



***“What Does the UK’s
#1 Bread Brand See
in Canadian Wheat?
\$650K Worth of Trust”***

— Seed World article June 5, 2025

Gate Progress Update

 Gate

Global Agriculture Technology Exchange Progress Update

Cereals Canada has a bold vision for the future of agriculture, the Global Agriculture Technology Exchange (Gate), a \$102 million pan-Canadian innovation initiative headquartered in Winnipeg, Manitoba.

Ranked #2 on Manitoba's proposed Major Projects List, Gate is a clear regional and national priority. Federal investment through inclusion on the Major Projects list will help diversify trade through coordinated market access, remove trade barriers, and strengthen Canada's economy.

Gate will secure the future of a sector that delivers tens of billions in economic output, sustains hundreds of thousands of Canadian jobs, and underpins our trade balance, food security, and rural vitality.

Led and owned by Cereals Canada, this project is built on a true partnership model: one-third funded by the federal government, one-third by the Province of Manitoba, and one-third by Cereals Canada and agriculture stakeholders.

Over \$31 million has been committed:

- Over \$13 million in commitments from Canadian farm groups across Alberta, Saskatchewan, Manitoba, Ontario, and Québec
- \$13 million from Province of Manitoba who has signaled its willingness to match the federal government's contribution,
- \$5 million from Cereals Canada,
- \$650,000 from Warburton's, the UK's largest bakery brand.



"Bogasari is the largest importer of Canadian wheat in Indonesia. They've been choosing Canada since 1971 because they know they can depend on us for quality, and our partnership has grown through technical cooperation led by @Cereals_Canada"

— Minister of Agriculture and Agri-Food
Heath MacDonald

Gate will support Canada's growth and diversification in international markets, ensuring that Canada remains an agricultural leader.

Gate will:

- build strong, lasting trade relationships for future success,
- elevate the global competitiveness of Canadian grains,
- facilitate efficient coordination of research, knowledge sharing, and expertise across the Canadian agriculture sector to deliver a unified approach,
- leverage Canadian innovation to drive acceptance and industry growth.



"Whether you are part of Canadian agriculture or not take a few minutes and learn about Cereals Canada and The Gate Capital Campaign. I'm happy to get involved and help continue to build for the future."

— Bryce Eger, Gate Campaign Cabinet member

A Nation-Building Project In the Heart of Manitoba

Gate will be a state-of-the-art agriculture hub where Canadian grains will be showcased, tested, improved, and trusted. A place where global buyers, researchers, farmers, and the value chain come together to keep Canada's brand strong and markets open.

What truly differentiates Canadian cereals on the world stage are the **services that support them through Gate** — technical support, in-market expertise, training, and problem-solving — delivered by Cereals Canada.

Similar value-chain investments by competing nations pose a direct threat to Canada's market share.

For example, the United States is investing over \$210 million in its Global Centre for Grain and Food Innovation and \$85 million in its Peltier Complex — a state-of-the-art research complex for the US Agriculture Industry.

Australia is making similar investments in agricultural innovation with a \$320 million investment in its Perth Agricultural Facility.

Gate is a Made-in-Canada solution that will help sustain our long-term global competitiveness.

"It is a welcome communication to see an articulation of the benefits we can expect from GATE and thanks to the team at Cereals Canada for coming through with this. We strongly agree we need better representation and in particular a focus on differentiation and value creation."

— Wheat Growers Association



To learn more, please visit [Gate Capital Campaign](#).

The Gate Capital Campaign Cabinet Inspires Support

Chaired by JoAnne Buth, former Manitoba Senator and agriculture advocate, the Gate Capital Campaign Cabinet is made up of industry and community leaders with deep ties to agriculture.

Honorary Cabinet Members include Canadian farmers Gregg Fotheringham, Manitoba; Rob Stone, Saskatchewan; Greg Sears, Alberta; and Josh Boersen, Ontario.

Gate Capital Campaign Cabinet:

Wade Barnes

Farmer/entrepreneur and CEO of Ronin Agronomy

Bryce Eger

Industry and community leader from Calgary, Alberta

Ralph Eichler

Former Manitoba Minister of Agriculture

Gene Fraser

Past vice-president of MacDon

David Hansen

Past president and CEO of Canterra Seeds

Dayna Spiring

Community leader, corporate director, and Winnipeg ambassador



"As a Canadian grain producer, I'm happy to see continued support and financial contributions from Government and Producer groups to this much needed project that will support my farm family long into the future."

— Jason Lenz



"Gate is a great initiative to keep Canada at the leading edge of technology to support a vital industry sector that creates tremendous spin of benefits to the Canadian Economy."

— Gene Fraser

