

A man and a woman are working in a greenhouse. The man, on the left, is wearing a blue and white checkered shirt and an orange vest. The woman, on the right, is wearing a blue denim shirt and a green patterned scarf. They are both looking at a tray of small green plants in the foreground. The background is filled with rows of tomato plants on trellises. The text "AGRICULTURE BELONGS HERE" is overlaid on the right side of the image. "AGRICULTURE" is in white, "BELONGS" is in yellow, and "HERE" is in white.

# AGRICULTURE BELONGS HERE

PRAIRIE  
INNOVATION CENTRE

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CASE FOR SUPPORT

 ASSINIBOINE  
COMMUNITY COLLEGE



# AGRICULTURE IS A HUGE ECONOMIC DRIVER, CONTRIBUTING \$111.9 BILLION TO THE CANADIAN ECONOMY IN 2016.

That's 6.7% of Canada's gross domestic product and one in eight jobs.

And it's growing, fast.

GDP in agriculture grew 1.5 times faster than the growth in the Canadian economy between 2012 and 2016. This resulted in \$62.6 billion in agriculture, agri-food and seafood exports, or more than half of primary production. Agriculture supports employment, international trade, research and innovation.

In Manitoba, agriculture connects us all, directly or indirectly.

Agriculture contributes 62,000 jobs to our Manitoba economy, directly employing 30,000 people. Agriculture was 5.5% of our 2016 GDP.

39% of our agriculture workforce is employed in the grain and oilseed sector and another 22% in beef and swine industries. These sectors are key to our prosperity in Manitoba.

# BUT AGRICULTURE IS SUFFERING FROM A SERIOUS LABOUR SHORTAGE, AND IT'S GOING TO GET WORSE.

**A shortage of skilled and experienced workers is causing reduced profitability and an inability to reach our full potential in Manitoba.**

In 2014, 59,000 primary agriculture jobs went unfilled across Canada. This includes 1,800 jobs in Manitoba, or 7% of the provincial agriculture workforce needed to meet demand. This resulted in **\$282 million in lost sales**, product losses, and expansion delays on your farms and in your agriculture-related Manitoba businesses. That is 5% of sales unrealized.

The projections are even worse: by 2025, the national labour gap in agriculture is expected to be 114,000 unfilled jobs. The biggest gaps will be in the drivers of our Manitoba agriculture economy: greenhouse, nursery and floriculture, and beef. **In Manitoba, the projection is 18% of all agriculture jobs—nearly one in five—will go unfilled by 2025.** This could mean a staggering loss of \$725 million to our provincial economy.<sup>1</sup>

<sup>1</sup> Source data for page 2 & 3: Canadian Agricultural Human Resources Council Manitoba Agricultural Labour Market Forecast to 2025 and Government of Canada: An Overview of the Canadian Agriculture and Agri-Food System 2017

**WE'RE NOT KEEPING UP WITH DEMAND,  
AND IT'S HURTING OUR ECONOMY.**

**FORTUNATELY, ASSINIBOINE COMMUNITY COLLEGE  
HAS A MADE IN MANITOBA SOLUTION.**



# INTRODUCING THE PRAIRIE INNOVATION CENTRE

Assiniboine Community College has a long and successful history of delivering agricultural programming that is responsive to your need for highly trained workers across the province.

We currently train 260 students in agriculture and environment programs on campus each year, with an additional 850 registrations in extension courses annually. Our students are enrolled in certificate, diploma, post-diploma and apprenticeship programs.

The next logical step to support the demand for skilled and experienced agricultural training in Manitoba is the **Prairie Innovation Centre**. The Centre will answer the call, tripling programming to more than 800 on-campus students annually and hundreds more learners in agricultural extension programs.

## THIS IS A \$50 MILLION CAMPAIGN TO BUILD THE CENTRE.

The vision of the Prairie Innovation Centre is an integrated learning environment with a mixture of collaborative learning spaces, applied research labs, multipurpose spaces and amenities. The Centre will repurpose the 76,000 square-foot Valleyview building on the North Hill campus, joining the Manitoba Institute of Culinary Arts, the Len Evans Centre for Trades and Technology, the sustainable greenhouse, grow plots, orchard and the weed identification garden to provide interdisciplinary training and practical education.

This **one-of-a-kind** Canadian college project will combine indoor and outdoor learning spaces for seamless, hands-on experimentation and training experiences. The Centre will bring together programming currently split between the Victoria Avenue East campus and the North Hill campus, creating efficiencies and streamlining capital and operating expenses. Down the road, we envision a campus that includes a residential component, allowing students to live, work and engage in a holistic and inspiring environment.

## AGRICULTURE BELONGS HERE.

*“How does Assiniboine contribute to growing Manitoba’s economy?*

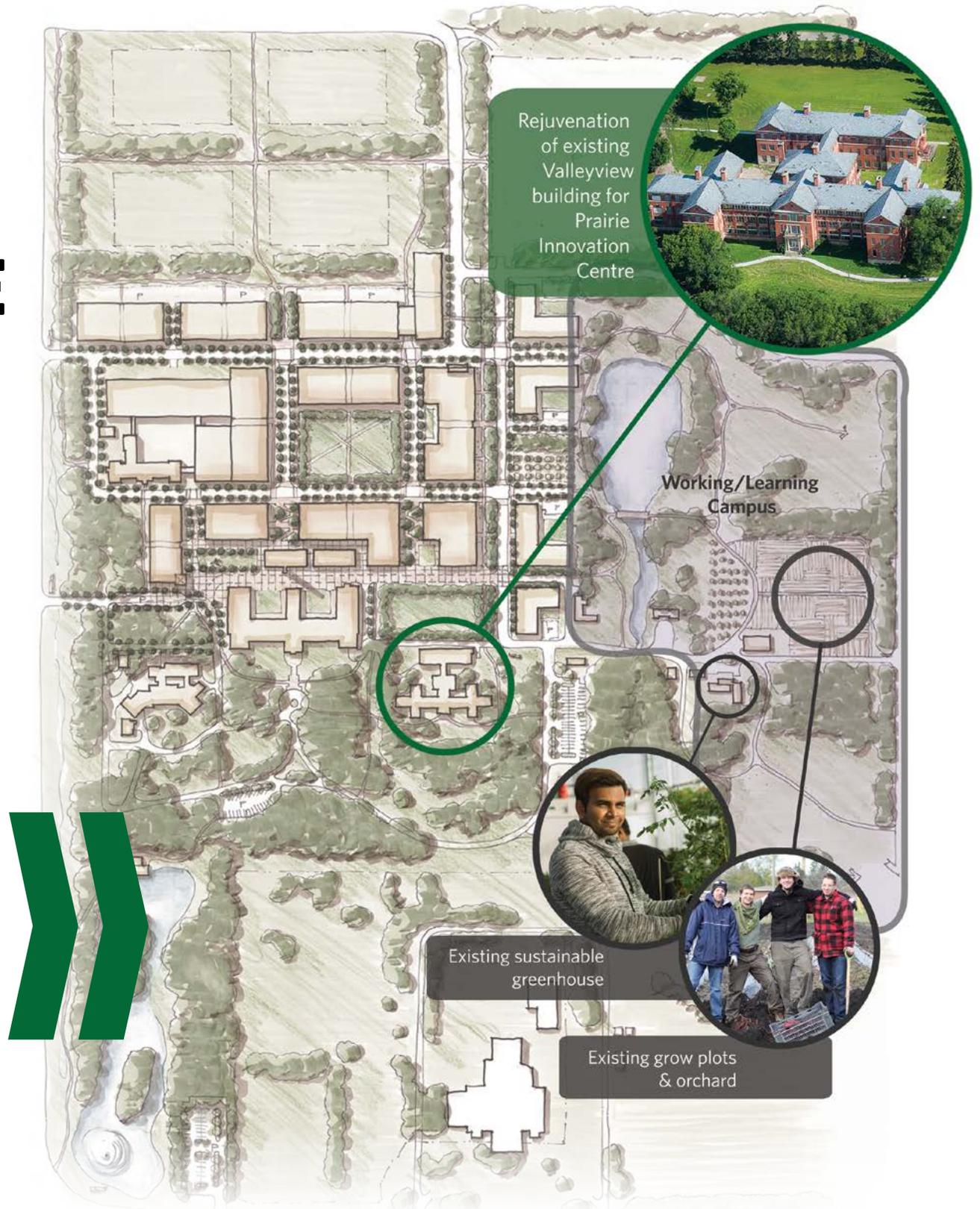
*We are an export-oriented province and agriculture is key. Our college plays a critical role in strengthening the labour force by expanding traditional programming to meet current and emerging demands of the ag sector. The Prairie Innovation Centre brings the next generation of ag, environment and technology education forward.”*

**Mark Frison**

President, Assiniboine  
Community College

# AGRICULTURE BELONGS IN THE PRAIRIE INNOVATION CENTRE

Building on the  
Vision of the  
North Hill Campus



# HOW AGRICULTURE BELONGS HERE

In the Prairie Innovation Centre, our existing agriculture and environment programs and related technology programs will live under the same roof, sharing labs, classrooms and resources.

## The Centre will offer:

- » **First-class science labs** and computing spaces for flexible joint-use teaching and applied research.
- » **Hybrid classroom and computer labs with state-of-the-art technology** for hands-on collaborative learning.
- » **Applied research space** embedded within teaching spaces, flexible and adaptable to changing projects and industry partners.
- » **A presentation theatre** with fixed tables and movable chairs for classrooms, meetings and community events.
- » **The student learning hub**, with tutoring and consultation space, flexible breakout rooms and Indigenous cultural space.

New programs that meet industry demand will bloom in the Prairie Innovation Centre, focusing on agribusiness, primary agricultural production and management, food production and processing, agricultural and environmental technologies, and environmental stewardship. In Manitoba we are proud stewards of the land, and the Prairie Innovation Centre will be the cornerstone and showcase of that pride.

On the agricultural extension and continuing education side, new programming may include courses in agricultural equipment operation, commercial manure application, digital farming technology, prairie horticulture, pest management and pesticides.

**IN THE PRAIRIE INNOVATION CENTRE, THE AGRICULTURAL COMMUNITY WILL COME TOGETHER TO LEARN, EXPLORE, PROBLEM-SOLVE, INNOVATE AND GROW.**

**IT IS A NEW MODEL FOR WHAT AGRICULTURAL TRAINING AND COLLABORATION SHOULD BE, NOW AND INTO THE FUTURE.**



# WHY THE PRAIRIE INNOVATION CENTRE BELONGS IN THE CONVERSATION

As consumers pay more attention to the food chain, the agriculture sector is faced with consumer unrest, mistrust and misconceptions. Now, more than ever, agriculture and environmental student graduates must be well-versed in environmental stewardship and regulations.

Graduates must be skilled at communicating with the public about what they do and why they do it; they must put a face to the food and humanize the sustainability conversation.

With interdisciplinary training at the Centre in agriculture, environmental matters and related technologies, our graduates will be well positioned to take up this challenge as they join your Manitoba workforce.

**Our graduates are key components of the Manitoba economy. Our 2018 graduate survey showed:**

- » 93% of graduates had a job nine months after graduation and 84% were working in a career directly related to their studies
- » 91% of graduates stayed in Manitoba and reported an average gross annual salary of \$47,908

## FIELD TO FORK



Assiniboine Community College is finding new ways to improve food security and build healthier and stronger communities through our Field to Fork approach. This is already taking root with Horticulture and Hospitality programs, as budding chefs work alongside agronomists in training to understand the origins of food in our crop plots, greenhouse and gardens and then use the ingredients in recipes.

This holistic training fulfills the mandate of educating the public to better understand the role of agriculture in their lives. Field to Fork will continue to expand as the Prairie innovation Centre allows for more cross training and intersections with the broader community.



# WHY THE PRAIRIE INNOVATION CENTRE MATTERS TO OUR INDUSTRY PARTNERS

The Centre will be a hub for agricultural innovation and the academic heart of agricultural and environmental education in Western Manitoba.

New ways of approaching old problems will take root at the confluence of postsecondary programming, applied research and industry partnerships.

For our **industry partners**, the Prairie Innovation Centre will:

- » Be **even more responsive** to your rapidly changing needs around climate change, global markets, technology, bio-innovation and much more;
- » Integrate **interdisciplinary training** in agriculture, the environment and technology-related disciplines to offer you a highly skilled and adaptable workforce;
- » Become your **neutral platform** for collaboration, innovation and incubation of good ideas with an agricultural focus;
- » Become recognized as your **go-to problem-solvers** for agriculture-related practical challenges;
- » Provide increased opportunities for **extension** and continuing education courses, critical to your workforce;
- » Offer you **top industrial liaison space**, research space and extension support; and
- » Emerge as an **important economic driver**, attracting significant investment to Western Manitoba. The projected economic impact of the Prairie Innovation Centre in Manitoba over the next 20 years is **\$318.9 million** through construction, operations, student and alumni spending impacts.

*Together, we will galvanize our opportunities for a more prosperous Manitoba.*

# AGRICULTURAL PARTNERSHIPS BELONG HERE

**Within the Prairie Innovation Centre, agriculture and environment stakeholders will have access to co-location opportunities that will engage students with commercial, government and non-profit partners.**

These partnerships will result in unique work-integrated learning opportunities, applied research projects and sector innovation.

The opportunities for collaboration are endless. Some projects might take advantage of mixed-use space to support office needs, meeting space and technology resources for conducting business and delivering training.

Other projects might utilize creative spaces for receptions and events, highlighting the Centre as a premier destination for corporate and community partners.

**Bob Mazer**, president and CEO of Mazergroup, the largest New Holland dealership complex in North America, says Assiniboine Community College is a long-time trusted partner for well-trained graduates who enter his 300-member workforce across 15 dealerships.

"Human resources are the most difficult piece but also the backbone of small business like mine," said Mr. Mazer.

*“Assiniboine plays a vital role in addressing the need for trained employees, particularly in a rural setting. They teach students how to work and create better lives for themselves and their families. ”*



# WHY THE PRAIRIE INNOVATION CENTRE MATTERS TO MANITOBA

For our **Manitoba neighbours**, the Centre will:

- » Become a **central part of your conversation** around health and sustainable communities;
- » Offer you a **local alternative** for a world-class interdisciplinary education in state-of-the-art facilities that keeps your children near the farm and close to home;
- » Continue the development of the historic and culturally significant **North Hill campus** in Brandon;
- » Develop a **new outdoor learning lab** for land and water management; and
- » **Be the beacon** for top talent—students and staff—focusing on agriculture, environmental studies and technology-related learning.

# AGRICULTURE GRADS BELONG HERE

Nicole Blyth graduated with an Agribusiness diploma from Assiniboine in 2014. She is now an agronomist and active on her family cattle and grain farms; she recently achieved her Certified Crop Advisor status. Nicole says she owes her success to the outstanding education she received at Assiniboine.

Nicole says the college's faculty is world class, both in experience and approach.

"I really appreciated that faculty came from industry. They could teach us book smarts but also how to deal with customers and products and things like succession planning. They also know agriculture is always changing, and they want to make sure their students are leading the change."

## NOW THAT NICOLE WORKS IN INDUSTRY, SHE SEES THE VALUE OF THE PRAIRIE INNOVATION CENTRE.

"Having everything in one location has huge benefits. Our classes were at Victoria Avenue campus, but the crops were growing up on the North Hill. By the time we got everyone to the North Hill and got organized, it wasn't an efficient use of time. It's a really good idea to locate everything at North Hill, and give everyone a chance to collaborate and learn from each other."

*"It was an amazing experience and the training was exceptional!  
We took our classroom skills and made them life skills right away.  
We literally hit the ground running after graduation with all those  
hands-on skills that are really important. ९९*



# AGRICULTURE BELONGS IN PUBLIC SCHOOLS



**Agriculture in the Classroom Canada** is a national charitable organization reaching over a million students annually across nine provinces with educational programming and resources about agriculture and food concepts. **Johanne Ross**, the national Executive Director, lives in Westman. She says:

**“Most kids still think agriculture means they have to be farmers. Nothing could be further from the truth.**

We have a big job ahead to inspire high-school aged kids to get curious about agriculture and food as a career option. Students want a job in science, technology, engineering and math, but they don’t necessarily think about agriculture in those core subject areas.

The biggest challenge we face is people not connected to food production are listening to information about where their food comes from that may not be accurate. We bring authentic conversations and experiences to the classroom so students and teachers can be informed consumers who think critically before they make decisions.

**That’s why we are so excited about the Prairie Innovation Centre!** The state-of-the-art Centre will serve as a venue to help turn kids’ heads towards careers in agriculture and food. The first of its kind in Canada, right here in Western Manitoba, the Centre will go a long way to help connect the science back to agriculture.

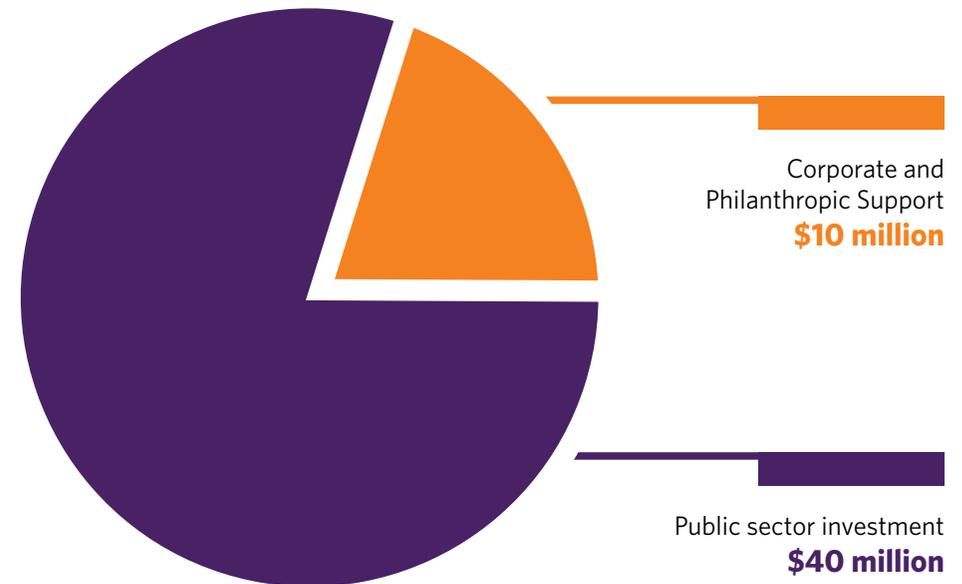
The world is feeding 7.7 billion people now and 10 billion by 2050. There are jobs coming up in the agriculture and the food industry that we don’t even know about yet. And we’re going to need to foster a greater understanding and appreciation of agriculture in young people that will enhance the sector’s capacity to be more productive, innovative and stronger.

***We need to get this Centre built to get young minds engaged and working for our industry and for our future.”***

# YOUR INVESTMENT BELONGS IN THE PRAIRIE INNOVATION CENTRE

The Prairie Innovation Centre is a \$50 million capital project and comprehensive campaign.

We anticipate public, private and community support on this project.



Of the \$50 million total, we anticipate the following distribution:

**\$45 million**

#### TO RESTRUCTURE THE ICONIC VALLEYVIEW BUILDING

» which dates back to 1924. This includes refurbishing the building to a modern state-of-the-art teaching, learning and collaborative centre.

**\$4.5 million**

#### ON EQUIPMENT AND FURNISHINGS

» which includes state-of-the-art labs with new water quality, soil and plant analysis capabilities for teaching and industry-collaborative applied research.

**\$500,000**

#### FOR ADDITIONAL STUDENT AWARDS

» for the mix of new and existing programs coming into the Prairie Innovation Centre.



# THE PRAIRIE INNOVATION CENTRE IS THE RIGHT PROJECT AT THE RIGHT TIME. **AND IT BELONGS IN BRANDON.**

## WHY?

- » Because the Centre will partner with industry to find **creative and innovative solutions** to problems and adapt technology to meet ever-changing needs.
- » Because **interdisciplinary training** in agriculture, environmental studies and related technology benefits students and industry—and ultimately benefits the Manitoba economy.
- » Because students who want to stay in rural Manitoba will get a world-class education **right in their own back yard.**
- » Because the agricultural industry needs **more highly-skilled workers** who will be the change-makers of tomorrow.
- » Because **food traceability** is a big deal and the Centre will produce experts in the field to educate the public.
- » Because the Centre will **showcase Western Manitoba** to the world, attracting investment, jobs, economic development and top talent.
- » Because the Centre will be **the hub for agricultural extension** and life-long learning, the neutral platform for ongoing and vital education and training.
- » Because **agribusiness matters in Manitoba**, and professionals with an agricultural background are in high demand.
- » Because **technology innovation** is on the rise in agriculture, and the Prairie Innovation Centre will be at the forefront.



“The Prairie Innovation Centre is a game-changer. It will raise the bar in agriculture and create wonderful, collaborative opportunities. We are elated about it!”

**Johanne Ross**  
Executive Director  
Agriculture in the Classroom Canada



**ASSINIBOINE**  
COMMUNITY COLLEGE

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