

AGRIBUSINESS

DEFINITION: Production of food or beverages for human or animal consumption, or support activities for the agriculture sector such as seed-related services, fertilizer and pesticide manufacturing, and veterinary services.

VISION: By 2025, Canada will be one of the top five competitors in the agri-food sector, recognized as the most trusted, competitive and reliable supplier of safe, sustainable, high-quality agri-food products and an innovator in value-added products to feed the dynamic global consumer. We will have a leading digital and technology-based supply chain and stand out as the world's favoured protein provider.***

* Src: <http://cafta.org/agri-food-exports/>

** Src: <https://www.sherwoodparknews.com/2018/06/14/mayor-agricultural-land-preservation--the-two-horned-devil/wcm/cd4bf412-387e-0f45-48e3-a178ce5aae99>

*** Src: <https://www.ic.gc.ca/eic/site/098.nsf/eng/00022.html>

ECONOMIC PROFILE

Federal Context

- › 5th largest exporter (\$56 billion, 11% of Canada's good GDP) of agricultural and Agri-Food products in the world after the EU, U.S., Brazil, and China. Exports have grown 103% in the last 10 years.*
- › Spans a wide range of industries—from primary agriculture and aquaculture to food, seafood and beverage processing.
- › 1 in 8 jobs in Canada.
- › Largest manufacturing employer in Canada, supporting 250,000 jobs.
- › Canada soon to be 1 of 6 countries in the world to be a net exporter of food and agricultural products.**

Provincial Context

- › 1/5 of farmland in Canada
- › 40,600 farms
- › 3rd largest output contributor to total food and beverage and AG services GDP in Canada, with a contribution of \$7.6 billion in 2017.

Src: <https://investalberta.ca/industry-profiles/agri-foods/>

Local Context

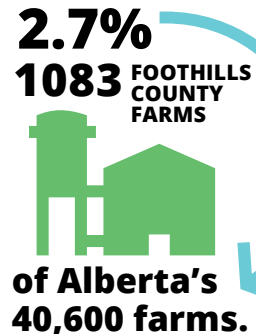
FOOTHILLS: FOOTHILLS COUNTY & TOWNS OF OKOTOKS, HIGH RIVER, TURNER VALLEY, BLACK DIAMOND

- › Foothills County and urban municipalities have a thriving agricultural base with ready access to Calgary and its superior global transportation linkages.

FOOTHILLS Major Employers

- 2000 Cargill - Aldersyde
- 30 Rollover Premium Pet Foods – High River
- 30 Highwood Distillers – High River
Canada's largest privately-owned distillery, est. 1974
- 15 Eau Claire Distillery – Turner Valley
- 3 Hard Knox Brewery – Black Diamond

2.7%
1083 FOOTHILLS COUNTY FARMS
of Alberta's
40,600 farms.



OKOTOKS ADVANTAGE

TRANSPORTATION

- › 5 min access to CANAMEX Corridor (Highway 2).
- › The Calgary Region (population 1.4 million) is western Canada's distribution hub. A market of 50 million people is accessible by ground transportation within 24 hours

(Src: *Calgary Economic Development Transportation & Logistics Sector Profile*).

COST ADVANTAGES

- › Business cost competitive (Water – craft production scale) - 4th lowest municipal utility costs in Calgary region.

LAND AVAILABILITY

- › Serviced industrial land available. Industrial land price 8% lower than Calgary (\$550K/acre).

WORKFORCE

- › Strength in support activities for farms, dairy product manufacturing, and farm, lawn, and garden machinery and equipment merchant wholesalers. 690 individuals in the Okotoks workforce (4.4% of total workforce) educated in food and beverage manufacturing and agriculture services-related fields.

WORTH KNOWING

Two Okotoks home-based businesses produce product on store shelves in Calgary region grocery stores.

Beyond the Garden - salad dressing and marinade **Chimmi's Hot Sauz** - chimichurri-style grilling sauce, a delicious spicy mayo, and a tangy spicy ketchup.

Okotoks is the head office location of **Feedlot Health Management**. North America's premier feedlot consulting service, Feedlot Health is the industry leader in feedlot and calf grower consulting and research services, working with over four-million beef cattle a year

www.feedlothealth.com

Town of Okotoks Economic Development
www.okotoks.ca/doing-business

Josh Welz – Economic Development Specialist
T: 403.995.6336 | E: jwelz@okotoks.ca

INVESTMENT OPPORTUNITIES

– PROPOSED BUSINESS TYPE

Okotoks is actively seeking investment in the following agribusiness business types:

FOOD & BEVERAGE MANUFACTURING

- Biggest manufacturing sector in Alberta (23% of total manufacturing sales 2016)
- Calgary region is home to multinationals, medium-sized and niche food and beverage processing and manufacturing companies.
- Global meat processors including Cargill, JBS, Harmony Beef and Sofina Foods have large operations in southern Alberta.
- Projected industry expansion serving a growing Calgary region population.

VETERINARY SERVICES & ANIMAL RESEARCH/CONSULTING SERVICES

- Strong Okotoks industry cluster with comparative workforce and business presence
- Strength with expertise in serving health of large animals and livestock serving smaller towns and agriculture-oriented rural areas.
- Large clientele base in niche animal services such as farm animal research and consulting.

SUPPORT ACTIVITIES FOR FARMS (CROP AND ANIMAL PRODUCTION)

- Strong Okotoks industry cluster with comparative workforce and business presence strength.
- Value proposition: ideally located to supply agriculture-focused surrounding area.

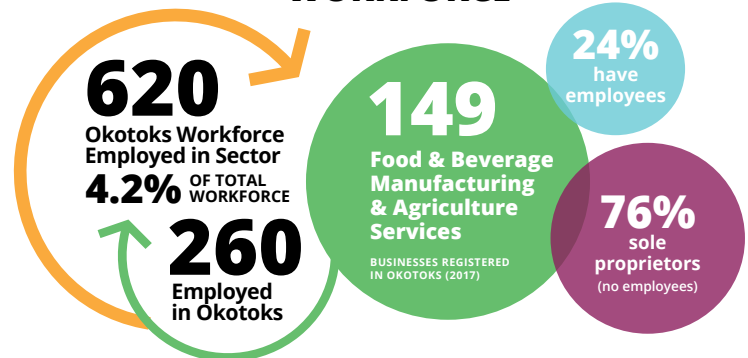
NUTRACEUTICALS, FOOD INGREDIENTS/ FOODS/ FOOD FOR HEALTH

- Value added ag processing for inputs readily available in the local market. Examples include: (meat/meat snacks, grains and oilseeds, pulse crop production/processing, bakery product, beverage, ready meals), bio-energy (bio-diesel, ethanol, biogas)
- Additional opportunities include: ag tourism (e.g. facility tours), ethnic food products, greenhouses/horticulture, craft processing, aquaculture/aquaponics, food incubator (commercial kitchen).

SECTOR AT A GLANCE

Okotoks has a small food and beverage manufacturing base, with a competitive advantage (based on sector analysis) in agri-business services.

WORKFORCE



MAJOR EMPLOYERS

OKOTOKS

- 50 Feedlot Health Management
- 35 Bakeries (Cobbs, Tim Hortons, Brown Sugar Bake Shop, 94 Take The Cake, French 50)
- 5 Agrifarm Health Centre (large animal veterinary)
- 5 Hub Town Brewing
- 5 Hirsche Fraser Meats

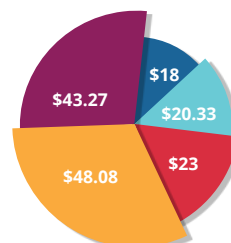
Src: Hoovers, 2018

REGIONAL BUSINESSES

- 400 Coca-Cola (beverage manufacturing)
- 380 Alta Genetics (breeding services)
- 375 Sofina Foods (Lilydale - meat product manufacturing)
- 350 Agrifoods International Cooperative (beverage manufacturing)
- 335 Nutrien (chemical manufacturing)
- 230 Old Dutch Foods (other food manufacturing)
- 200 PepsiCo (beverage manufacturing)
- 160 JBS Canada (meat product manufacturing)
- 150 Cococo Chocolatiers (sugar and confectionary product manufacturing)
- 120 Bayer CropScience Canada (Canadian head office, chemical manufacturing)
- 90 BASF Canada (Canadian head office, pulse crop innovation solutions)
- 75 Corteva Agriscience Canada (Canadian head office, chemical manufacturing)
- 75 Syngenta Canada (chemical manufacturing)

WAGES

- \$33.04** Calgary Average *Economic Region*
- \$32.15** Alberta Average
- \$26.82** Canadian Average



REPRESENTATIVE OCCUPATIONS:

- Professional Engineer
- Manufacturing Manager
- Mechanical Assemblers & Inspectors
- Labourers in Food & Beverage Processing
- Process Control & Machine Operators, Food and Beverage

Source: Economic and Social Development Canada, Wage Report, Sept 2017

