



# Gate Capital Campaign

 Gate





# Welcome to the Gate Capital Campaign

## CANADA'S CEREAL SECTOR STANDS APART

Led and owned by Cereals Canada, Gate is an investment in the future of Canadian agriculture, in our farmers, and in Canada's continued position as a global leader in cereal grains. Canada's cereals sector has an edge over our competitors and to maintain this, we require a new modernized facility to continue to build on Canada's economic opportunities in the global market. Creating a hub for agriculture innovation will ensure Canada remains a leader in the global cereals sector.

**The vision of Gate is bold—but necessary—and the time is now.**

## OUR VISION—TO SHARPEN OUR EDGE

Gate is an inspiring opportunity to reimagine the future of Canadian cereals. This visionary project is about creating a state-of-the-art, world-class facility that will propel our industry into the next era of global agricultural innovation.

**At Gate, Canada will continue to sharpen its leading edge in world-renowned cereal grains production and market development.**

Gate will be an inclusive space, designed to serve the entire cereals value chain. Whether providing confidential technical support to industry members, hosting international customers, informing growers about quality and market access, or developing new applications for Canadian cereals, Gate will be a hub of collaboration, information, education, and innovation.

To bring this bold vision to life, the Gate Capital Campaign aims to raise approximately \$100 million to design, construct, and equip a purpose-built facility in downtown Winnipeg.

The Campaign Cabinet, chaired by former Manitoba Senator JoAnne Buth, will engage with potential donors, all levels of government, and industry partners to achieve the fundraising goal.



*"The vision of Gate represents the strength of Canada's cereals industry nationally and internationally and will serve as a state-of-the-art facility for grains innovation."*

**—JoAnne Buth, Capital Campaign Chair**

## BUILDING ON A FOUNDATION OF EXCELLENCE

For over five decades, Cereals Canada has been the cornerstone of the Canadian cereals industry, providing critical support to farmers, researchers, industry partners, and global customers.

The merger of Cereals Canada with the Canadian International Grains Institute (Cigi) in 2020 expanded our capabilities, combining technical expertise with strong advocacy and a focus on developing trade relationships.

Gate will build on this foundation, ensuring Canadian quality continues to translate into value in global markets.

**Our world-renowned programming and technical expertise have helped cement Canada's reputation as a leader in high-quality cereal grains.**

*"Creating a hub for food and agricultural innovation will support Canadian farmers as well as domestic and global customers, and it will uphold Canada's position as a world leader in producing nutritious, high-quality food ingredients."*

—Dean Dias, Cereals Canada CEO



## SUPPORT GATE, INVEST IN CANADIAN CEREALS

Canada's cereals sector is a powerhouse, responsible for \$68.8 billion in annual economic activity and 370,000 full-time jobs in Canada.

Our role in promoting the quality, consistency, and reliability of Canadian cereals is critical to maintaining global competitiveness.

Without Gate, Canada risks losing our edge in a fiercely competitive global market—diminishing the value of Canadian cereals and the livelihoods of those who depend on this industry.

**In the 2024-25 crop year, Canada is expected to export 25.4 million tonnes of wheat to over 80 countries, with the quality and protein content that customers expect. This will make Canada the second largest exporter of wheat, and the top exporter of high-quality, high-protein wheat, in the world.**

## CHAMPIONING CANADIAN QUALITY

Gate will amplify the impact Cereals Canada has in developing, maintaining, and supporting Canadian grain markets. This contributes to a resilient and globally competitive cereals industry, and will create economic benefits, locally and nationally.

**There is no other place in Canada that has the specialized equipment and expert staff to do this type of work—and to offer this calibre of technical support—all under one roof.**

Your support of the Gate Capital Campaign is an investment in Canadian agriculture. Together, we can build a space that supports farmers, researchers, customers, and industry. Join us in making this vision a reality.

*"As a farmer, I have a vested interest in the role Cereals Canada plays in testing, researching, and developing products that use Canadian grains. Gate will allow Cereals Canada to continue to do this important work to ensure Canadian grains remain a sought-after commodity on the global market."*

—Brett Halstead, Cereals Canada Board Chair





 Gate



## YOUR SUPPORT IS NEEDED

The Gate Capital Campaign Cabinet invites all stakeholders—from government to agri-businesses and advocates for Canadian agriculture—to support this crucial initiative and invest in the future of Canada's cereals sector.

We can drive innovation, uphold Canada's position as a world leader in cereal grains, and secure the future of Canadian cereals for generations to come.

**Donate:** Your financial contributions are crucial to the success of this campaign. Every dollar brings us closer to our goal.

**Recognition Opportunities:** We are proud to offer several recognition opportunities to honour our supporters. From naming rights for rooms and technical spaces to commemorative plaques and artwork, there are many ways to leave a lasting legacy.

# Canada's Cereals Sector by the Numbers

## CEREALS

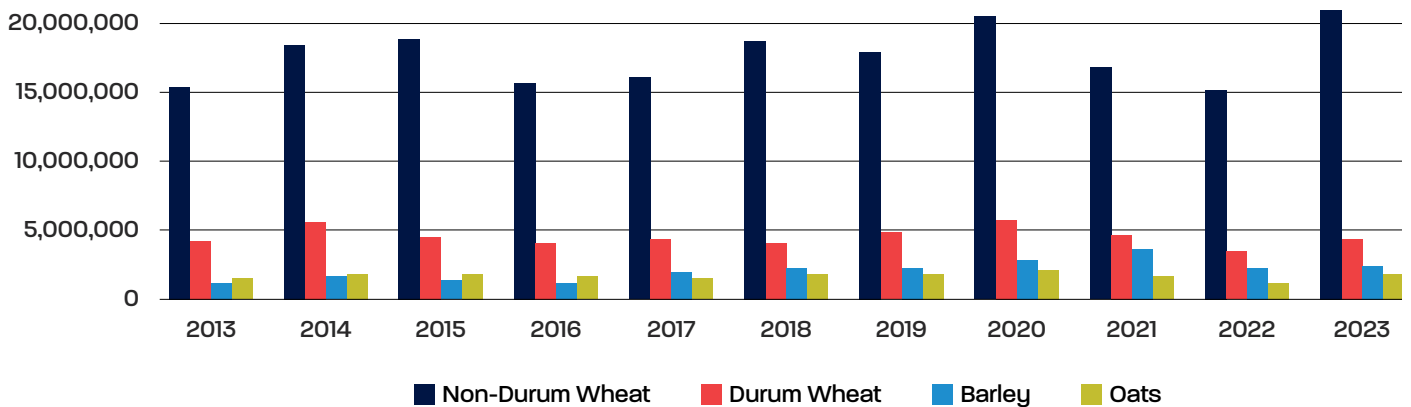
Canada's cereals sector leads the country's agriculture exports with annual exports to over 80 countries with an estimated value of \$10.8 billion CAD. The global scale and scope of our exports demonstrate the flexibility and value that Canadian cereals offer to our customers and demonstrate Canada's significant role in ensuring global food security.

**In the last five years, Cereals Canada welcomed 558 international visitors from 41 countries, representing markets with a combined export value of \$7.9 billion CAD.**

In Figure 1, the export volume of selected crops in Canada is depicted. Between 2013 and 2023, the volume of selected cereal crops exported increased by 34 per cent from 22,272,101 tonnes to 29,790,644 tonnes.

Overall, the scale of Canadian exports underscores the importance of Cereals Canada's technical and marketing efforts to grow the industry. Expanding these services and amplifying their impact will bolster Canadian agriculture as a critical and stable contributor to global food security.

Figure 1: Exports (Metric Tonnes of Selected Crops in Canada)



*"Gate puts in place infrastructure for Saskatchewan wheat farmers to continue their investment in market support, which our international customers value when they purchase Canadian wheat, as well as market development so that we can continue to meet global demand for high quality Canadian grains. Canada's cereals sector leads the country's ag exports to over 80 international destinations, valued at over \$10 billion.*

*Having unimpeded access to these international destinations is extremely important to Saskatchewan farmers, and a facility such as Gate will continue to provide a hub for market access initiatives that will benefit all wheat producers."*

—Rob Stone, Capital Campaign Honorary Member





## WHEAT

Wheat is a staple food for 35 per cent of the world's population—and is Canada's largest field crop grown. Known for its high quality and consistency, Canadian wheat is exported to more than 80 countries each year. This further underscores the importance of Canada's role in providing high-quality staple food, animal feed, and a critical commodity to the biofuel market in both developed and emerging markets.

Figure 2 depicts Canadian wheat exports by class. There are 10 wheat classes grown in Western Canada and seven wheat classes grown in Eastern Canada. Each wheat class has different qualities and characteristics. The four main wheat classes grown in Canada are Canada Western Red Spring (CWRS), Canada Western Amber Durum (CWAD), Canada Prairie Spring Red (CPSR), and Canada Eastern Soft Red Winter (CESRW).

**Over the last five years, over 23 million tonnes of Canadian durum was exported to 49 countries, including Morocco, Algeria, Italy, the United States, Peru, and Japan.**

As is evident from Figure 2, between 2019 and 2023, CWRS wheat has formed 66 per cent of wheat exports.

Ideal for high-volume pan bread, hearth bread, flatbread, noodles, and Asian end-product applications, CWRS is a hard wheat with high protein content, well-balanced gluten strength, and superior milling and baking quality. This emphasizes the importance of wheat farmers' role in providing access to affordable and nutritious food products to countries worldwide.

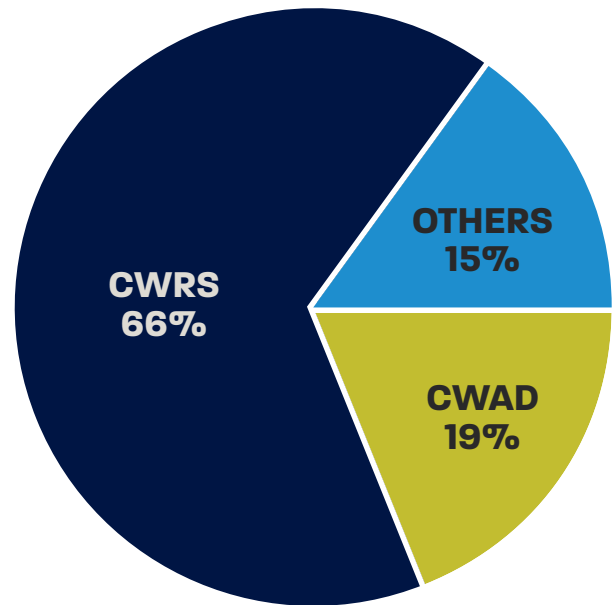


Figure 2: Canadian Wheat Exports by Class Between 2019 and 2023



*"Alberta Grains recognizes the critical role that market access and development play in maintaining our competitive edge on the global stage. The Gate initiative will not only reinforce our existing markets but will also open new avenues for growth and innovation, ensuring that Alberta's wheat and barley producers remain at the forefront of global trade."*

—Greg Sears, Capital Campaign Honorary Member



## BARLEY

Canadian farmers produce roughly nine million tonnes of barley annually, making Canada the fifth-largest producer globally. Canada exports about 36 per cent of its crop, making it the third-largest exporter of malt barley.

The vital brewing sector is in the eastern provinces, while Western Canada dominates the direct economic impact of Canadian-grown barley.

**During the 2022-2024 fiscal years, Cereals Canada reached 3,976 attendees through 36 in-house programs including 15 programs geared towards international customers.**

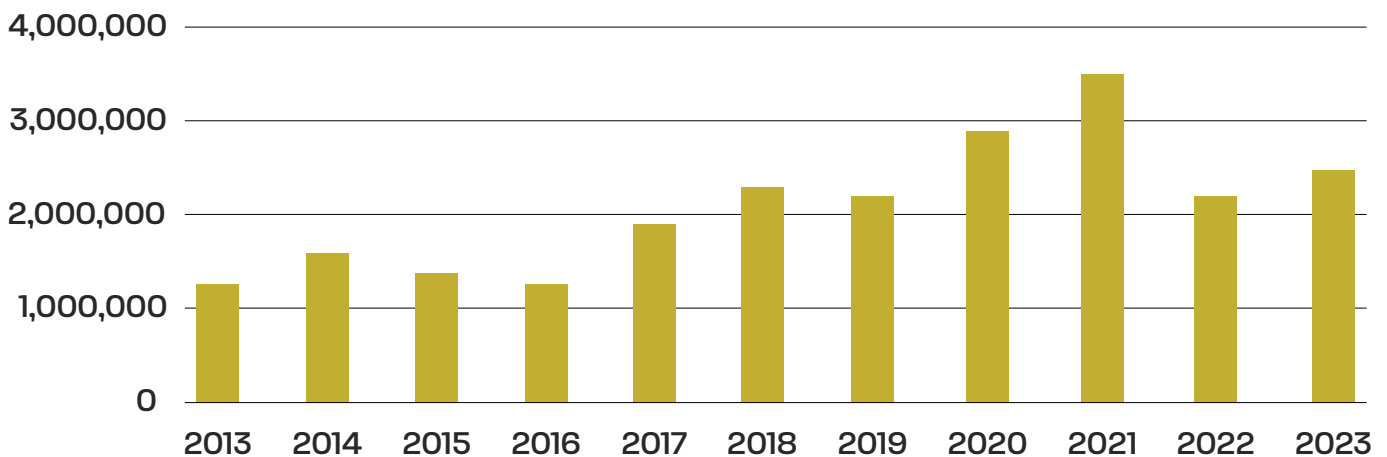


Figure 3: Canadian Barley Exports Between 2013 and 2023

*“Market development is a key pillar for Manitoba Crop Alliance. Our support for Cereals Canada, including the Gate project, will help to effectively promote and sustain the Canadian cereals market now and into the future.”*

—Gregg Fotheringham, Capital Campaign Honorary Member





# OATS

Canada is the world's largest exporter of high-quality oats and produces about four million tonnes per year on average.

Canadian oats supply three primary markets: milling oats for human consumption; performance or pony oats, supplied as feed for high-end race or competitive horses; and high-yielding feed oat varieties.

**Over the last 50 years, Cereals Canada has welcomed over 150,000 international participants to our headquarters in Winnipeg.**

As shown in Figure 4, between 2013 and 2023, oat exports grew by 26 per cent. Over the last five years, the US has been the largest oat importer, accounting for 59 per cent of the world's oat imports. About 83 per cent of Canadian oat exports are shipped to the US, representing a market share of 97 per cent.

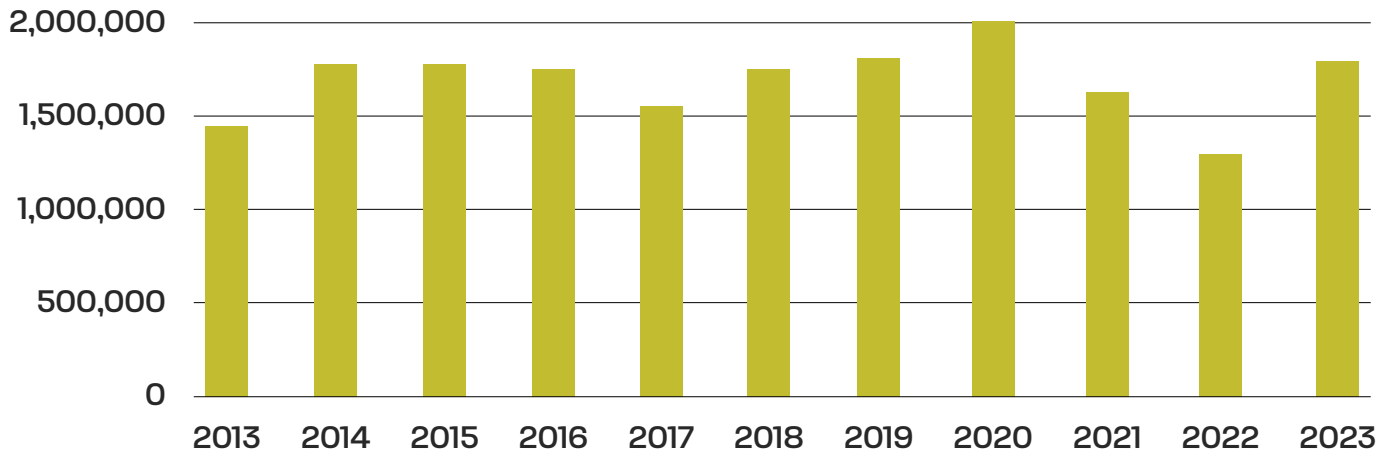


Figure 4: Canadian Oat Exports Between 2013 and 2023



*“Grain Farmers of Ontario believes that to fully support and promote the incredible value of Canadian grains to domestic and export customers alike, Cereals Canada requires world class people and facilities to accomplish this mission! Gate is an investment in the future of Canadian agriculture, and builds upon our reputation for supplying safe, high-quality, sustainably grown grains to the world.”*

— Josh Boersen, Capital Campaign Honorary Member

# Cereals Canada Technical Division

Cereals Canada has a technical division, which requires dedicated space, specialized equipment, and expert staff to test, evaluate, and communicate the quality and value of Canadian grains.

Cereals Canada provides services that distinguish Canada from its competitors, add value for its customers, and provide a point of differentiation that supports and drives market demand. This helps ensure that Canadian quality is translated into value and enables Canada to compete in the “quality” segment of the world grain trade.

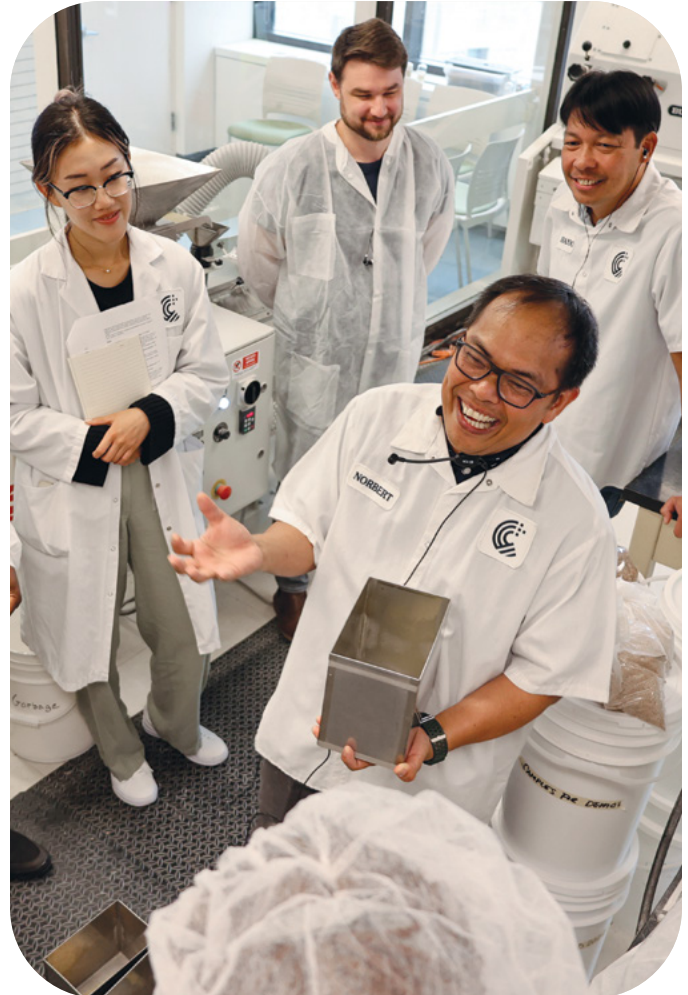
## CURRENT CHALLENGES

**Facility:** The leased space at 303 Main St. does not meet the needs of the organization. Cereals Canada has outgrown their space in the building and cannot grow or expand, nor can they install new equipment due to mechanical and electrical constraints.

Additionally, frequent mechanical issues in the building are out of Cereals Canada’s control, creating situations where conditions within the workspaces (too hot, too cold, etc.) are not ideal for performing certain tests and analyzing functionality. Time is frequently lost due to mechanical failures and incidents such as flooding.

**Equipment:** Presently, some of the equipment at Cereals Canada is not up to current industry standards.

**Storage:** There are currently no storage areas in the space leased by Cereals Canada at 303 Main St., forcing the organization to store goods offsite. In addition to paying high fees for rent, special arrangements must be made each time something is taken to or retrieved from the offsite storage facilities. It is also impossible to ensure proper sanitation or control conditions like temperature and humidity when storing goods offsite.



*“I am extremely proud, to join the Gate Team, with the vision to help move the Canadian Cereals industry to a new level, to ensure our reputation as a provider of high quality, sustainably produced grains to feed a hungry world, is preserved.”*

—Dave Hansen, Capital Campaign Member

**Analytical Services:** In its current location, the analytical lab is stretched to capacity, with every available surface holding equipment. It lacks proper room temperature control to execute temperature-sensitive tests.

**Milling:** The current mill is outdated and no longer meets industry standards. Currently, grain is delivered to 303 Main St. and pneumatically transferred to the eleventh floor of the building. Despite the importance of oats as a cereal crop, the current Cereals Canada facilities at 303 Main St. do not have an oat processing line.

**End-products, Pasta:** In the current location, semolina must be transported 11 floors from the mill to the pasta plant, the pasta dryer is very loud, and there are no dedicated work surfaces. Additionally, the lack of a couscous processing line creates a gap in the technical services offered by Cereals Canada.

**Noodles and Asian End-products:** The Asian end-products area at 303 Main St. is poorly laid out, overfilled with equipment, and does not have a refrigerated area for samples.

**End-products, Baking:** The current bakery is limited to what it can install due to safety and mechanical restrictions (i.e., no gas ovens are allowed).



*“Behind Canadian wheat is a team of highly trained people who are passionate about what they do. The team at Cereals Canada is an excellent team of caring people concerned about adding value throughout the entire wheat industry chain.”*

**—Nicolas Montalvo, Trimex Planta Veracruz Plant Manager**





## HOW GATE WILL ADDRESS THESE CHALLENGES

Gate will enhance Canada's distinction by providing a physical space that matches Cereals Canada's reputation for world-class technical knowledge and customer support. The purpose-built space will provide a better user experience for customers and staff, while creating opportunities for new programs and training.

**Facility:** The purpose-built facility will meet the specific electrical, mechanical, space, and safety requirements of the technical division.

**Equipment:** New and updated equipment will allow technical staff to better understand customers' needs, conduct relevant demonstrations, and provide the most accurate information and advice. As well, having the highest quality tools, resources, and staff in the facility will demonstrate Canada's commitment to keeping up with an increasingly advanced industry.

**Storage:** Dedicated, on-site storage areas at Gate will alleviate the logistical and sanitary challenges and save the organization time and money.

**Analytical Services:** A larger, more efficient lab at Gate will improve the staff's ability to conduct tests and will give the department room to add much-needed equipment, such as a dietary fibre analyzer to measure the fibre in wheat, barley, oats, and pulses. Additional laboratory equipment to analyze pulse crops will expand the scope of the cereals analytical lab and open the door for collaboration and training.

**Milling:** Locating the milling equipment on the first floor of Gate will solve many logistical problems, including the movement of grain. The mill at Gate will include an oat processing line, creating a space for this important cereal grain, and rounding out the services offered by Cereals Canada. The specialty

milling facility will also be near the mill, allowing for better collaboration between these areas.

Glass panels separating the mill from the building's public areas will allow visitors and tour groups to view the mill's activities without interrupting production, especially during busier times such as harvest assessment. This will also provide a unique feature for the building and highlight some of the work that is done at Gate.

**End-products, Pasta:** In comparison to the 11 floors of separation at the current location, having the new pasta production facility on the main floor—adjacent to the mill—improves the efficiency and flow of grain, semolina, and milling by-products. Dedicated work surfaces will improve the efficiency and workflow of the department. A couscous production line will be new to Gate, addressing a major gap in Cereals Canada's current technical service offerings. Also, a fully enclosed pasta dryer will reduce noise in the pasta area, making it more conducive to training, programs, and tours.

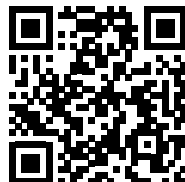
**Noodles and Asian End-products:** The Asian end-products area at Gate will provide a more efficient layout for workflow and will better accommodate customers and program participants. The area will include a dedicated cooler for samples.

**End-products, Baking:** The layout of the new pilot bakery will create better access to equipment and a more efficient workflow while allowing for future expansion opportunities.

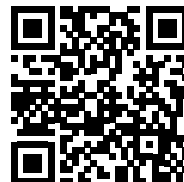
LEARN MORE  
Analytical  
Services



LEARN MORE  
Milling



LEARN MORE  
Pasta & Asian  
End-products



LEARN MORE  
Baking



*“Canadian wheat makes excellent flour which contributes to the Japanese bread and noodle markets. Japan’s rich food culture is supported by efforts of (the) Canadian wheat industry.”*

—Daisuke Mogi, Akinari Masuda of The Torigoe Co., Ltd., a Cereals Canada Technical Exchange Participant





## OPPORTUNITIES FOR PROSPECTIVE ANCHOR TENANTS

Gate will bring together several high-profile collaborative organizations under one roof, including industry associations, academia, the private sector, and government, to support the growing global demand for Canadian grains. Enhanced collaboration with prospective anchor tenants will strengthen expertise across the grains sector, supporting industry collaboration and resource sharing.

### BENEFITS OF CO-LOCATION:

**Collaboration Opportunities:** Gate will promote collaboration with other agricultural stakeholders, such as research institutions and government organizations, that can lead to heightened synergies, knowledge exchange, and partnerships that drive innovation and growth and accelerate product development.

**Market Insights:** Gate can serve as a market intelligence hub to gain valuable insights into market trends, consumer preferences, regulatory developments, and emerging opportunities in various regions.



**Infrastructure and Resources:** The new infrastructure and facilities will provide further capacity to test new technologies and develop innovative products more efficiently and cost-effectively than if investment in such infrastructure were made independently.

**Regulatory Support and Services:** Regulatory expertise and support services will help navigate complex regulatory environments, ensure compliance with regulations, and accelerate the approval process for new products and technologies.





**Access to Talent and Expertise:** The new facility will attract a diverse range of talent, including business professionals, researchers, scientists, agronomists, and other experts who can contribute to research and development, innovation, and problem-solving initiatives.



**Food Security:** Work done on protein innovation and blending of quality food ingredients produced in Canada will continue to support domestic and global food security issues.



**Increased Bilateral Research:** Gate will serve as a hub for bilateral research and development work with customers and the private sector. These cooperative arrangements might be based on short-term contracts or longer-term funding agreements and provide opportunities to work with cross-functional teams.



*"We were particularly impressed by the quality of the program you organized for us. The visits to the Cereal Canada facilities and the meetings with various stakeholders in the Canadian cereal sector allowed us to better understand the workings of your market and to appreciate the quality of the products you export.*

*These exchanges were also an opportunity to forge valuable connections with our Canadian counterparts. We are convinced that these relationships will be mutually beneficial for our two industries. We are proud of the relationship we have with Cereals Canada and look forward to continuing it in the future."*

**—Mr. Moulay Abdelkader Alaoui, National Federation of Milling in Morocco, a Cereals Canada Technical Exchange Participant**

## SUSTAINABILITY AND GREEN BUILDING PRACTICES

Canada is a global leader in the production of high quality, nutritious, and sustainable cereal grains. In fact, Canadian farmers grow some of the most sustainable crops in the world.

To match our sector's commitment to sustainability in the field, developing a sustainable building has been central to the vision of Cereals Canada.

The design and construction of Gate will take a holistic approach, where environmental, social, and economic factors intersect. This is the approach that our team of property developers, architects, and engineers are following for this project.

By embracing green building practices and participating in recognized sustainability programs, we will create a resilient structure that benefits both our organization and our community now and for the future.

**Green building practices explore innovative practices like passive design, renewable energy, water conservation, and material selection.**



*"I am honoured to have been asked to serve on the Cereals Canada Gate Campaign Cabinet Committee. Having been the Minister of Agriculture for Manitoba, I have learned to appreciate the importance of Cereals Canada as a strong contributor to agricultural sustainability. I am looking forward to joining this forward-thinking team of men and women in showcasing not only our grains, but also our farming communities and their importance to Canada. Together we will build a new generation of marketing strategies that will bring our first-class grains to the attention of the world."*

—Ralph Eichler, Capital Campaign Member



*"Ensuring Canada's place as a dominant cereal producer means proactively securing new global markets, reducing dependence on any one trading partner, and strengthening our competitive edge. I joined Gate because safeguarding the future of Canadian agriculture requires vision, innovation, and a commitment to expanding opportunities for our farmers."*

—Wade Barnes, Capital Campaign Member







Ageorge Otieno  
East Salem Bioenergy & Co., Ltd.  
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# Support for Gate

## INVESTING IN CANADIAN CEREALS IS AN INVESTMENT IN CANADA

As global demand for Canadian wheat, durum, barley, and oats grows, it is imperative for the Canadian grain sector to be ready to meet the demand and contribute to global food security while becoming more resilient to the impacts of climate change.

Your support of our Capital Campaign is an investment in Canadian agriculture. Together, we can build a space that supports farmers, researchers, customers, and industry. Join us in making this vision a reality.

For more information on recognition opportunities, please contact the Gate Capital Campaign at [info@gate-canada.ca](mailto:info@gate-canada.ca)

Cereals Canada is the national, not-for-profit, industry association representing the Canadian cereal grains value chain. We value relationships and work with government and stakeholders to provide timely, expert technical information and deliver best-in-class customer experience. We are dedicated to supporting the Canadian cereals value chain including farmers, exporters, developers, processors and our customers around the world with a focus on trade, science, and sustainability.





[Gate-Canada.ca](http://Gate-Canada.ca)



