

EASTMAN AREA SCAN

December 2005

Manitoba Agriculture,
Food and Rural Initiatives



Building for the Future

INTRODUCTION

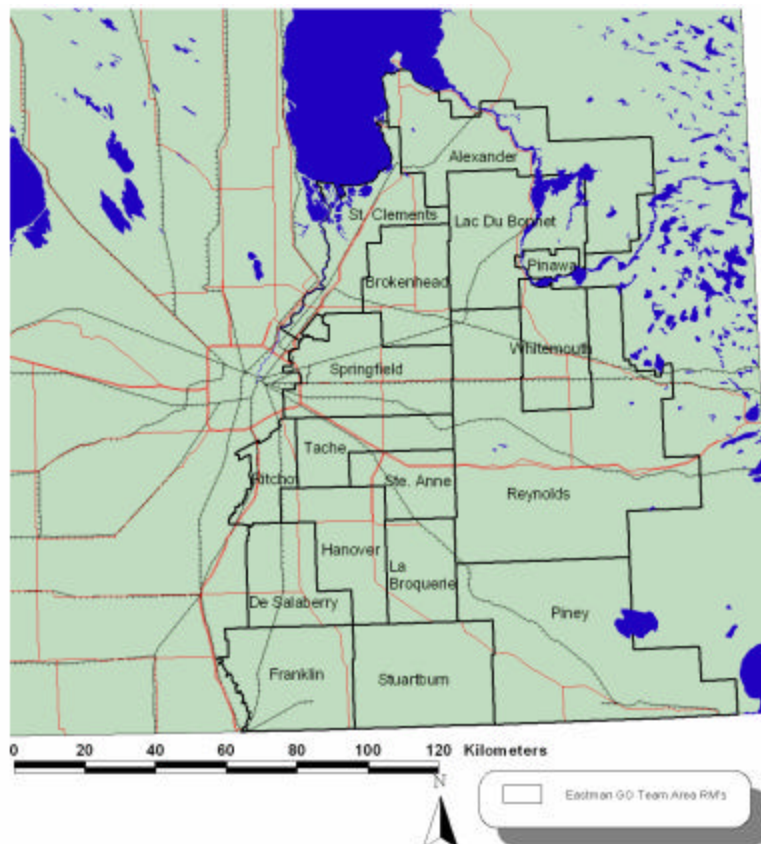
The Eastman area is comprised of 17 rural municipalities including Franklin, De Salaberry, Hanover, La Broquerie, Ste. Anne, Tache, Ritchot, Springfield, Brokenhead, Stuartburn, Piney, Reynolds, Whitemouth, Lac du Bonnet, Alexander, East St. Paul, and St. Clements. The municipalities of East St. Paul, Springfield and St. Clements are divided between the Eastman team area and the South Interlake team area. For the purposes of this document the statistics from these rural municipalities have not been divided.

There are also numerous First Nations communities surrounding the Eastman area listed in Table 2. It is important to note that none of the statistics within this document (except Table 2) represents the First Nations communities.

This document includes information on the demographics of the population in the Eastman area, agricultural statistics, community organizations and economic development.

NOTE: The statistical analysis is based largely on 1991 and 2001 Census data. Where 1991 statistics were not available, data from 1996 or other years is used.

Map of Rural Municipalities within the Eastman Area



DEMOGRAPHICS

Eastman Population

In 2001, a total of 103,716 people or 10% of Manitoba's population resided in the Eastman area. There has been an overall modest population growth in most of Eastman municipalities since 1991 and this trend is expected to continue. This population growth is related to the availability of employment, proximity to Winnipeg, and the array of recreational and other amenities that attract employers.

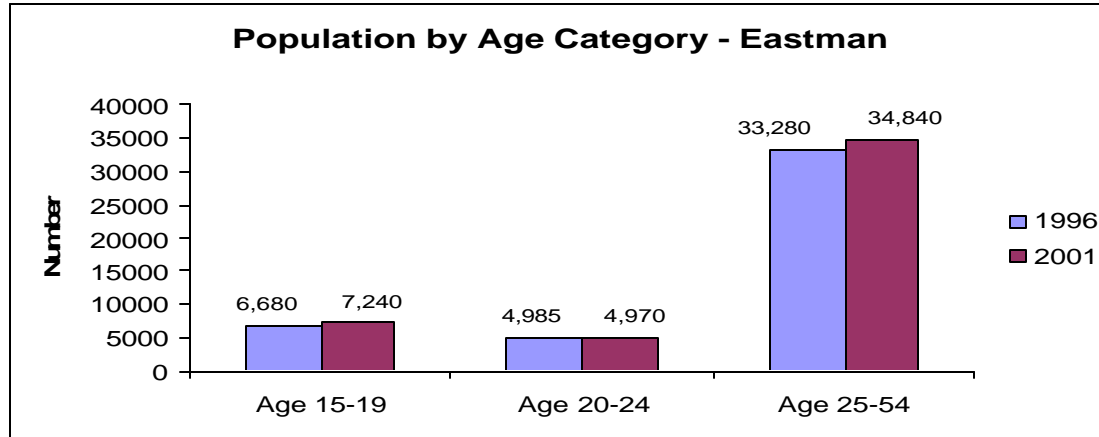
Table 1 - Population by Rural Municipality - Eastman

Demographics			% of Population Change from 1996 to 2001	
Geographic name	Population in 2001	Population in 1996		Population in 1991
Manitoba	1,057,533			1,045,361
Franklin	2,442	2,267	7.7	1,651
De Salaberry	4,120	3,992	3.2	3,892
Hanover	21,937	20,042	9.5	18,632
La Broquerie	2,894	2,493	16.1	2,038
Ste. Anne	5,940	5,724	3.8	5,287
Taché	8,578	8,273	3.7	7,576
Ritchot	4,958	5,248	-5.5	5,146
Springfield	12,602	12,162	3.6	11,102
Brokenhead	6,649	6,546	1.6	5,961
Stuartburn	1,603	1,563	2.6	1,517
Piney	1,688	1,604	5.2	1,559
Reynolds	2,735	2,846	-3.9	1,297
Whitemouth	1,617	1,639	-1.3	1,714
Lac du Bonnet	4,994	5,022	-0.6	3,307
Alexander	3,795	3,559	6.6	3,135
East St. Paul	7,677	6,437	19.3	5,820
St. Clements	9,487	8,848	7.2	8,190
Total	103,716	98,265		87,824
Percent of Manitoba	10%			8%

Source: Statistics Canada

Population by Age Category

The population in various age categories remained relatively stable or increased slightly from 1996 to 2001.



OPPORTUNITIES

- The non-farming population may establish businesses and create opportunities for employment, value-added agriculture or other types of businesses
- An increasing population that may be available for employment within the primary and/or secondary sectors of agriculture
- An increasing local consumer base for locally produced or grown value-added agricultural products
- Increasing knowledge and appreciation agriculture and food safety within the non-farming population
- Promote existing 4-H Clubs to youth, as a vehicle for creating awareness, knowledge and appreciation of agriculture and food safety

CHALLENGES

- The diversity of business possibilities presents a challenge in terms of having appropriate knowledge and resources, as well as appropriate financial programs
- Creating awareness within the non-farming population of the services available from MAFRI staff
- Training programs to prepare non-farming people for work within the primary agriculture sector
- Knowledge and use of marketing and promotion strategies to reach the local customer base
- Availability of markets to reach the local customer base
- Balancing the needs of the farming and non-farming populations
- Strategies for reaching a large population – allocation of staff time and resources
- Availability of adults to volunteer and provide leadership in 4-H Clubs

Aboriginal Population in Eastman

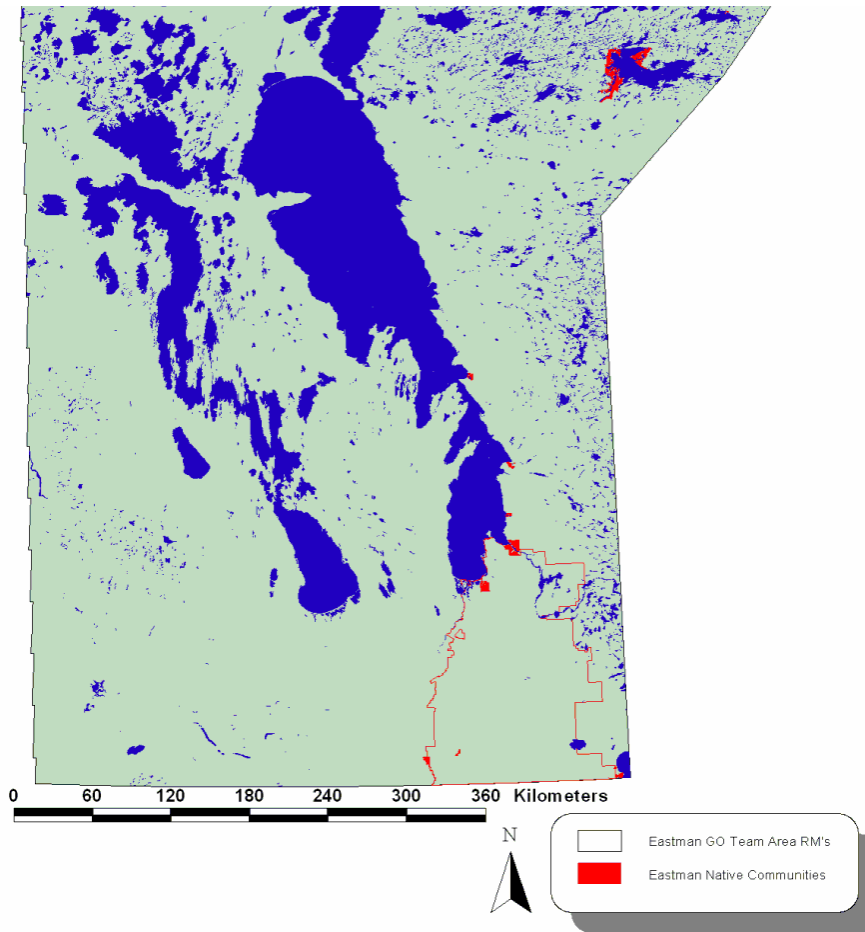
There was also an overall increase in the aboriginal population in the First Nations communities from 1996 to 2001. The First Nations people are a growing segment of Manitoba's rural population. The following First Nations reserves are located on the eastern side of Manitoba. The First Nations population represents almost 10% of the Eastman population.

Table 2 - Aboriginal Population - First Nations

Demographics			% of Population Change from 1996 to 2001
Geographic name	2001 Population	1996 Population	
Black River	389	340	14.4
Bloodvein	637	451	41.2
Brokenhead	372	332	12.0
Buffalo Point	117	63	85.7
Fort Alexander	1,998	1,690	18.2
Garden Hill First Nation	2,021	1,802	12.2
Hollow Water	622	555	12.1
Red Sucker Lake	629	565	11.3
Roseau Rapids	92	76	21.1
Roseau River	569	467	21.8
St. Theresa Point	2,184	1,878	16.3
Wasagamack	1,122	1,006	11.5
Total	10,752	9,225	

Source: Statistics Canada

Map of First Nations Communities surrounding the Eastman Area



OPPORTUNITIES

- Via the Northern Healthy Foods Initiative, there are opportunities to provide information and resources to these First Nations communities on primary agriculture and value-added business opportunities
- Via Northern Healthy Foods Initiative, opportunity to provide information on food safety and agricultural awareness
- Culturally and language-appropriate resources

CHALLENGES

- Cost of transportation to travel to remote communities, transportation of supplies/equipment
- Staff knowledge and awareness of the agricultural production currently happening on remote and northern reserves
- Marginal land base
- Access to markets beyond the local area – transportation/distribution of locally produced products

- Cost of transportation to travel to remote communities, transportation of supplies/equipment
- Staff knowledge and awareness of the challenges faced by northern communities in terms of food preferences, availability and accessibility
- Culturally and language appropriate resources

Immigration

A total of 1,895 people immigrated to the Eastman area between 1991 and 2001. This represents 6% of all immigrants to Manitoba during the same period. The rural municipality of Hanover received over half of immigrants (945) in the Eastman area. As of 2001, there were 7,735 foreign born people residing in the Eastman area, 6% of the provincial foreign born population.

Table 3 - Immigration - Eastman

Demographics	Immigration between 1991 and 2001	Foreign Born Population
Geographic name		
Manitoba	32,245	133,660
Total in Eastman	1,895	7,735
Percent of Manitoba	6%	6%

Source: Statistics Canada

OPPORTUNITIES

- Create awareness of MAFRI's services to the new immigrants who purchase farms in the Eastman area
- Provide training opportunities to new immigrants for employment opportunities in the primary agricultural sector

CHALLENGES

- Developing a MAFRI "welcome" package that could be sent to new immigrant farm families – culturally and language appropriate
- Availability and accessibility of training programs to prepare immigrants for employment opportunities in primary agriculture

Income and Unemployment

In 2001, the average annual income for an individual living in the Eastman area was \$25,053, slightly lower than the Manitoba average of \$27,178. The unemployment rate at 4.5% in Eastman was slightly lower than the provincial average of 6.1%.

Table 4 2001 Income & Unemployment Rate - Eastman

Demographics		
Geographic name	Average Income	Unemployment Rate
Manitoba	\$ 27,178	6.1%
Average - Eastman	\$ 25,053	4.5%

Source: Statistics Canada

OPPORTUNITIES

- Employment opportunities are available to skilled people who want to work within the primary agricultural sector (i.e. dairy, pig, chicken farms)

CHALLENGES

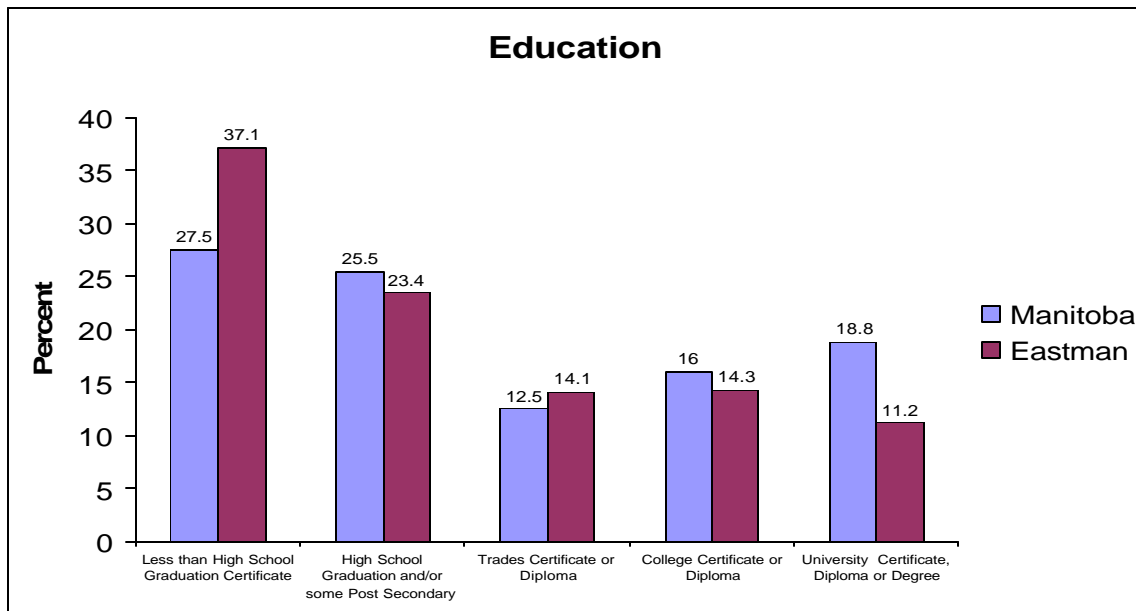
- Availability of people who are trained to work in the primary agriculture sector
- Availability of training programs to teach people the skills necessary to work in the primary agricultural sector
- Farm operators attracting and keeping skilled workers, as there are many other industries and opportunities for employment in the Eastman area at competitive rates

Education

Thirty seven percent of people living in the Eastman area have less than a high school graduation certificate, which is considerably higher than the Manitoba average at 27.5%. In over half of the Eastman municipalities, 40% or more of the population does not have a high school diploma. Those municipalities include Franklin (52%), Whitemouth (50%), Reynolds (49%), Stuartburn (47%), Hanover (46%), De Salaberry (44%), Piney (44%), Ste. Anne (40%) and Lac du Bonnet (40%).

Within the Eastman area, almost ¼ of the population has graduated from high school and/or taken some post secondary schooling, only slightly lower than the provincial average. Fourteen percent of people within Eastman possess a trades or college certificate/diploma, roughly the same as the provincial average. Only 11.2% of the Eastman population has completed a university certificate, diploma or degree compared to 19% in Manitoba.

There are learning centres located in various communities throughout the Eastman area such as Beausejour, Lac du Bonnet, Oakbank, Pinawa and St. Pierre that offer programs for people who want to complete their grade 12 and/or improve their knowledge and skills in academic areas. There is also a Red River College campus located in Steinbach offering community college programs and courses. Providence College in Otterburne offers university level courses.



OPPORTUNITIES

- Community-based resources, such as learning centres and community colleges, are available within the Eastman area to promote and deliver training programs
- Skilled workers are needed to work in the primary agricultural sectors

- Higher than average percentage of the Eastman workforce possesses a trades certificate or diploma, which means that within the Eastman area there are people with necessary skills in primary agriculture and/or other industries

CHALLENGES

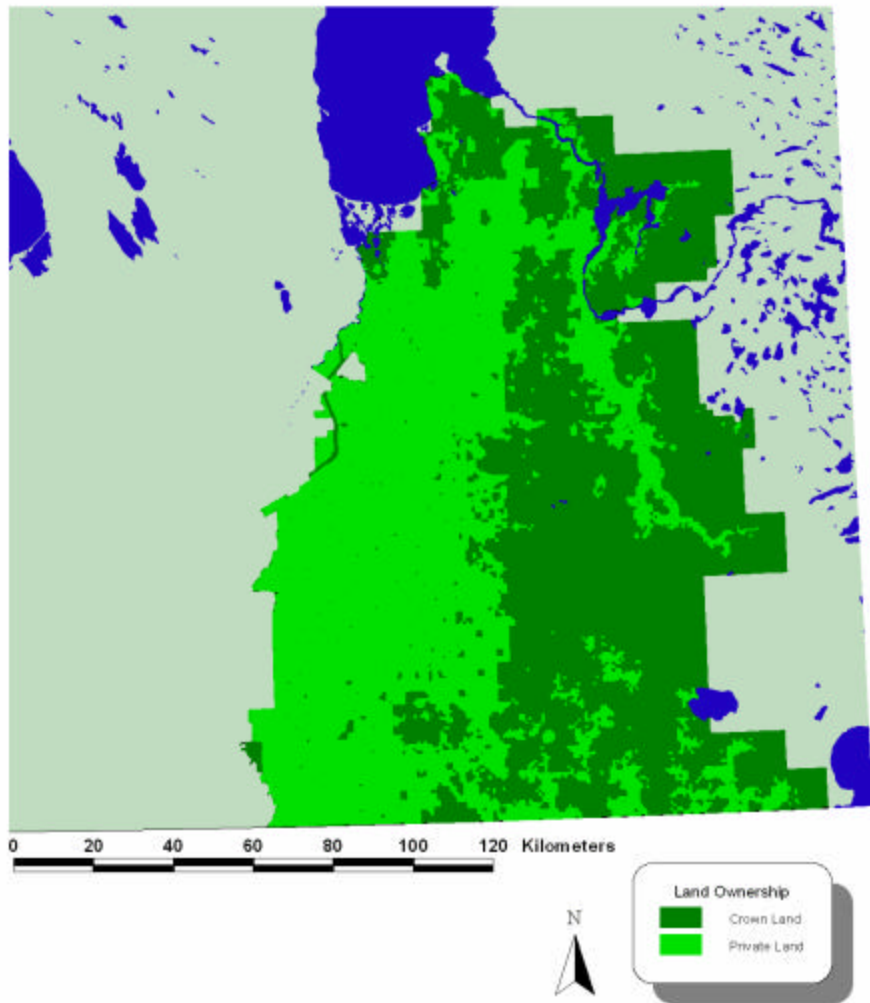
- The low unemployment rate in Eastman would suggest difficulty in attracting people to participate in training programs
- 37% of the population lacks the basic academic skills often necessary for further training

AGRICULTURAL STATISTICS

Land Ownership and Crown Land

Of all the land in the Eastman area, 51% is crown land and 49% is privately owned.

Map of Land Ownership

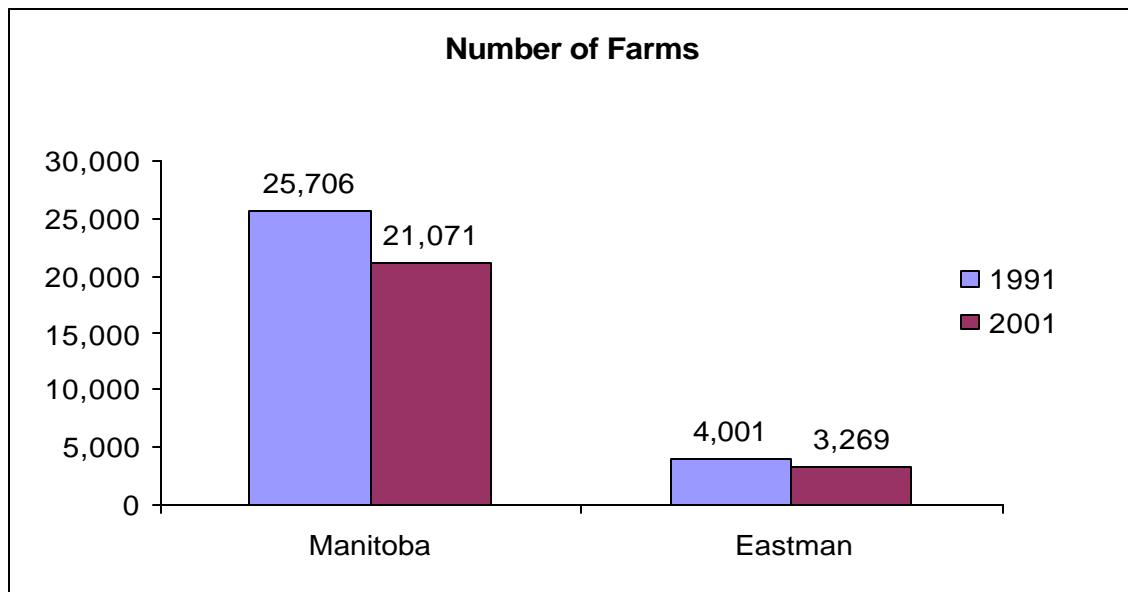


Farming Population in Eastman

In 2001, there were 4,640 farm operators in the Eastman area. This represented 4.5% of the Eastman population, which was higher than the provincial percentage. Provincially in 2001, 2.7% of Manitoba's population were farm operators.

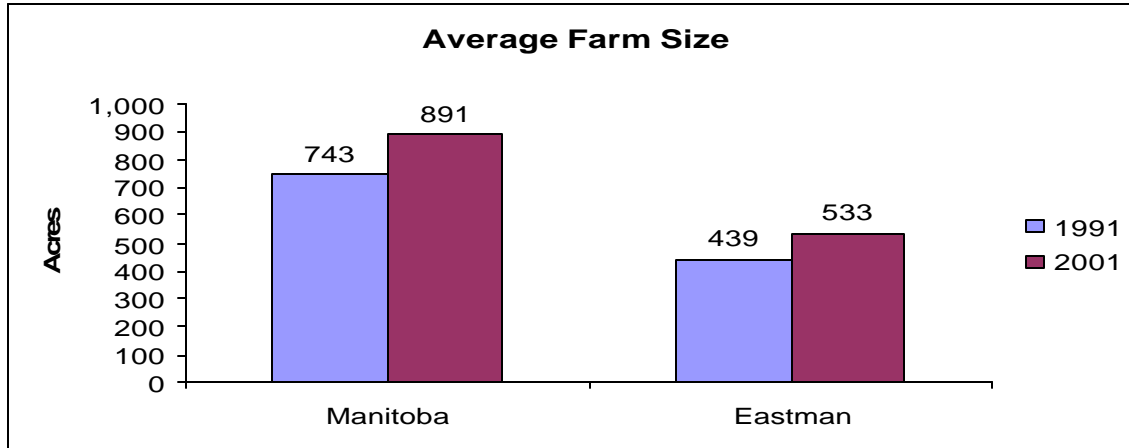
From 1991 to 2001, there has been a steady decline in the number of farm operators in the province. There were 34,780 farm operators in Manitoba in 1991, 33,310 farm operators in 1996 and 28,795 farm operators in 2001. Thus, the rise in population noted in Table 1 within both Manitoba and the Eastman area is in the non-farming population.

Within the Eastman area, the number of farms decreased from 4,001 in 1991 to 3,269 in 2001. However, the Eastman area maintained 16% of the total number of farm operators and farms in the province.



Farm Size

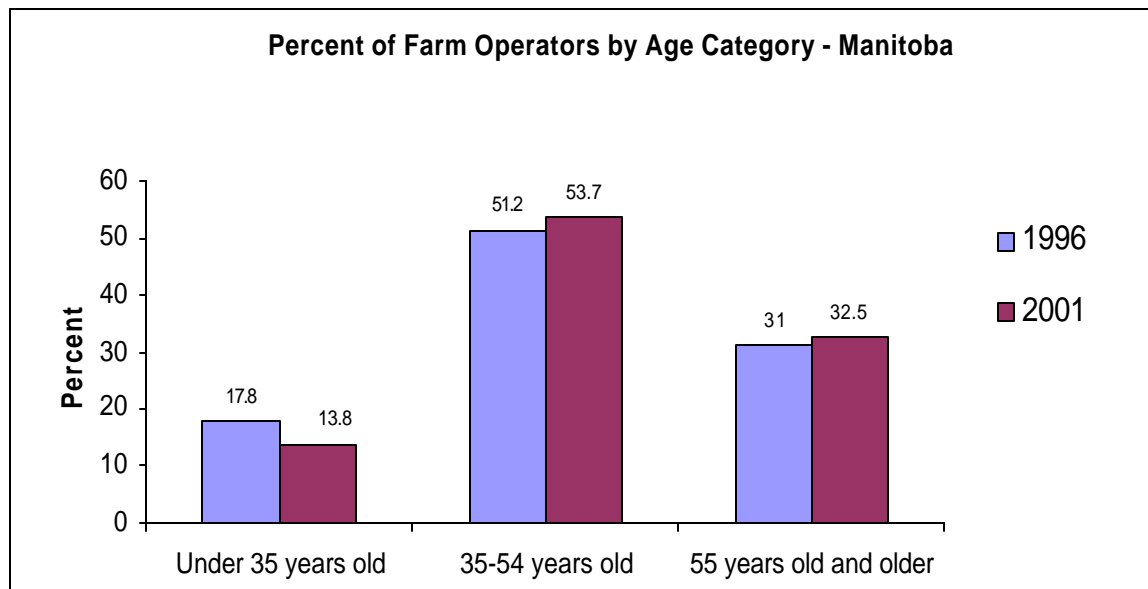
In the Eastman area, the average farm size rose from 439 acres in 1991 to 533 acres in 2001. Although there were fewer farm operators, the size of each farm increased.



Age of Farm Operators

On a provincial level, the average age of farm operators increased only slightly from 48 years old in 1996 to 49 years old in 2001. In 2001, the average farm operator in the Eastman area was 49 years old, the same as the provincial average. At 49 years old, the average Eastman farm operator is almost 10 years older than the general Eastman population where the average age is 40.

Provincially, there were fewer farm operators under 35 years old in 2001 than in 1996. Just over half of the farm operators in both 1996 and 2001 were between the ages of 35 and 54. In both 1996 and 2001, just over 1/3 of farm operators were 55 years old and over.



Total Gross Farm Receipts

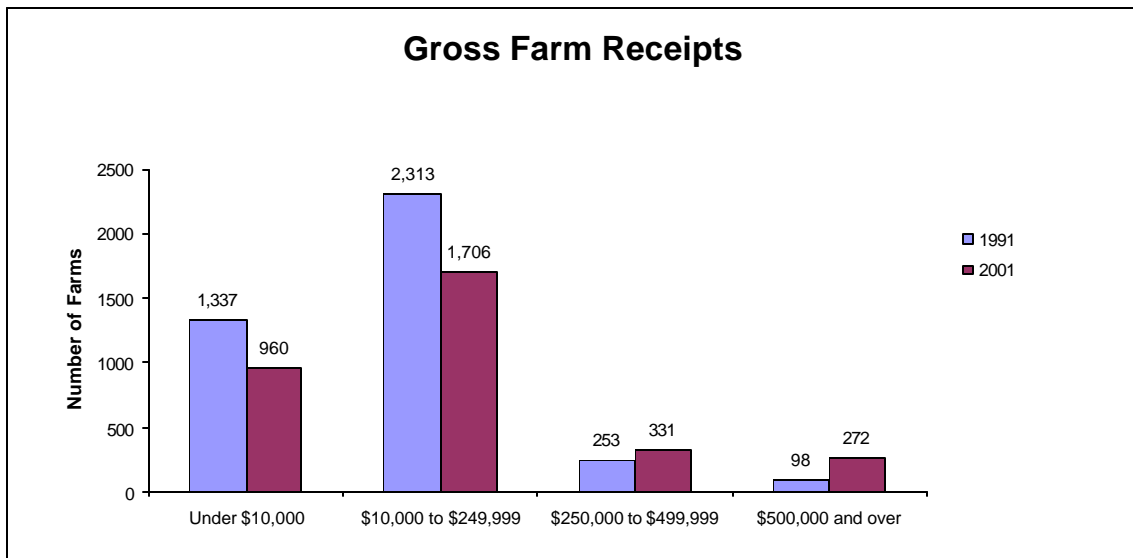
In 2001, 23% of farms in Manitoba with gross farm receipts of \$500,000 or more were located in Eastman area, down slightly from 25% in 1991. However, in actual numbers, there were almost three times as many farms in this category in 2001 than there were in 1991. In 2001, 272 farms in the Eastman area had gross farm receipts greater than \$500,000 compared with 98 farms in 1991.

In 2001, 17% of the farms in Manitoba with gross farms receipts from \$250,000 to \$499,999 were located in Eastman area, down from 22% in 1991. However, once again in actual numbers, there were more farms in this category in 2001 than in 1991. In 2001, 331 farms had gross farm receipts between \$250,000 and \$499,999 compared with 253 in 1991.

In both 1991 and 2001, 12% of the farms in Manitoba with gross farm receipts between \$10,000 and \$249,999 were located in Eastman. However, in actual numbers there were fewer farms in this category in 2001 than in 1991. In 2001, there were 1,706 farms within this gross farm receipt category in the Eastman area compared with 2,313 in 1991.

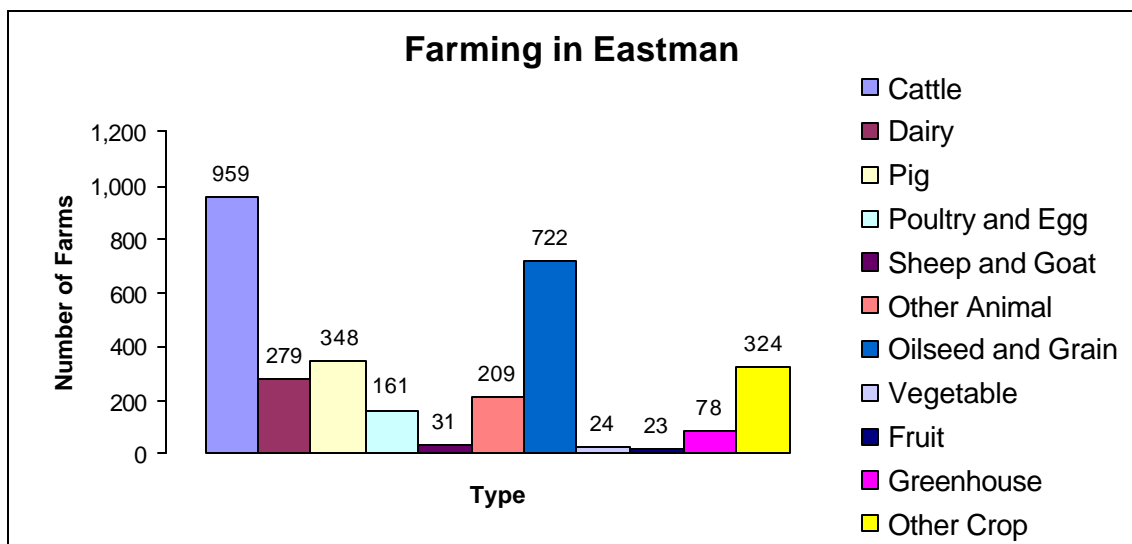
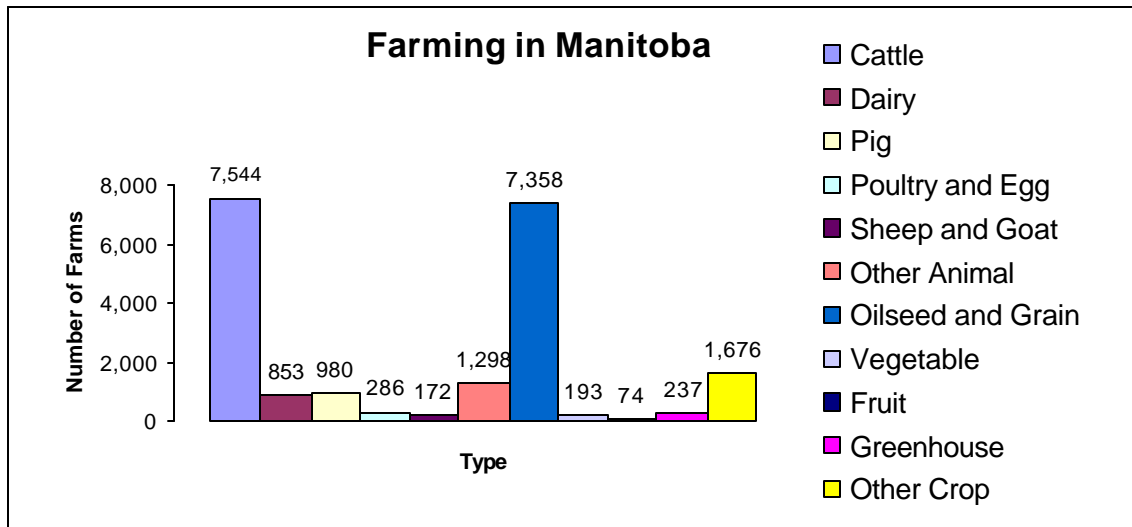
From 1991 to 2001, Eastman maintained 26% of the farms in Manitoba with gross farm receipts less than \$10,000. However the actual number of farms decreased over this ten year period. There were 960 farmers in 2001 compared with 1,337 in 1991.

Thus, the actual number of farms is decreasing. However, more and more of the remaining farms are moving into the higher gross farm receipts categories. There are fewer and fewer farms in the lower gross farm receipt categories.



Types of Farms

Of the 19,818 farms in Manitoba reporting gross farm receipts of \$2,500 or greater, 2,879 or 15% of them are located in the Eastman area. Of the farms reporting gross farm receipts \$2,500 or greater in 2001, the Eastman area had 56% of the poultry and egg farms, 36% of the pig farms, 33% of the greenhouse/nursery farms, 31% of the fruit farms, 18% of the sheep and goat farms, 13% of the cattle farms, 12% of the vegetable farms and 10% of the grain and oil seed farms in the province. However, these percentages can be deceiving. For example, although the Eastman area only had 13% of the cattle and ranch farming in Manitoba, this percentage represents 959 of the 7,544 cattle farms in the province. Thus it is important to look at the actual numbers of farms to get a true picture of the agricultural industry in Eastman by comparison to Manitoba.



OPPORTUNITIES

- Provide service to the 3,200 farm operators in the Eastman area in all gross farm receipt categories
- Assist existing farm operators in managing larger operations and maximizing their farm profits through farm management training programs
- Provide information to farm operators interested in diversifying into other areas of primary production
- Provide information to farm operators interested in adding value to their primary products through the MAVI loan program
- Encourage and support young farm families who are entering the business and assist retiring farm families through the farm transfer process via the Bridging Generations program
- Provide information to farm operators on incorporating agriculturally and environmentally sustainable practices into their farm plans and business through the Environmental Farm Plans program

CHALLENGES

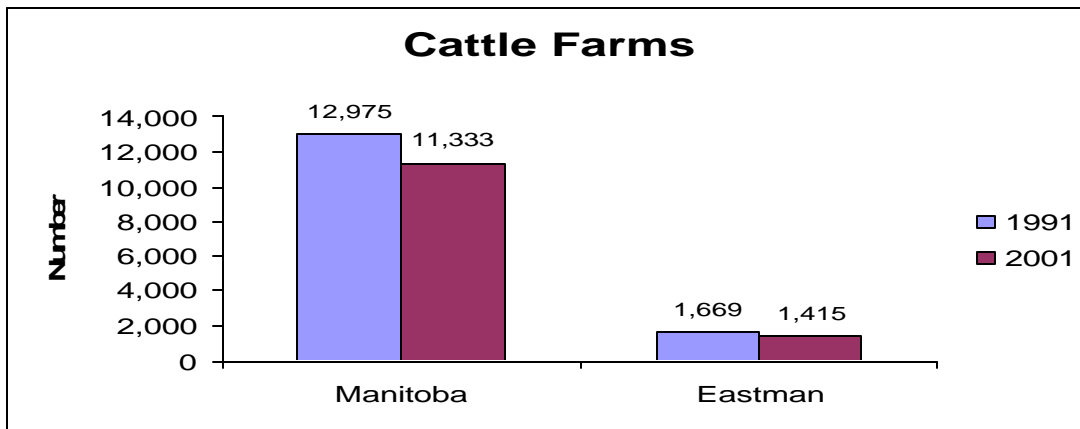
- Fewer farm families and smaller families means that there are fewer young people with the skills and resources to choose primary agriculture as a career
- Many of the farm families in the 35-54 year category are difficult to reach via the traditional evening extension meetings due to off-farm employment, family commitments and a lack of awareness of MAFRI services
- With 1/3 of the farming population 55 years of age and older, this has implications for making commitments to long-term farm planning and investment, as well as interest in diversification value-added options
- New diversification/value-added ventures can be difficult to assess/predict in terms of the potential for financial success; also pose a challenge in terms of managing time, energy and financial resources of farm operators and partners
- The needs of farm operators is different depending on to a certain extent on the size and type of farm operation

***NOTE: The following information is based on the total number of farms and animals in Manitoba and in the Eastman area regardless of gross farm receipts.**

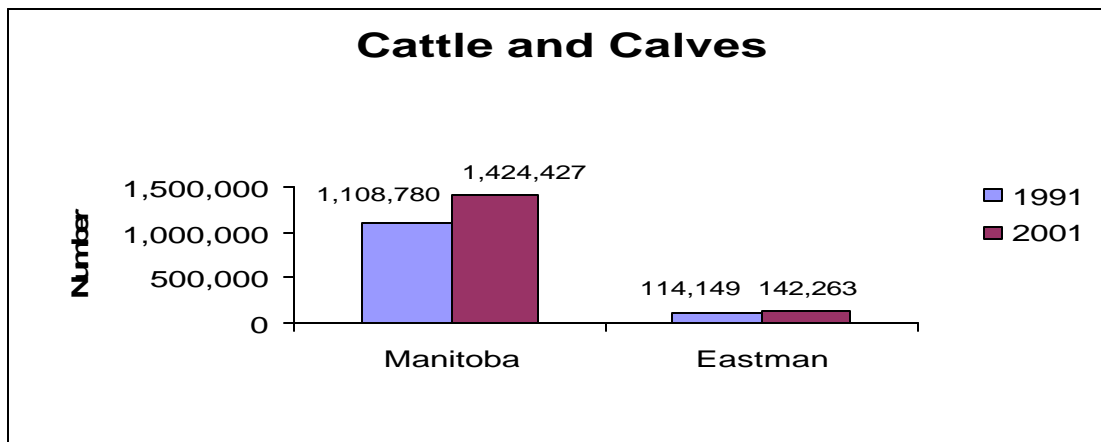
Cattle

In 2001, there were 11,333 cattle farms in the province. A total of 1,415 or 12% were located in the Eastman area. Of all the cattle farms in Eastman, 959 had gross farm receipts of \$2,500 or greater, as noted in the Farming in Eastman table in the previous section. Thus, almost 1/3 or 456 of the cattle farms in the Eastman area are small-scale operations. However, 68% had gross farm receipts greater than \$2,499.

The number of cattle farms was down slightly from 1991 when there were 12,975 Manitoba farms reporting cattle and calves, 1,669 of them located in the Eastman area. There were 254 fewer cattle farms in Eastman in 2001. Most (217) of those were dairy farms. Thus, the number of beef farms remained relatively stable from 1991 to 2001.

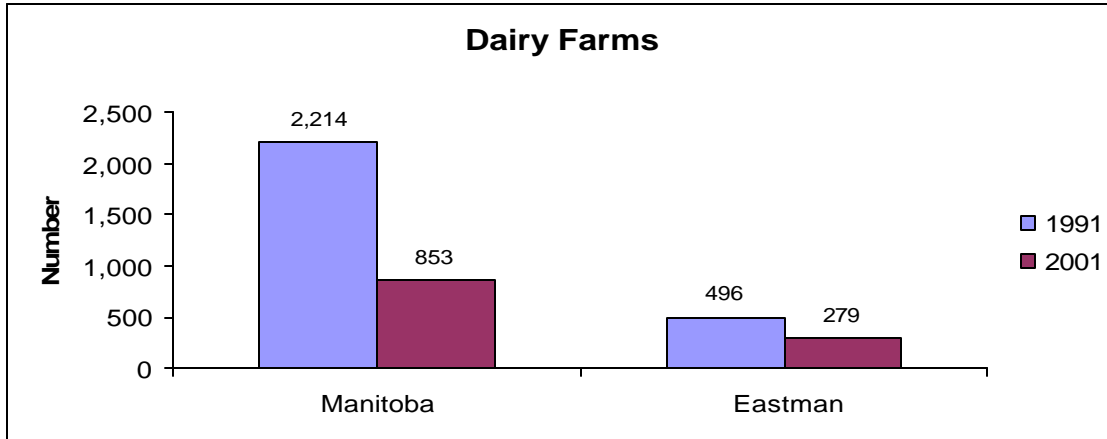


The total number of cattle and calves on Eastman area farms increased from 114,149 in 1991 to 142,263. In both years, the Eastman area had 10% of the provincial cattle herd. Thus, the number of beef farms remained relatively the same from 1991 to 2001 but overall individual farms increased its herd size.

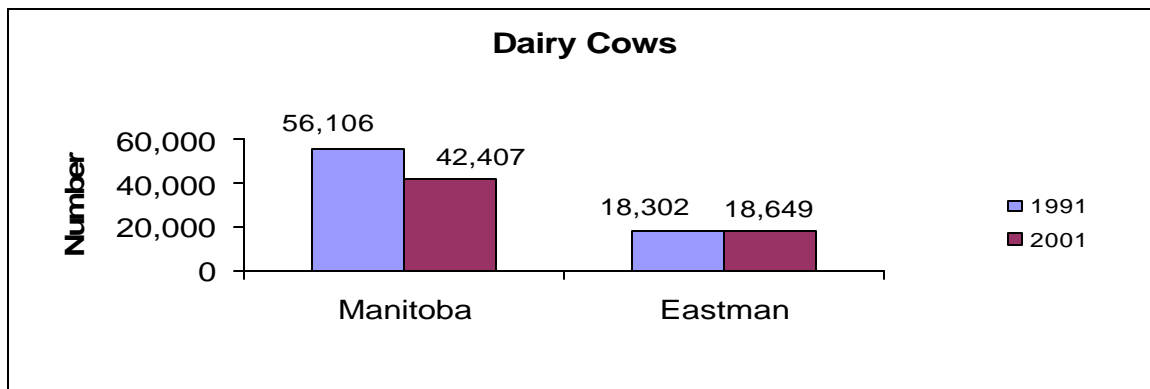


Dairy

In 2001, the Eastman area was home to 33% of the province's dairy farms. In 2001, 279 of the 853 dairy farms in Manitoba were located in the Eastman area. In 1991, 496 of the 2,214 dairy farms in Manitoba were in the Eastman area. Although there has been a substantial drop in the actual number of dairy farms both in the province and in our area, the Eastman area increased its share of the province's dairy farms from 22% in 1991 to 33% in 2001.



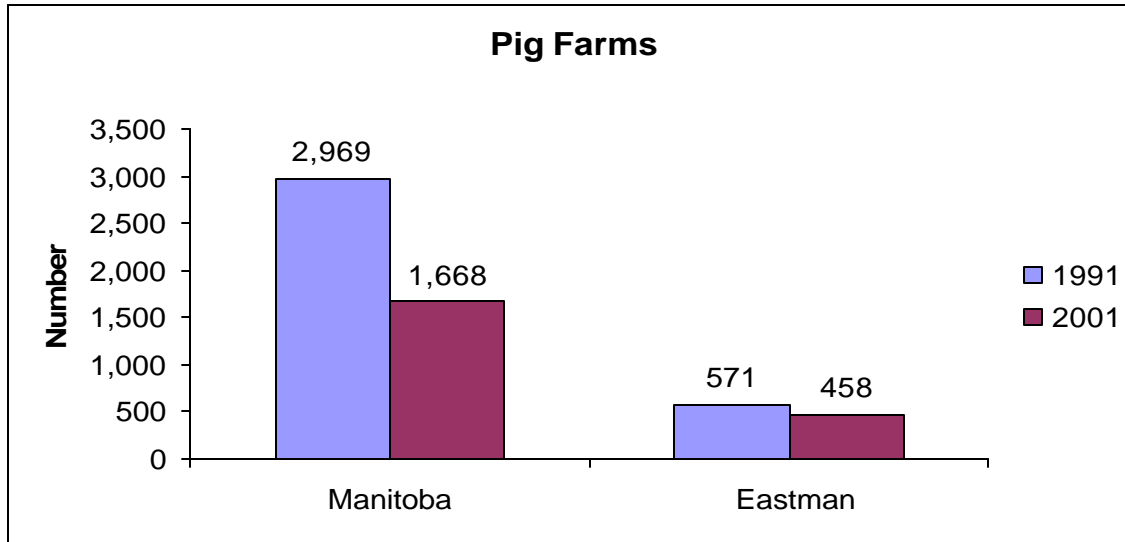
The number of cows increased slightly from 18,302 in 1991 to 18,649 in 2001. Although the number of dairy farms decreased by almost one half from 1991 to 2001, the size of the herd on the remaining farms increased by almost half. Thus, the dairy farms remaining were milking almost twice as many cows in 2001 than in 1991. In 2001, almost 1/3 of both the number of dairy farms (81) and cows (5,632) were located in the RM of Hanover.



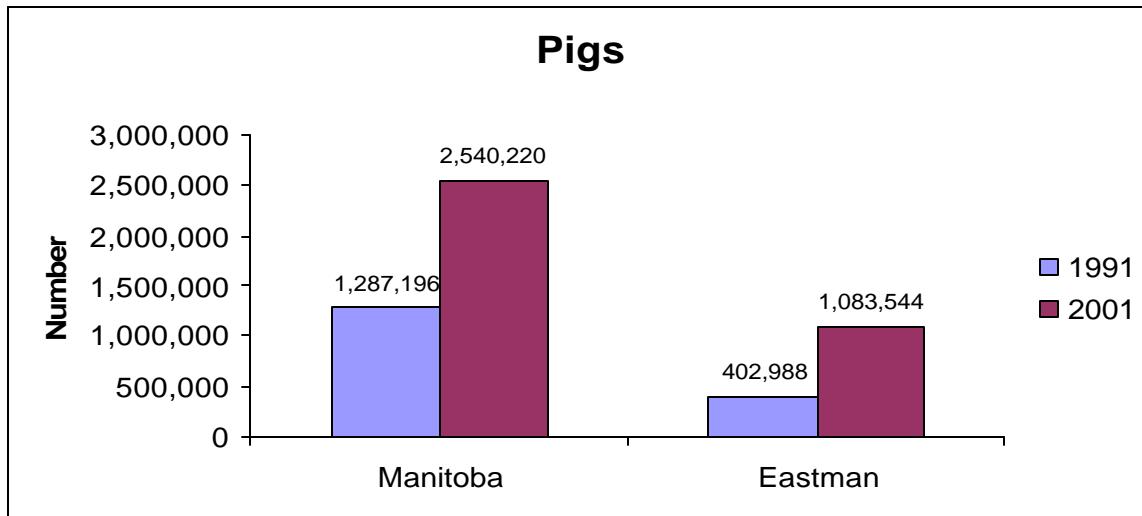
According to the Dairy Farmers of Manitoba, there were 491 dairy farms in the province as of September 2005. Of those, 184 were located in the Eastman area. The farms in the Eastman area also have 48% or 32,345 kg of the provincial dairy quota. This also gradually increased since 1993 when the Eastman area farms held 42% of the province's dairy quota.

Pigs

In 2001, the Eastman area was home to 27% of the province's pig farms, up from 19% in 1991, even though the actual number of pig farms decreased both within the province and the Eastman area. In 1991, there were 571 pig farms in the Eastman area compared with 458 in 2001. However, 76% of those farms had gross farm receipts of \$2,500 or greater.



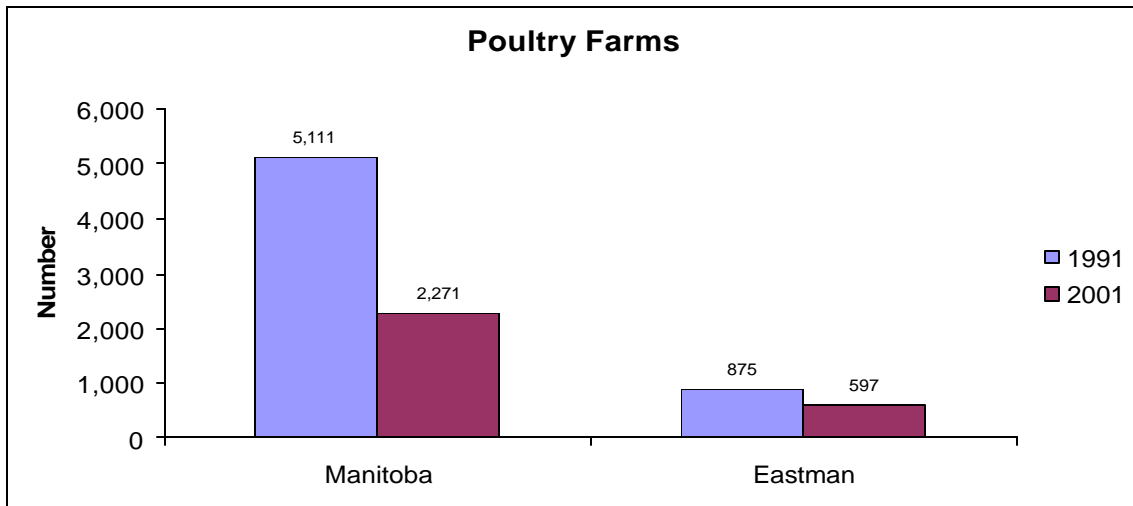
The number of animals more than doubled over the ten years both provincially and within the Eastman area. Between 1991 and 2001, the Eastman area increased its share of the total provincial production from just over 31% (402,988 animals) to 43% (1,083,544 animals) of the provincial production. In 2001, the greatest number of pig farms (150) and animals (400,000) were located in the RM of Hanover.



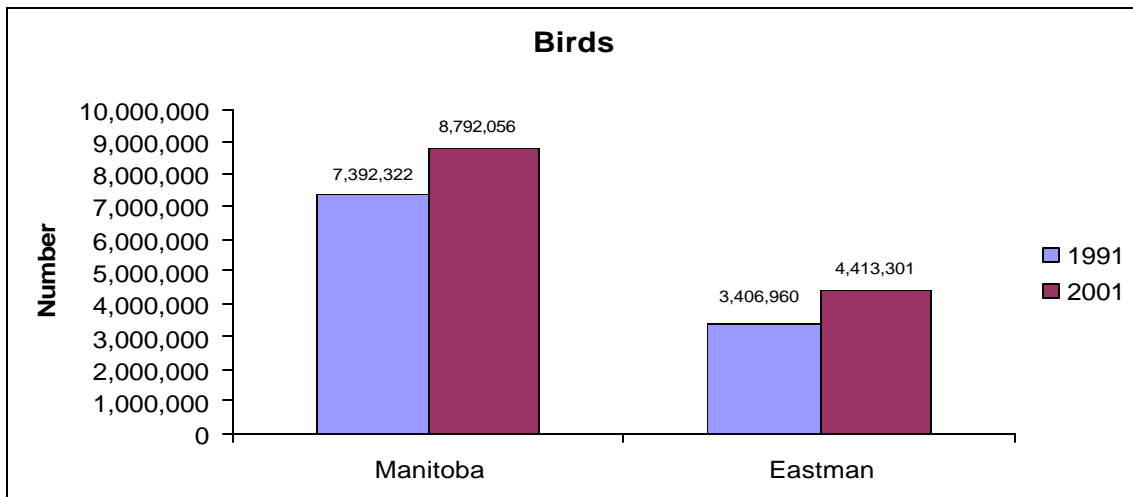
Poultry

Of the 2,271 poultry farms in Manitoba in 2001, 597 or 26% were located in the Eastman area. In 1991, there were just over 5,000 poultry farms in the province and 875 or 17% were located in the Eastman area. Eastman's percent of the province's poultry farms increased since 1991 even though the actual number of poultry farms decreased.

In 2001, less than half (286 farms) of the poultry and egg farms in the province reported gross farm receipts greater than \$2,499. Of those, 56% or 161 were located in the Eastman area. Thus, the Eastman area is home to many (236 farms) small scale poultry operations.

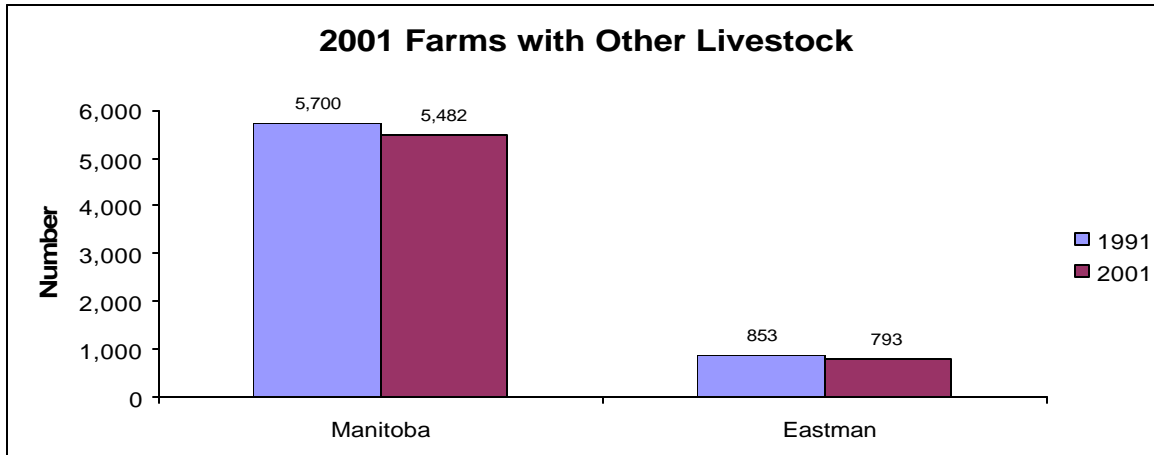


In 2001, the Eastman area farms had 50% or almost 4.5 million of all the birds in the province. This is an increase from 1991 when the Eastman area had 46% of the province's poultry production. In 2001, over half of those birds were hens and chickens, and one quarter were turkeys.

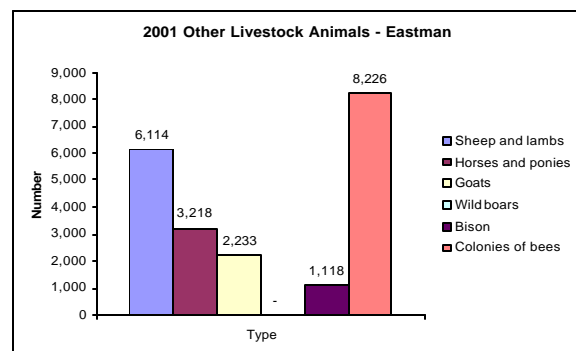
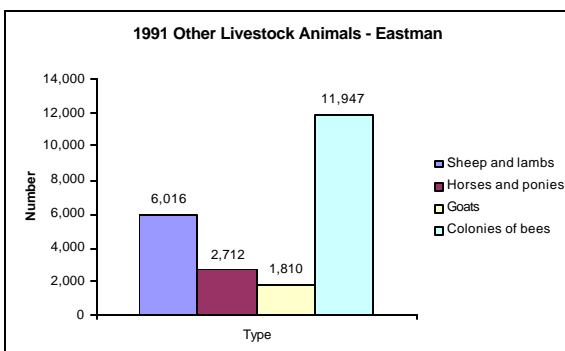
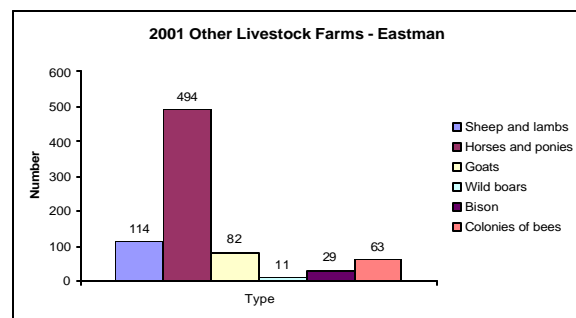
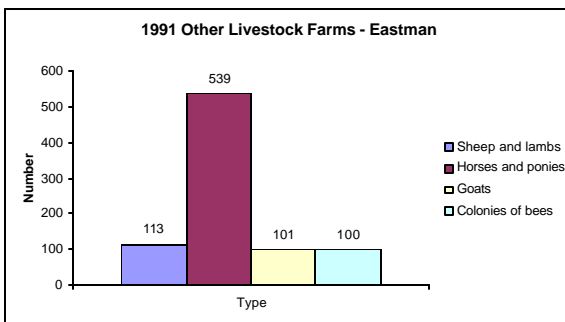


Other Livestock

There was a small decline in the number of farms with other types of livestock from 1991 to 2001 both provincially and in the Eastman area. The number of farms in the Eastman area with other livestock decreased from 853 in 1991 to 793 in 2001. Within those ten years, the Eastman area maintained 14% of the farms in province. However, when compared to the provincial numbers, Eastman's percentage of other livestock animals decreased from 14% in 1991 to 8% in 2001. Thus, in 2001, there were fewer farms and those farms had fewer animals than in 1991.



In 2001, there were 494 horse and pony farms, 114 sheep farms, 82 goat farms, 29 bison farms, 63 bee farms and 11 wild boar farms in the Eastman area. Note that in 1991, there is no record of any bison or wild boar farms in the Eastman area.



OPPORTUNITIES

- Expansion of the cattle industry – feeding cattle longer and number of cows
- Expansion of hogs – weanling production to finish

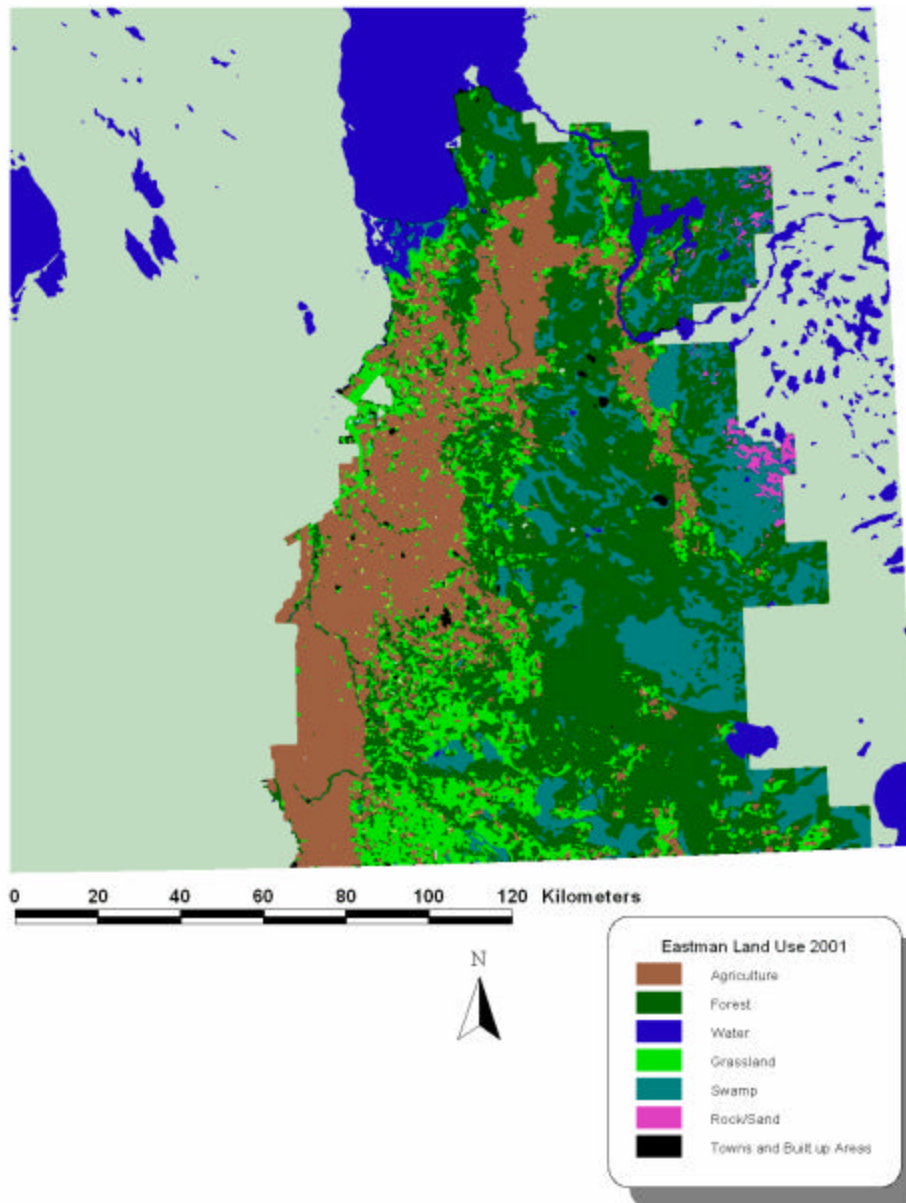
CHALLENGES

- Public concerns regarding environmental issues may make expansion difficult in some municipalities
- Space for expansion varies from one municipality to another – in some municipalities, there is no room for expansion
- Balancing waste management issues, such as land available for manure application

Land Use

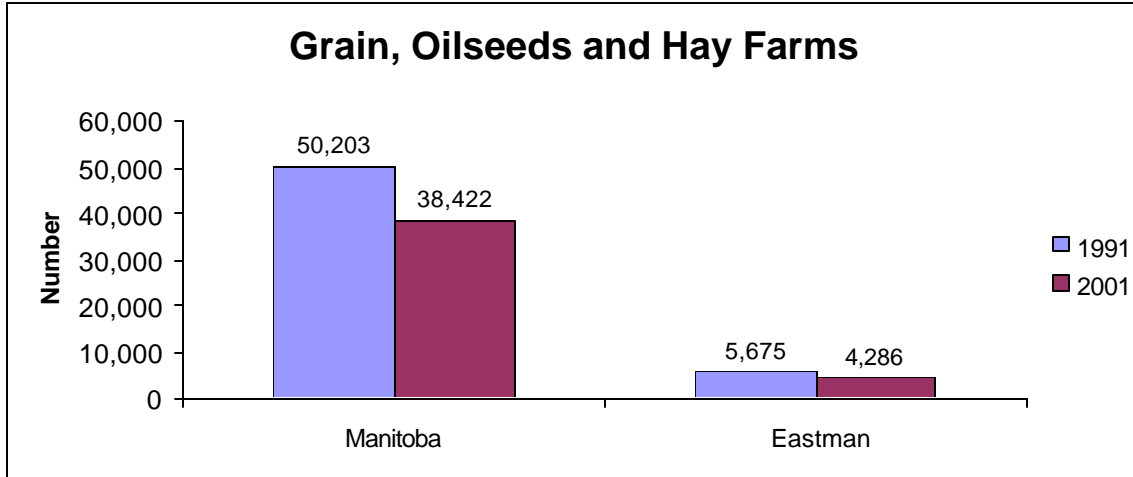
The land in the Eastman area is used for a variety of purposes. Below is a map outlining the agricultural areas, as well as the land masses that are comprised of forest, water, grassland, swamps, rock/sand and the towns/built-up areas.

Map of Land Use

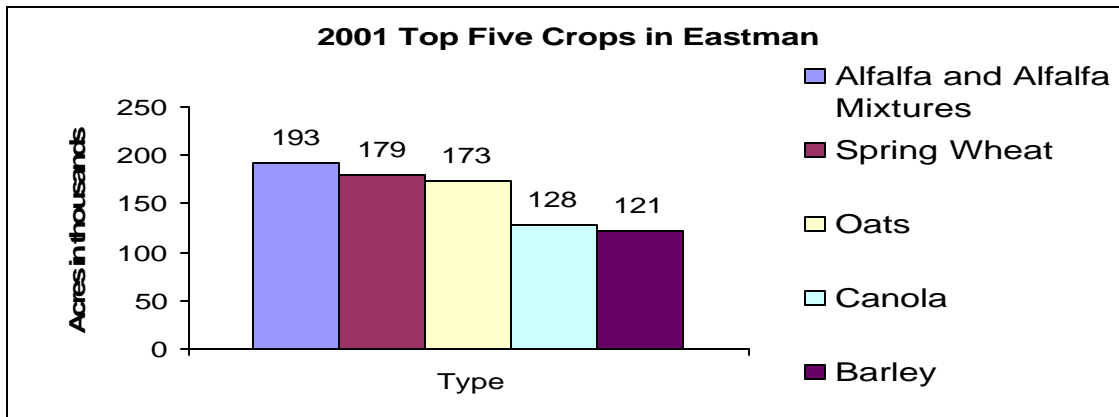


Grains, Oilseeds and Hay

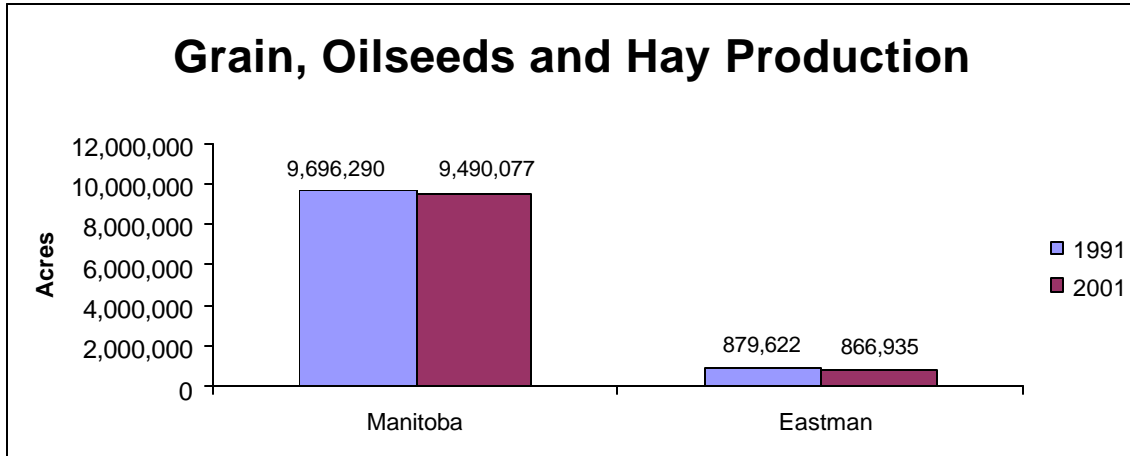
The number of farms reporting grain, oilseeds and hay farming decreased both provincially and within the Eastman area. However, the Eastman area maintained 11% of the farms in the province from 1991 to 2001.



In terms of the acres farmed, the top five crops in the Eastman area in 2001 were alfalfa and alfalfa mixtures (192,667 acres), spring wheat (excluding durum) (178,815 acres), oats (172,697 acres), canola (128,129 acres) and barley (121,153 acres). All other tame hay and fodder crops ranked sixth (55,795 acres).



In terms of the top five crops, acres of production remained relatively stable from 1991 to 2001 both provincially and in the Eastman area. Within the province there was about 9.5 million acres in grain, oilseeds and hay both in 1991 and in 2001. Almost 900,000 acres or 9% of the provincial production was in the Eastman area both in 1991 and in 2001.



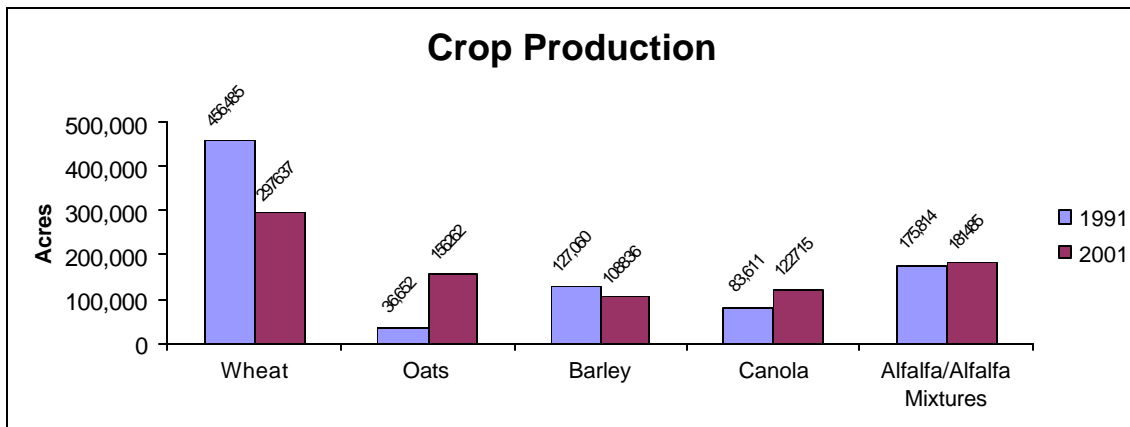
There was a large decrease in the number of acres of wheat production. In 1991, the Eastman area had 456,000 acres of wheat compared with 298,000 acres of wheat in 2001. However, the Eastman area's share of Manitoba's wheat production remained stable at 10% in both years.

The acres of oats grown in the Eastman area more than quadrupled from 1991 to 2001. In the Eastman area oat production increased from 37,000 in 1991 to 156,000 in 2001. The Eastman area's share of the provincial production also increased from 10% in 1991 to 17% in 2001.

Barley production in Eastman decreased slightly from 127,000 acres in 1991 to 109,000 acres 2001. However, the Eastman area maintained 9% of Manitoba's barley production.

Canola acreage increased from 84,000 acres in 1991 to 123,000 acres in 2001. However, Eastman's share of the provincial production remained at 7%.

In terms of alfalfa and alfalfa mixtures in the Eastman area, production increased slightly from 176,000 acres in 1991 to 181,000 acres in 2001. However, the Eastman area's share of the provincial production decreased from 13% in 1991 to 11% in 2001.



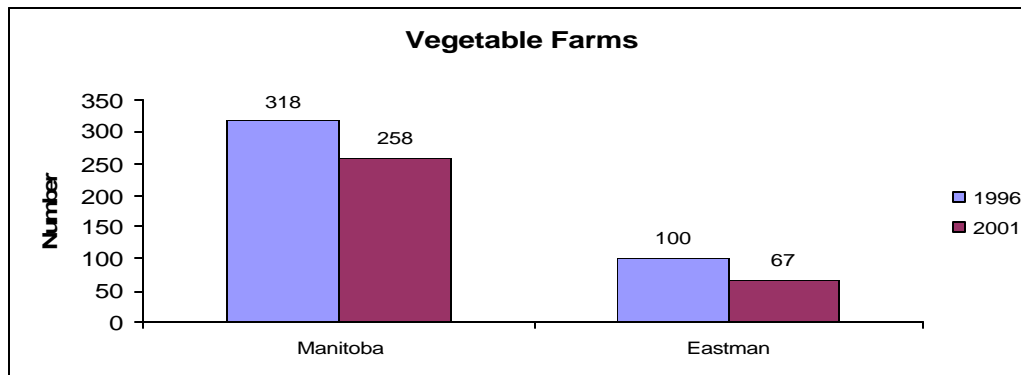
In the Eastman area, the number of farms reporting all other tame hay and fodder crops increased slightly and the acreage increased by about 1/3 from 1991 to 2001. The Eastman area maintained 15% of the farms in Manitoba and increased its percentage of the provincial production from 10% in 1991 to 13% in 2001.

One of the significant changes in crop production between 1991 and 2001 was the establishment of soybean production both in Manitoba and in the Eastman area. Soybean production increased from four farms in Manitoba and one in the Eastman area in 1991 to 346 farms in the province and 54 in the Eastman area. In 2001, the Eastman area had 16% of both the farms reporting soybean production (7,825) and the acreage (50,037) of soybeans in the province.

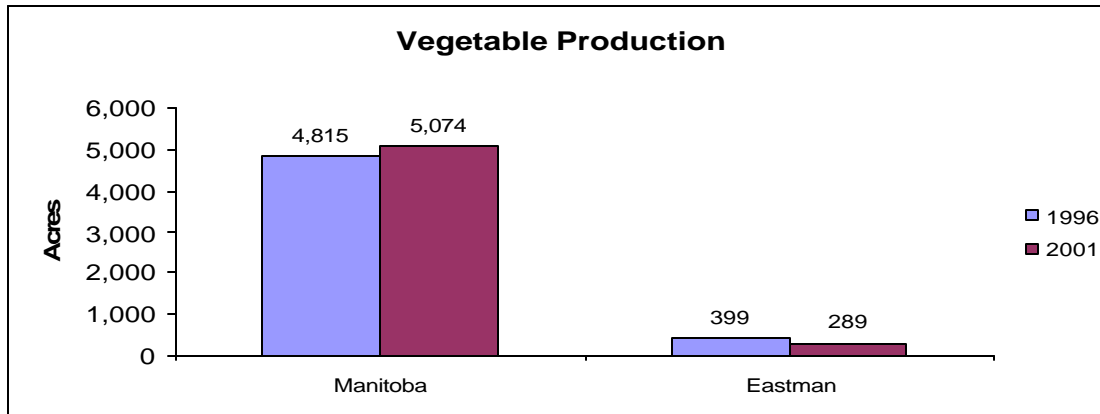
Vegetables

In 2001, there were only 193 farms reporting gross farm receipts of \$2,500 or greater in Manitoba and 12% or 24 of them were located in the Eastman area.

In terms of the number of farms reporting vegetable production regardless of gross farm receipts, 26% or 67 of the province's 258 vegetable farms were located in Eastman in 2001. This is a decrease from 1996 when there were 318 farms in Manitoba with 100 of them in the Eastman area. Note: 1991 data not available.



In Manitoba, a total of 5,074 acres of vegetables were grown, 6% or 289 of those acres were in the Eastman area. The majority of the Eastman area production was located in the rural municipality of Ritchot (105 acres). From 1996 to 2001, the provincial production increased. However, production in Eastman decreased by 110 acres during that time period. Note: 1991 data not available.



Fruits

The data available on fruit production is limited. Based on data from the Prairie Fruit Growers Association of Manitoba, there were seven U-Pick strawberry farms, three U-Pick raspberry farms and three U-Pick Saskatoon farms in the Eastman area in 2005.

Woodlots

According to land cover analysis done by Manitoba Conservation, the Eastman area had 40.4% forest cover in 2001, up from 37.5% in 1994. As identified in the Map of Land Use, the forested area runs north from the west end of the RM of Piney, through the west side of the RM of Reynolds, ending near the centre of the RM of Lac du Bonnet. Historically, there has been a large amount of forestry activity in the Eastman area. Primary resource extraction is done by 33 logging companies with crown timber quotas, as well as a large number of private land harvesting contractors. Southeastern Manitoba has a large amount of timber resources and reasonably well established markets for forest products.

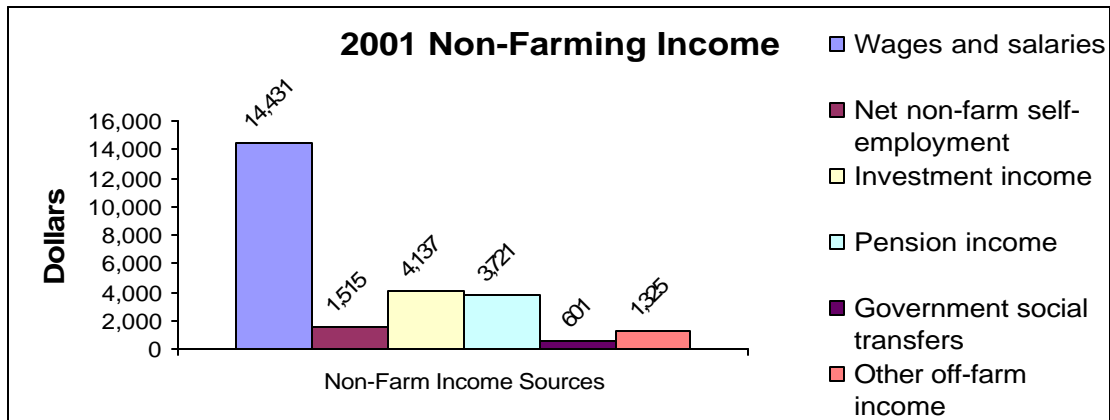
Diversification/Value-Added and Food Processing

There are numerous corporations located within the Eastman area, such as Bio Vale (660+ employees), Granny's Poultry (450+ employees), Hytech (400+ employees) and Tembec Paper Group (400+ employees). These corporations support the agricultural sector by providing non-farm employment.

Furthermore, there are numerous food processing businesses within the Eastman area that add value to the products grown or raised on Eastman area farms, such as Bothwell Cheese. There are many meat processing plants scattered across the region, a few hydroponic greenhouse operations and a couple of water bottling plants.

According to Statistics Canada Farm and Off-Farm Income Statistics 2001 document, more than half of the average farm family's income comes from off-farm employment. On a national basis, the average net farm operating income for 2001 was \$21,269 and

accounted for just over 45% of total income in 2001. Average off-farm income was \$25,729. The chart below outlines the sources of non-farming income.



Farm families in the Eastman area have been very proactive in diversifying their farm businesses, although the data on some of these diversification activities is limited, particularly for those that are categorized as niche markets rather than industries.

However, within the Eastman area there are farm families/businesses that have chosen to diversify into other primary agriculture industries, such as a grain farmer diversifying by establishing a greenhouse business or raising livestock.

Other farm families/businesses have diversified into sectors that support primary agriculture, such as a livestock transport business, seed cleaning business or feed mill.

Still other farm families/businesses have added value to the raw products they grow or raise on their farm, such as making pasta out of wheat grown on the farm. Some of these have added value to their operation through agri-tourism initiatives.

Some Hutterite colonies, located within the Eastman area have also diversified their farm operations, such as building livestock handling equipment, cabinets and wooden furniture.

However, as farm families continue to depend on diversification/value-added or off-farm employment, MAFRI staff need to continue to assist farm families in assessing financial options, managing multiple demands on resources and managing larger, more complex operations to improve farm profitability.

OPPORTUNITIES

- Develop additional markets through the development of an industrial scale processing mill and/or the development of more local small scale sawyers and secondary wood users of aspen

- Value-added processing associated with hardwoods such as bur oak, green ash, white elm and black ash
- Explore opportunities for alternative energies – biodiesel, ethanol, wind energy
- Establishment of the test kitchen at the Maison Chapelle in St. Malo where potential food processing entrepreneurs can develop and test market value-added food products
- Promote the CASS program as a opportunity to build skills and knowledge in agricultural areas
- Organic marketing options
- Expansion of saskatoon production in marginal land bases
- Assist producers in assessing the financial profitability of various diversification and value-added options
- Assist producers in developing the skills needed to manage larger more complex operations and manage employees

CHALLENGES

- Managing resources – time, energy and money as business diversifies and expands
- Financing programs to assist entrepreneurs in value-added business ventures
- Marketing skills
- Managing employees

Appendix A:

COMMUNITY ORGANIZATIONS AND ECONOMIC DEVELOPMENT RESOURCES

There are numerous community organizations and economic development resources in the Eastman area which are instrumental in working with department staff to research, implement and promote environmentally responsible strategies for the sustainability and improvement of agriculture and the promotion of farm family life in the Eastman area.

Producer Groups:

Agassiz Soil and Crop Improvement Association
Eastern Manitoba Holstein Club (EMHC)
South East Soil Conservation Organization (SESCO)
Stuartburn Piney Agricultural Development Association (SPADA)
Whitemouth Reynolds Soil and Water Conservation Association

Conservation Districts:

Cooks Creek Conservation District
Seine Rat River Conservation District
Roseau River Watershed Board (in the process of establishing)

Agricultural Societies:

Beausejour Ag. Society
Hanover Ag. Society
St. Pierre Ag. Society

Women's Institutes:

Crow Wing Trail
Dufresne
Springfield
Vita and district
Woodmore

Women's Community Councils:

Steinbach
St. Pierre

Farmer's Markets:

Lac du Bonnet
Steinbach

Business Organizations:

South East Women Business Owners Association
Local community Chambers of Commerce

Tourism Associations:

Eastern Manitoba Tourism Association

4-H Clubs:

Brokenhead Busy Bunch

Whitemouth Combined

Stead Settlers

Beausejour Moonlight Riders

Anola Northern Lights

Springfield 4-H Beef

Dugald Rising Stars

Arnaud Combined

Ile des Chenes Super Doers

St. Malo Ghost Riders

Southeast Dairy

Stony Ridge Riders

Grunthal Profit & Pleasure

Steinbach Sizzlers

Grunthal Sunset Riders

Lorette Busy Bees

Home School

Eastern Equine Equality

Woodmore Combined

Ridgeville Combined

Vita Venturers

Piney 4-H Clovers

Eastman Community Development Corporations (CDC):

Beausejour Brokenhead

Chaboille

Dawson Trail

Franklin

Hanover

LaBroquerie

Niverville

Pinawa

Seymourville

Southeast Angle

St. Georges

Ste. Anne

Steinbach

Whitemouth Regional

Eastman Regional Development Inc.

Winnipeg River Brokenhead Community Futures Development Corporation

Appendix B:

GROWING OPPORTUNITIES

Manitoba Agriculture,
Food and Rural Initiatives



Building for the Future

Eastman GO Team Staff Directory

2006 04 26

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	268-6228	OMICHIANSKI, Jane – Knowledge Assistant		jaomichins@gov.mb.ca
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		PERREAULT, Marilyn – Extension Coordinator (Monday)		mperreault@gov.mb.ca
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		BERARD, Roger – Farm Production Advisor	cell 371-5851	roberard@gov.mb.ca
		FROEBE, Heather Farm Production Extension - Livestock	cell 326-0150	hfroebe@gov.mb.ca
Co-located staff:	433-3078	KIRBY, Ian – Woodlot Forester	cell 712-5747	ikirby@mhhc.mb.ca
M.A.S.C. - Insurance	433-7298	LOHR, Bill – Agent DUVAL, Lorraine - Clerk		blohr@masc.mb.ca lduval@masc.mb.ca
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	371-1759 (cell)	MCGREGOR, John – Farm Production Advisor		jomcgregor@gov.mb.ca
	392-7268 (cell)	LORETTE, Joy – Rural Leadership Specialist (Mon - Thurs)		jlorette@gov.mb.ca

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	425-5054	PETRASH, Peter – Farm Production Advisor	ppetrash@gov.mb.ca
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