry group that represents 200 farm equipment manufacturers. Today over \$900 million worth of farm equipment is manufactured in Western Canada. Dryland farming equipment produced by PIMA members is recognized around the world for its quality. This is the reason that an estimated \$340 million worth of equipment is exported.

PIMA has grown with the industry providing seminars, lobbying and information dissemination. Each year as the membership grows additional activities are pursued to ensure implement manufacturers are on the leading edge in Canada and throughout the world.

As examples, PIMA Innovations, jointly sponsored by Western Economic Diversification and PIMA, provides inventors an opportunity to see their products reach the market; a new version of the PIMA video is in production for release to Canadian Trade Offices by late fall 1991; and plans are under way to provide additional information services to members by 1992.