

Manitoba Invests \$13 Million in Downtown Winnipeg Agri-Tech Hub to Drive Global Exports

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The Province of Manitoba has announced a significant \$13 million investment in downtown Winnipeg to support the growth of the province's agriculture industry on a global scale. Premier Wab Kinew unveiled the funding for Cereals Canada's Global Agriculture Technology Exchange (Gate), a state-of-the-art facility designed to showcase Manitoba's grains and stimulate international demand.

Speaking at a press conference held at Cereals Canada on Thursday, April 10, 2025, Premier Kinew highlighted the strategic importance of the investment amidst ongoing international trade challenges. "This initiative is about strategically positioning our vital agriculture sector at a crucial time when Canada must actively diversify its trading partnerships," stated Premier Kinew.

The envisioned world-class center, known as Gate, will feature specialized research and innovation spaces, including facilities for specialty milling, a pilot bakery, and pasta extrusion. It will also provide essential training and office space. Upon completion, the facility is projected to generate 80 new jobs in downtown Winnipeg.

Cereals Canada CEO Dean Dias emphasized the long-term vision behind the project, noting that it has been nearly two decades in the making as the organization has outgrown its current location. Gate is designed to be a collaborative hub, bringing together various agricultural groups with the shared objective of expanding global market reach. "This is a bold vision to unite agricultural stakeholders with common goals, ultimately driving the expansion of our markets worldwide," said Dias.

The total project cost is estimated at \$102 million. Cereals Canada has launched a capital campaign to secure the remaining funds, with \$13.5 million already committed by farmers across the country and an additional \$5 million allocated from Cereals Canada's reserve fund. Premier Kinew expressed optimism that the province's initial investment will catalyze further funding from the federal government and the private sector, envisioning the province contributing approximately one-third of the total project cost.

The land acquisition for the facility, identified in Winnipeg's Exchange District, is currently underway. The Gate project also aligns with the province's broader strategy to revitalize downtown Winnipeg, with Premier Kinew anticipating that the "ag campus" will attract international clients, boosting the local economy through increased business activity, hotel occupancy, and patronage of local establishments.

"This investment in our agriculture industry and downtown Winnipeg represents a significant win-win, fostering economic development and enhancing the vibrancy of our city center," concluded Premier Kinew.