



“The Voice of Manitoba Farmers”

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Winnipeg Is Your AgriCity *Farmer Appreciation Day Focuses on Urban Impacts*

Winnipeg – It’s easy to find agriculture in Manitoba, even within the city limits. That message was the focus of Farmer Appreciation Day, an event hosted by Keystone Agricultural Producers (KAP).

Twenty-one urban businesses that have a close connection back to farming were profiled, focusing on their connection back to the farm gate and the impact they have within the city limits.

“Many people think that agriculture only happens ‘out there’ in the country, but I think we really helped to change that stereotype today,” says KAP President David Rolfe. “We really highlighted that there is a connection back to agriculture in the city, that we’re at the heart of many businesses, and help to create jobs for many urban people.”

The entire province benefits from a strong agricultural economy, and that’s a message strongly supported by the provincial government, says Deputy Premier and Manitoba Agriculture, Food & Rural Initiatives Minister Rosann Wowchuk.

“Manitoba has a strong agricultural heritage, and a vibrant agricultural economy continues to play a key role in the well-being of all Manitobans,” says Wowchuk. “Manitoba farm products are the launch pad for many successful agricultural-based urban business opportunities that impact our daily lives such as commercial food processing, animal genetics, biofibres, biofuels and equipment manufacturing industries.”

Over 100 people attended this event, including business leaders, MLAs, government staff, agricultural groups, and farmers. They were given an opportunity to learn more about the kinds of businesses that make Winnipeg an “AgriCity,” including a mushroom farm that’s a mile from Portage & Main, how eggs get into most food products, the tools that farmers use to drive down an entire field in a completely straight line, and how we market and export billions of dollars of agricultural commodities around the world every year.

To learn more about Farmer Appreciation Day, and to view the business profiles, visit www.kap.mb.ca. The business profiles are being offered to media by KAP as a starting point for future stories about the impact of agriculture within city limits.

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