

While Alberta's resource-based economy continues to struggle to find its footing amidst various market and policy challenges, AFPA asserts that the Government of Alberta is missing a significant opportunity to expand the food and beverage manufacturing sector. To seize this economic potential requires government to have a new policy lens on the industry; this includes taking measures to ensure better internal alignment amongst various government departments.

AFPA aspires to work collaboratively with the Government of Alberta to ensure the right policy and funding supports are in place to achieve an ambitious growth goal of \$20.9B by 2025.



\$20.9B BY 2025

Multiple studies have revealed that Alberta's competitive position in the food and beverage manufacturing sector is at risk due to factors such as lack of access to markets, high manufacturing costs, lack of innovation and investments in research and development. The Government of Alberta is not currently focused on these constraints as part of an integrated strategy to grow Alberta's food and beverage manufacturing sectors. AFPA desires to change that.

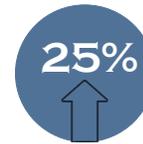
HOW MIGHT THE INDUSTRY LOOK IN FIVE YEARS TIME?*



OF FOOD & BEVERAGE MANUFACTURING BUSINESSES FROM 607 TO 850



AGRI FOOD EXPORTS FROM \$3.3B TO \$4.5B



EMPLOYED IN FOOD & BEVERAGE BUSINESSES FROM 23,000 TO 28,750

STRUCTURAL IMPEDIMENTS CONSTRAINING THE GROWTH OF ALBERTA'S FOOD AND BEVERAGE PROCESSING SECTOR



ACCESS TO CAPITAL



RESEARCH & DEVELOPMENT



LABOUR SHORTAGES



TRADE BARRIERS



LACK OF POLICY ALIGNMENT

INDUSTRY FAST FACTS**

\$4.3B
EXPORT REVENUE



KEY MESSAGE

THE U.S. CONTINUES TO BE ALBERTA'S LARGEST EXPORT MARKET, REPRESENTING 37.5% OF ALL AGRI-FOOD EXPORTS. CONTINUED EXPANSION TO COUNTRIES SUCH AS CHINA, JAPAN AND MEXICO IS CRITICAL TO THE FUTURE OF ALBERTA'S FOOD & BEVERAGE SECTORS

\$8.5B
AGRI-FOOD GDP



KEY MESSAGE

IN 2018, ALBERTA'S AGRI-FOOD GDP TOTALLED \$8.5B, LED BY AN EXPANSION OF THE CANNABIS INDUSTRY. TO ENSURE THE EXPANSION OF ALL SEGMENTS OF ALBERTA'S FOOD AND BEVERAGE SECTORS, STRATEGIC GROWTH TARGETS NEED TO BE ESTABLISHED THROUGH THE COLLABORATIVE EFFORT OF PRIVATE & PUBLIC SECTOR PARTNERS.

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ALBERTA'S LARGEST MANUFACTURING INDUSTRY



KEY MESSAGE

AFTER COAL AND PETROLEUM MANUFACTURING, FOOD AND BEVERAGE MANUFACTURING REPRESENTS 19.8% OF ALBERTA'S MANUFACTURING SECTOR. KEY TO EXPANDING THE GROWTH OF THE SECTOR IS THE ATTRACTION OF NEW CAPITAL INVESTMENT FOR RESEARCH, DEVELOPMENT & TECHNOLOGICAL IMPROVEMENTS.

* PROJECTIONS BASED ON ALBERTA FOOD DATA FACTS PRODUCED BY GOVERNMENT OF ALBERTA (2013-2017)
** AGRICULTURE FACTS, 2019, GOVERNMENT OF ALBERTA