

Supporting Local **Solutions** to Local **Challenges**



Agriculture
Canada

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Read on to find a variety
of **services** and **programs**
for **rural Manitobans**



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Did you Know?

- Rural development is a priority of the Government of Canada. It has made a long-term commitment to help rural residents like you remain in communities that are thriving and prosperous.
- Many federal and provincial government departments and agencies are working to provide your community with the tools it needs to achieve a viable future. One of the main tools is the promotion of partnerships between community groups, various levels of government, the private sector and voluntary organizations.
- There are numerous programs and services that can benefit you as a rural Manitoban. A number of them are listed here, but you can easily find out more by calling toll-free or by visiting the Web sites below.

Find out more!

For more information on rural programs and services, or to obtain a free copy of the national *Pocket Directory of Rural Programs and Services*:

Web site: www.rural.gc.ca

Phone: 1 888 781-2222 (toll-free)

and still more...

For information on *all* Government of Canada programs and services:

Web site: www.canada.gc.ca

**Phone: 1 800 O-Canada (toll-free)
(1 800 622-6232)**

You can also visit a Service Canada Access Centre to get information in person, pick up key publications, or to search the Internet. Call 1 800 O-Canada to find out if there is an Access Centre near you.

Economic Development

- **Strategis**, Canada's largest Web site of business information, is maintained by Industry Canada. It provides the resources that will help entrepreneurs find new markets, discover new growth opportunities and new technologies, and develop business or trade alliances. It can also help in assessing new ventures.

Web site: strategis.gc.ca

Phone: 1 800 328-6189

- **The e-Business Service Centre** offers personal consultation to small and medium-sized businesses to help them adopt e-commerce and e-business technologies into their businesses. It also promotes Manitoba's dot-com companies.

Web site: www.e-bsc.ca

**Phone: (204) 984-2272 (Winnipeg) or
1 800 665-2019**

- **BusinessGateway** is an Internet portal for businesses, with extensive links to government services, information and resources:

Web site: businessgateway.ca

- **The Canada/Manitoba Business Service Centre (C/MBSC)** is a one-stop shop for comprehensive information on business and trade. The C/MBSC can provide information on starting a business, expanding your business, exporting, and federal/provincial business programs, services and regulations.

**Web site: www.cbsc.org/manitoba
Phone: (204) 984-2272 (Winnipeg) or
1 800 665-2019**

- **Community Futures Development Corporations** help rural and northern Manitoba communities develop and implement innovative approaches to local economic development. They also provide business products and services—including loans, counseling, training and information—to small and medium-sized businesses.

**Web site: www.cfpm.mb.ca
Phone: (204) 984-2272 (Winnipeg) or
1 800 665-2019**

- **The Women's Enterprise Centre of Manitoba** helps women start and grow their own businesses by providing professional advice, loans and on-going business training.

**Web site: www.wecm.ca
Phone: (204) 988-1860 (Winnipeg) or
1 800 203-2343
Email: wecinfo@wecm.ca**

- **The International Trade Centre** in Manitoba is part of a cross-Canada network that helps Canadian businesses take advantage of opportunities in foreign markets.

**Web site: www.ic.gc.ca/itcmanitoba
Phone: (204) 983-5851 (Winnipeg) or
1 800 267-8376**

Youth

- **Digital Collections** is an Industry Canada program that helps communities hire students to digitize historic, literary and cultural highlights. These community showcases are then posted on the Internet. To review these highlights or for more information:

Web site: www.connect.gc.ca

**Phone: (204) 983-7782 (Winnipeg) or
1 800 575-9200**

- **Generations CanConnect** provides employment opportunities for youth and a link between students and seniors, so that community histories can be recorded. To access these histories, or for more information:

Web site: www.connect.gc.ca

**Phone: (204) 983-7782 (Winnipeg) or
1 800 268-6608**

- **The Community Access Youth Employment Project** has employed over 600 young people in rural Manitoba, and has helped them develop information, communication and technology skills that can be transferred to future jobs. For information:

Web site: www.capyep.mb.ca

**Phone: (204) 983-7782 (Winnipeg) or
1 800 268-6608**

- **Canada's Youth Employment Strategy (YES)** facilitates the hiring of young people through programs and services (see next column). For more information on YES

programs and services, call or visit the Human Resources Development Canada (HRDC) office nearest you. To obtain the address and telephone number, visit the Web site, call toll-free or consult your blue pages.

Web site: www.mb.hrdc-drhc.gc.ca

Phone: 1 800 O-Canada

- **Youth Employment Information (YEI)** is Canada's national youth Web site for career planning and employment resources.

Web site: www.youth.gc.ca

- **Youth Service Canada (YSC)** develops work opportunities, through participation in community service projects, for youth who face greater barriers to entering the work force.

Web site: www.youth.gc.ca

- **Youth Internship Canada (YIC)** provides wage subsidies to employers, enabling them to create meaningful work experiences to help out-of-school, unemployed and underemployed youth make the transition into the labour market and succeed in the competitive knowledge-based economy.

Web site: www.youth.gc.ca

- **Student/Youth Human Resource Centres** are located in your local Human Resource Centres and Manitoba Youth Job Centres. Employers can gain quick, easy access to enthusiastic workers by posting job vacancies. The Centres are open May through August. Last year, the student-run centres helped almost 3,000 rural students find summer jobs.

Web site: www.mb.hrhc-drhc.gc.ca or
www.edu.gov.mb.ca/youth/index.html

Agriculture

- **Agriculture and Agri-Food Canada** provides extensive support to both producers and agribusinesses. For example, its Cereal Research Centre (Winnipeg) develops superior wheat and oat varieties for production on the Canadian Prairies. Its Market and Industry Services Branch works with the Manitoba government, Manitoba agribusinesses, industry and stakeholders to boost export sales and foreign investments, and to improve market access.

Web site: www.agr.ca

Phone: Cereal Research Centre

(204) 983-5533 (Winnipeg)

Market and Industry Services Branch

(204) 983-3032 (Winnipeg)

- **The Manitoba Rural Adaptation Council (MRAC)** facilitates rural innovation and adaptation by assisting in the development and implementation of long term sustainability strategies. Through the *Canadian Adaptation and Rural Development (CARD)* funding program, MRAC funds initiatives that broaden the diversity of production and processing of agricultural and agri-food products, enhance the “agropreneurial” skills needed to exploit new products and technologies, identify and develop new markets for new products, provide economic opportunity for First Nations, identify areas of need for further research and development, and encourage value-added food production that focuses on quality and safety.

Web site: www.mrac.ca

Phone: (204) 982-4790 (Winnipeg)

- **The Net Income Stabilization Account (NISA) Program** helps producers achieve long-term farm income stability by providing them the opportunity to deposit money annually into their NISA account and receive matching government contributions (two per cent federal, one per cent provincial). In lower income years, producers can make withdrawals from the funds they have set aside. In Manitoba, producers can deposit up to three per cent of their eligible net sales.

Web site: www.agr.ca/nisa

Phone: 1 800 665-6472 (NISA)

- **The Canadian Farm Income Program (CFIP)** provides disaster assistance to producers who have suffered a sudden and severe drop in income due to circumstances beyond their control. The three-year program is funded by the federal government at 60 per cent and the Manitoba provincial government at 40 per cent.

Web site: www.agr.ca/cfip

Phone: 1 888 343-1064

- **The Prairie Farm Rehabilitation Administration (PFRA)** supports innovation and competitiveness for the agriculture and agri-food sector, by providing information, technology and services that maintain the health of our environment. PFRA assists landowners, local governments and rural people in making decisions that ensure the sustainability of our land and water resources.

Web site: www.agr.gc.ca/pfra

Phone: (204) 983-2241 (Winnipeg) or
call the PFRA office nearest you.

- **Farm Credit Canada (formerly Farm Credit Corporation)**, Canada's largest agricultural term lender, has been giving producers a variety of financing options for the past 40 years. In recent years, its expanded services to small and medium-sized agribusinesses—from food processors to farm-input suppliers—have meant additional support for primary producers.

Web site: www.fcc-sca.ca

Phone: 1 800 387-3232

Health

- **Health Canada** helps Canadians maintain and improve their health. In partnership with provincial and territorial governments, it promotes disease prevention, develops health policies, enforces health regulations and enhances healthy living.

Web site: www.hc-sc.gc.ca

Phone: (204) 983-2833 (Winnipeg)

- **The Community Animation Program**, which is funded and managed by Health Canada and Environment Canada, strengthens the abilities of community groups to take action on linked health and environmental issues.

Phone: (204) 983-6574 (Winnipeg)

- **The Rural and Remote Health Innovations Initiative** provides funding to projects that support improved health in rural and remote areas. It serves to increase the capacity of communities to act on the social, economic, lifestyle and environmental factors affecting health.

Phone: (204) 983-6574 (Winnipeg)

- **Additional programs** that help communities focus on health issues: The Community Action Program for Children, the Canada Pre-Natal Nutrition Program, the Aboriginal Head Start Program, the AIDS Community Action Program, the Hepatitis C Program, the Canadian Diabetes Strategy and the Population Health Fund. These programs benefit all Canadians—from children and adolescents, to people in their mid-lives, to seniors.

Web site: www.hc-sc.gc.ca

Phone: (204) 983-2833 (Winnipeg)

Employment and Opportunities

- **Employment Insurance (EI)** provides temporary financial help to unemployed Canadians while they look for work or upgrade their skills, while they are pregnant or caring for a newborn or adopted child, or while they are sick. For more information, call or visit the HRDC office nearest you. To obtain the address and telephone number, visit the Web site, call toll-free or consult your blue pages.

Web site: www.mb.hrdc-drhc.gc.ca

Phone: 1 800 O-Canada

- **The Canada Pension Plan (CPP)** provides you with a stable and dependable pension you can build on for retirement. Your contributions also provide you or your dependents with basic financial protection if you become disabled or die.

Web site: www.mb.hrdc-drhc.gc.ca

Phone: 1 800 277-9914 or

visit the HRDC office nearest you.

- **The Opportunities Fund** assists people with disabilities, who are not eligible for Employment Insurance, obtain and maintain employment or become self-employed. It also finances employment activities such as services and interventions to facilitate integration into employment. For more information, call or visit the HRDC office nearest you. To obtain the address and telephone number, visit the Web site, call toll-free or consult your blue pages.

Web site: www.mb.hrdc-drhc.gc.ca

Phone: 1 800 O-Canada

- **Labour Market Information (LMI)** provides general and detailed information on the local labour market to assist people search for work and make employment, training and career decisions.

Web site: www.mb.hrdc-drhc.gc.ca

Community Services

- **The Community Access Program (CAP)**, which is administered by Industry Canada, assists over 140 Manitoba communities to provide free public access to the Internet, on-line training and other electronic information services. Through combined federal/provincial government efforts, computers have been set up in schools, libraries and community centres — and thousands of local businesses, residents and organizations have benefitted. Future plans include networking between sites and at least 240 additional sites in rural Manitoba.

Web site: www.communityconnections.mb.ca
or cap.ic.gc.ca

Phone: (204) 945-8527 (Winnipeg) or
1 800 268-6608

- **The National Strategy on Community Safety and Crime Prevention** helps build safer communities—with a particular emphasis on issues that affect children, youth, Aboriginal people and women's personal security. The Community Mobilization Program helps communities undertake activities that deal with the root causes of crime and victimization.

Web site: www.crime-prevention.org

Phone: (204) 984-4376 (Winnipeg)

- **Canadian Centre for Public-Private Partnerships in Housing** is a community-focused team within Canada Mortgage and Housing Corporation that helps communities make informed decisions about affordable housing development. It brings together a network of expert partners that can provide advice and resources for specific housing needs.

Web site: www.cmhc-schl.gc.ca

Phone: (204) 983-5600 (Winnipeg)

- **Parks Canada** operates two national parks and seven national historic sites in Manitoba, which attract about 630,000 visitors per year—primarily to rural areas of the province. Seasonal and full-time employment at these attractions is equivalent to 166 year-round positions—and most of these jobs are filled by rural residents. As well, rural citizens are members of the park advisory and management boards, and a variety of community groups are involved in the administration and operations of most sites.

Web site: www.parkscanada.gc.ca

Phone: 1 888 748-2928

- **Consumer Information Gateway** is an Internet portal, with extensive links to government services and information on topics ranging from communications and the environment to transportation and tourism.

Web site: www.consumerinformation.ca

- **Canadian Agricultural Rural Communities Initiative (CARCI)** is a \$9.3 million fund to help enhance the viability of agriculture-dependant communities that have been affected by changes in the agricultural economy. Individuals and organizations can apply for assistance with research, workshops, conferences, seminars and community-based projects.

Web site: www.agr.ca/carci

Phone: (204) 983-8466 (Winnipeg)

