

MANITOBA ANALYTICS

Agri-food Export Performance in 2024



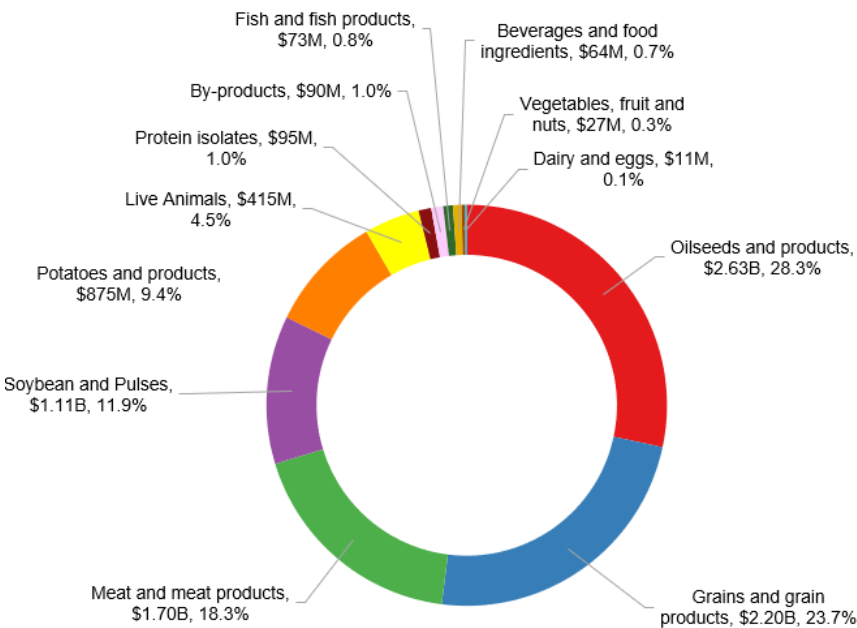
In 2024, the Manitoba agri-food sector’s export value declined to \$9.39 billion, a 1.3 per cent decrease compared to 2023. During the same period, Manitoba’s total international exports fell by 4.2 per cent, from \$21.5 billion to \$20.6 billion. Agri-food exports made up 45.1 per cent of Manitoba’s total international exports in 2024, a one per cent increase from the previous year.

Total Agri-food Export Value	Value Change from Previous Year	Agri-food Export Share in Total Export	MB's Contribution to Canada's Agri-food Export
\$9.28B	- 1.26%	45.13%	9.26%

Top Agri-food Export Commodities and Products

The following graph shows the top agri-food export categories in 2024, in descending order: oilseed and products (28.3 per cent), grains and grain products (23.7 per cent), meat and meat products (18.3 per cent), soybean and pulses (11.9 per cent) and potatoes and products (9.4 per cent). These top five categories made up 91.7 per cent of Manitoba’s total agri-food exports in 2024, a decrease of 0.6 per cent compared to 2023. Oilseeds and products exports were mainly canola (90.5 per cent) and hemp (2.9 per cent). Wheat and oats constituted 76.6 per cent and 15.5 per cent of the grains and product exports, respectively. Pork and products accounted for 99.9 per cent of meat and meat products, while soybean made up 81.3 per cent of the soybean and pulses export value. Prepared potatoes accounted for 93.3 per cent of potatoes and product exports.

Agri-food Exports in 2024



Export Performance (2024 versus 2023)

In 2024, beverage and food ingredients showed the largest percentage increase by 61.4 per cent in export growth among all categories compared to 2023 or \$24.2 million, mainly due to an increase in flavored water (149 per cent) and honey (94 per cent) exports.

Meat and meat products saw the largest export growth in value (\$219 million), driven primarily by a 13 per cent increase in pork prices from 2023 to 2024.

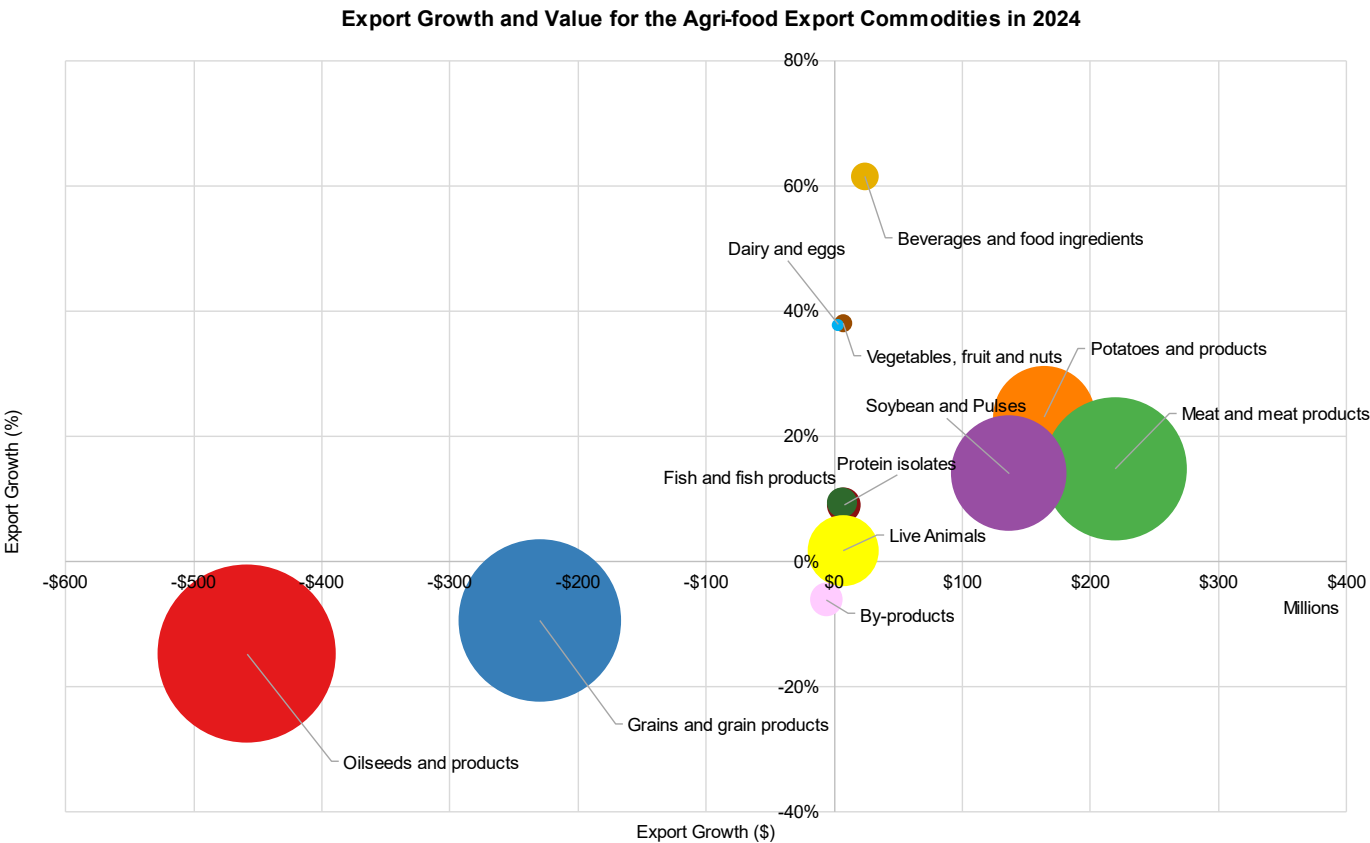
Agri-food Export Performance

Commodities	Export growth (%)	Export growth (\$)	Export value
Oilseeds and products	-14.8%	(\$458.62M)	\$2,631.15M
Grains and grain products	-9.5%	(\$229.57M)	\$2,195.20M
Meat and meat products	+14.8%	\$219.42M	\$1,697.36M
Soybean and Pulses	+14.1%	\$136.62M	\$1,107.97M
Potatoes and products	+23.0%	\$163.93M	\$875.19M
Live Animals	+1.7%	\$7.00M	\$415.32M
Protein isolates	+9.0%	\$7.86M	\$95.40M
By-products	-6.1%	(\$5.82M)	\$89.65M
Fish and fish products	+9.4%	\$6.22M	\$72.57M
Beverages and food ingredients	+61.4%	\$24.23M	\$63.70M
Vegetables, fruit and nuts	+38.0%	\$7.46M	\$27.10M
Dairy and eggs	+37.8%	\$3.07M	\$11.19M
Total	-1.3%	(\$118.19M)	\$9,281.81M

Oilseeds and products showed the largest decline in both value (\$459 million) and percentage (14.8 per cent) in 2024 compared to the previous year. This decline was mainly driven by a 24 per cent decrease in canola oil prices and a 19 per cent decrease in canola meal prices in 2024.

Grains and grain products showed the second largest decline in value (\$230 million) and percentage (9.5 per cent) between 2023 and 2024. The primary reason for the decline in grain exports is the 14 percent decrease in wheat prices in 2024.

The following graph shows the export growth in percentage (Y-axis) and in value (X-axis) as well as the value of Manitoba agri-food exports in Manitoba (size of bubble).



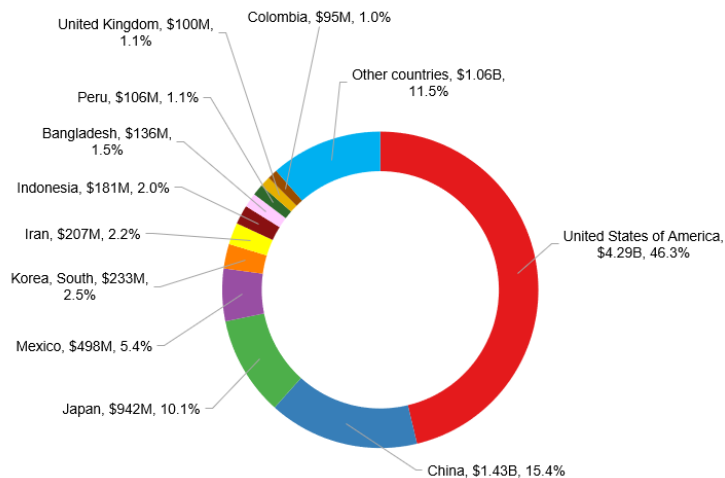
Top Export Destinations

The United States (U.S.), China, Japan, Mexico and South Korea were the top five export destinations for Manitoba’s agri-food products in 2024. The top five countries accounted for 79.7 per cent of Manitoba’s total agri-food exports in 2024, two per cent lower than the previous year. The U.S. accounted for 46 per cent of Manitoba’s total agri-food exports or \$4.29 billion in 2024, with a two per cent decline compared to 2023. This was mainly due to a decline in canola oil exports. Canola oil (24.3 per cent); processed frozen potatoes (18 per cent); and canola meal (7.2 per cent) were the top agri-food exports shipped to the U.S.

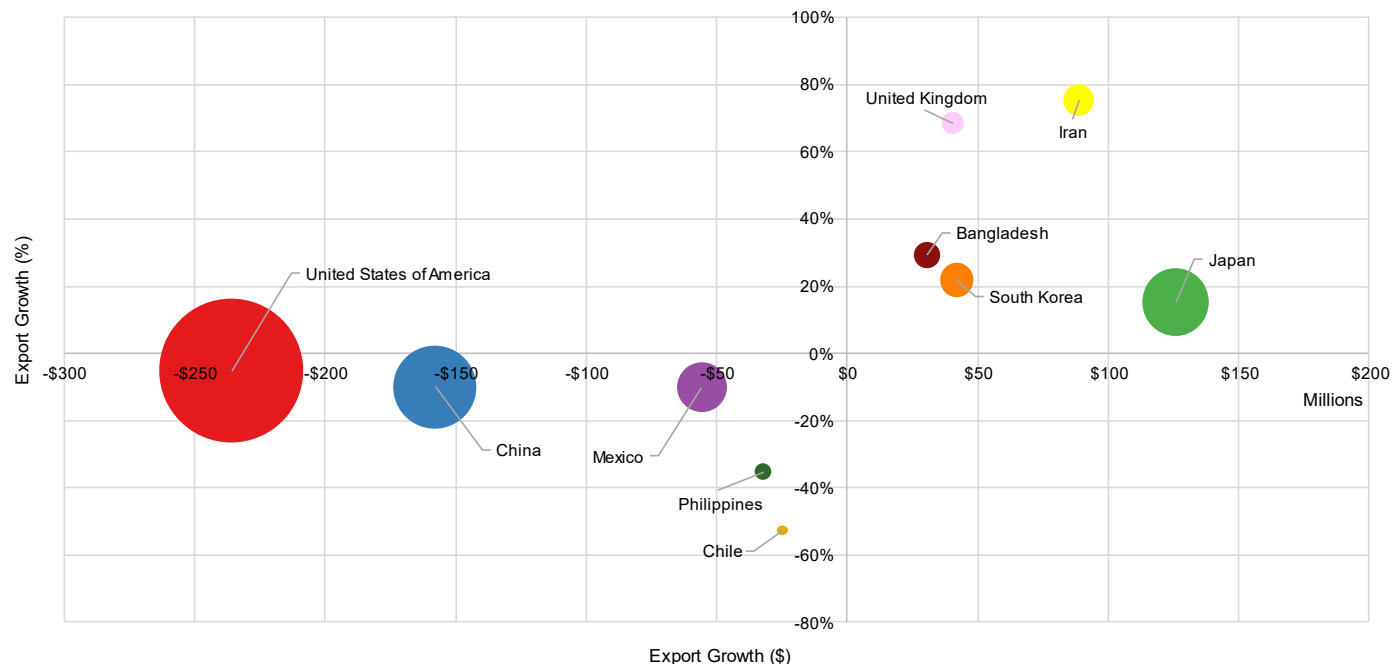
China was the second-largest destination for Manitoba’s agri-food export in 2024, reaching \$1.43 billion. In 2024, China received mainly canola seeds (45.4 per cent); soybean (27.9 per cent); and wheat (11.8 per cent). Japan was the third-largest destination for Manitoba’s agri-food exports, with the largest export growth in value, reaching \$942 million in 2024. Pork cuts (69.7 per cent); wheat (14.7 per cent) and canola seeds (11.9 per cent) were the top three agri-food products exported to Japan.

Despite the decline, Mexico remained the fourth-largest destination for Manitoba’s agri-food exports in 2024. Pork (39.9 per cent); canola oil (13.3 per cent) and canola seeds (12.9 per cent) were the top agri-food products exported to Mexico in 2024. South Korea was the fifth-largest destination for Manitoba’s agri-food exports, with \$42 million or 21.9 per cent export growth in 2024. The top Manitoba agri-food products exported to South Korea are pork cuts (87.2 per cent) and wheat (7.4 per cent). While exports to the U.S., China, and Mexico were relatively diverse, exports to Japan and South Korea were highly concentrated on pork, wheat and canola seeds. The following graph shows Manitoba’s agri-food export destinations that experienced the largest export value increase and decrease. The value of agri-food exports in 2024 is indicated by the size of the bubble.

Manitoba Agri-food Export Destinations in 2024

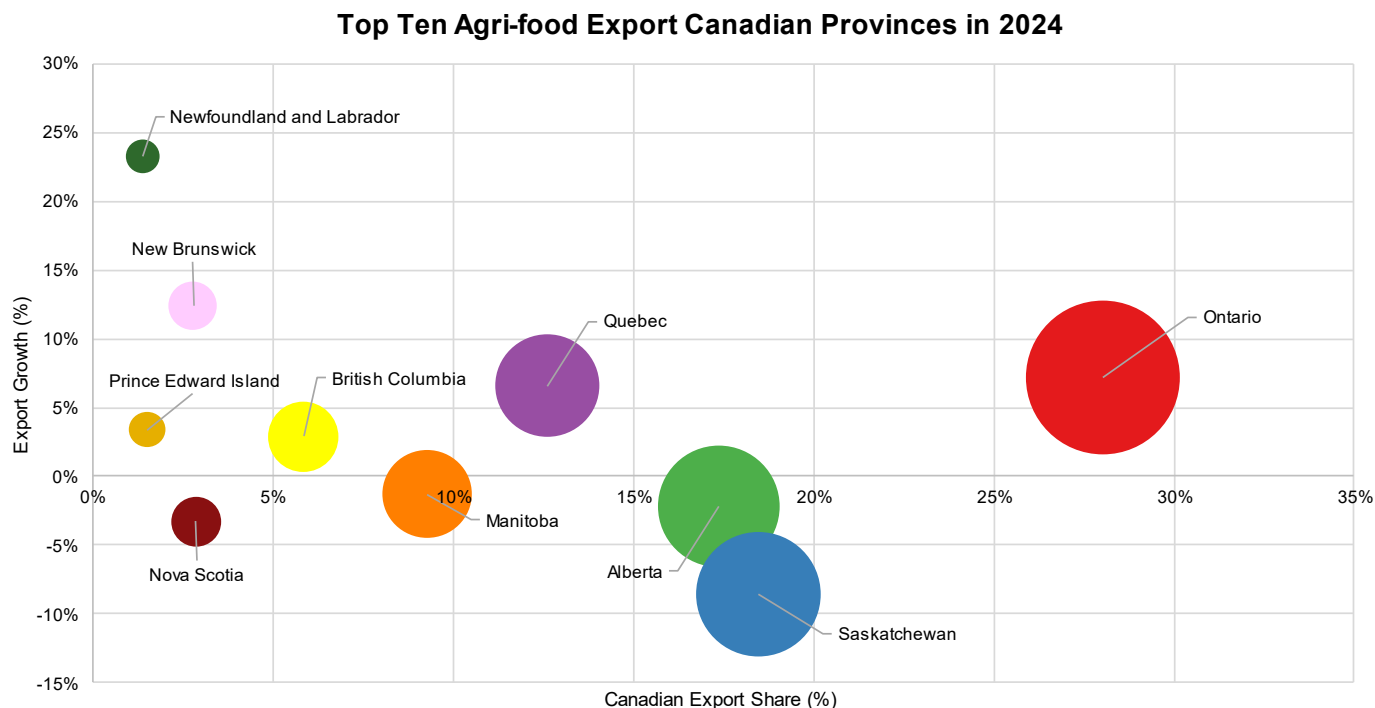


Top Five Gain and Top Five Loss Destination by Export Value



Manitoba's Share of National Agri-food Exports

In 2024, Manitoba contributed 9.3 per cent of Canada's \$100 billion agri-food exports and ranked as the fifth-largest agri-food exporter among all provinces. Ontario accounted for 28 per cent of Canada's international agri-food exports, while Saskatchewan and Alberta accounted for 18.5 per cent and 17.4 per cent, respectively. At the national level, agri-food exports increased by 1.1 per cent from \$99.2 billion 2023 to \$100.3 billion in 2024. The following graph shows export values, provincial shares and export growth for the top 10 agri-food exporting provinces.



Share of Processed Agri-food and Commodities

Processed agri-food products represented 48.8 per cent of the total agri-food export value in 2024, while the remaining 51.2 per cent was exported as commodities. Approximately 70.3 per cent of the export values to the U.S. (\$3.02 billion), 71.2 per cent of the exports to Japan (\$671 million), and 62.5 per cent of the exports to Mexico (\$311 million) were processed products. Only about 11.7 per cent of the exports to China (\$167 million) were processed products. Overall, 59.1 per cent of the agri-food exports to the top five destinations in 2024 were processed products.

February 25, 2025

Contact us

- Go to manitoba.ca/agriculture and click on [Markets and Statistics](#).
- Email us at industryintelligence@gov.mb.ca.
- Follow us on X@MBGovAg