Altona & Rhineland Region

DEVELOPERS PACKAGE

ARED

Altona Rhineland Economic Development Inc.



Investing in the Altona & Rhineland Region

The Altona & Rhineland Region (Rhineland, Plum Coulee, Gretna, Altona) region is located in southern Manitoba where natural resources are plentiful and our workforce offers employees who are instilled with strong work ethics.

The region has great strength in its diverse agricultural sector and growing manufacturing industries. Many local businesses are shaping the future through innovation, productivity and entrepreneurial spirit. The region is located near the United States border, which provides a gateway for domestic shipment of specialty goods and international export.

The communities offer the advantages of small-town life and fresh country air, which makes them a great place to live, work, invest and visit. With low costs for land, hydroelectric power and some of the most affordable housing in Manitoba, your dollar goes far here.

The RPGA region is supported by Altona Rhineland Economic Development Inc., a dedicated team of professionals driven by a mission to be a proactive catalyst for economic growth through collaborative partnerships. They foster strong connections and strategic alliances to unlock the collective potential of their business community and drive sustainable economic development.



Quick Facts: RPGA Region

Key Economic Indicators

Population
10,401

Businesses
1,289

Land Area
967.83 km²

Available Labour Force
7,245

Taxes
Commercial Mill Rates

Altona:
36.923

Rhineland:
27.361

Occupied Jobs
4,685

Post-secondary graduates
2,385

Building Permits $
47.6 Million

Start your investment planning today! Contact:

Altona Rhineland Economic Development Inc.

Email: edo@ared-rpga.com

Web: ared-rpga.com

Location

Where We Are

Located in Manitoba, Canada between the provinces of Saskatchewan and Ontario and north of the state of North Dakota, USA.

Accessibility

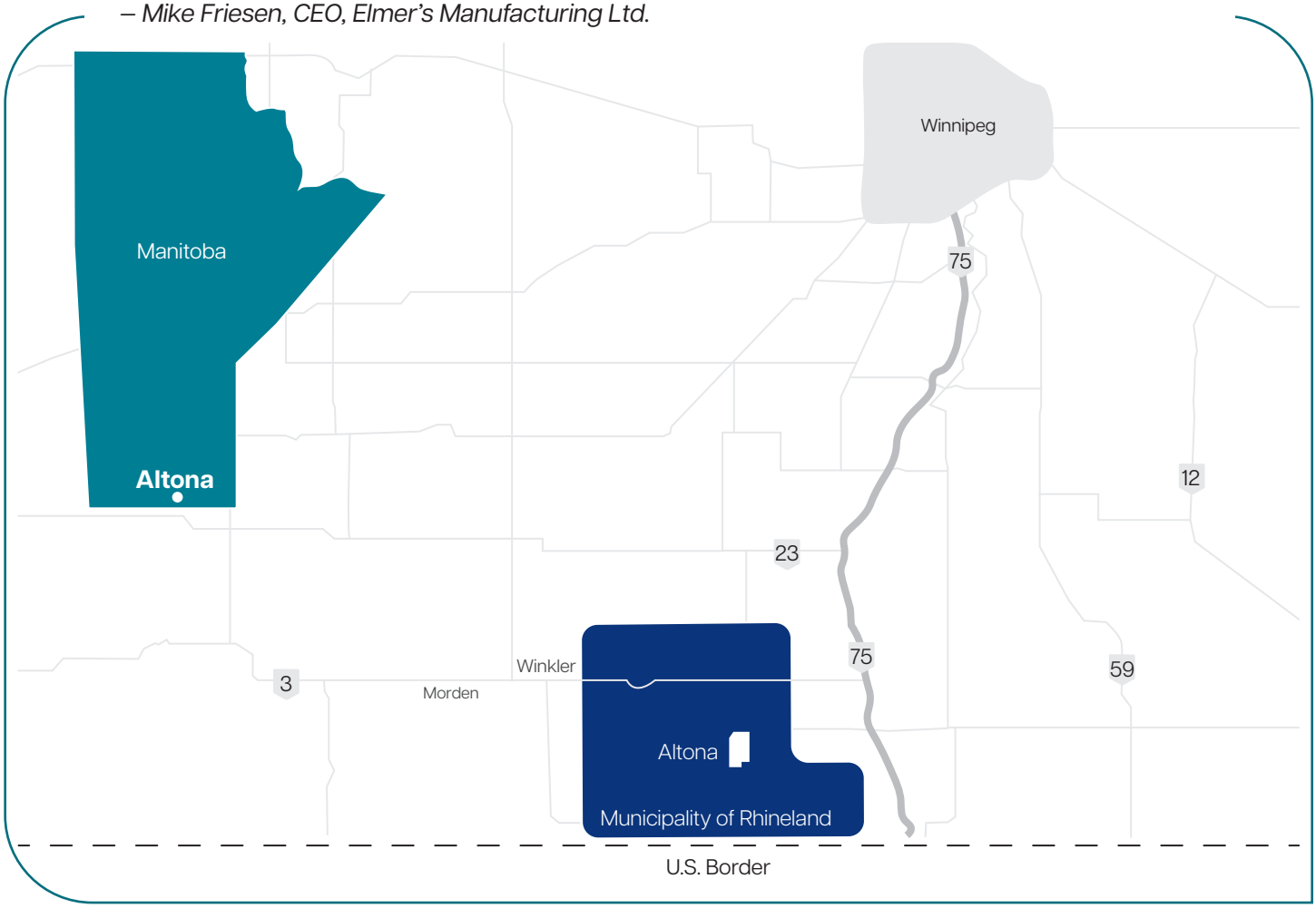
Excellent transportation network ideally located for market access. Close to the Winnipeg International Airport and served by the Canadian Pacific Kansas City Limited (CPKC) Railway via the CP Gretna subdivision for grain delivery. 24-hour truck service via major provincial highways leading south to the United States border and north via Highway 75 to Winnipeg and Trans-Canada Highway 1.

Driving Distance to Major Centres:

Winnipeg, MB	1 hr
Vancouver, BC	23 hrs 36 min
Toronto, ON	20 hrs 19 min
Denver, CO	15 hrs 24 min
Houston, TX	21 hrs 12 min
New York City, NY	25 hrs

"The Altona & Rhineland region is a place where business and community thrive together. It offers a genuine sense of connection, a strong work ethic, and an incredible quality of life that makes it easy to attract and keep great people – the foundation for any successful business."

– Mike Friesen, CEO, Elmer's Manufacturing Ltd.



Economic Profile

Transportation

The Altona & Rhineland Region is well served by an accessible network of quality transportation systems. The transportation infrastructure is a major factor in supporting the region's diverse agricultural, manufacturing and technology industries. The region's integrated highway, rail and air systems allow for efficient delivery and transport of goods and people throughout the Town of Altona and the Municipality of Rhineland.

Road System

The main highways serving the region are Highway 14, which runs east-west through the region, and Highway 30, which is near Gretna and connects south to the US border.

Highway 14 provides access to the cluster of communities, including Altona, Gretna, and Plum Coulee. It connects the region to 4-lane divided Highway 75, which leads to the City of Winnipeg (only an hour drive away).

Rail System

The Canadian Pacific (CP) Gretna subdivision ends south of Altona, with the CP Rail line only providing service to the Bunge grain facility in Altona.

Mid Canada Transload Services is a unique facility strategically located just north of the US border at Emerson, Manitoba (26 minute drive from Altona). MCTS specializes in the transloading of all agricultural products, food-grade products, organic products, and industrial or manufactured products. They have daily rail service with two class 1 railways: Canadian National (CN) and the Burlington Northern Santa Fe (BNSF) Railways.

Major intermodal rail yards can also be accessed in the nearby City of Winnipeg.

Air Service

Altona Municipal Airport is 2.8 km (1.7 miles) southeast of Altona with two asphalt runways; the longest being 990m (3,248 ft).

The region is located 1.5 hours south of Winnipeg International Airport (YWG), which is the primary air passenger facility in Manitoba. It is a major Canadian transportation hub, particularly for air cargo, due to its central location in North America, 24/7 operations, and status as a key distribution point for the Canadian North and international trade. Grand Forks International Airport (GFK) is a similar distance away over the U.S. border.

Closest Canada/U.S. Ports of Entry

+ Gretna-Neche Port of Entry (10 min from Altona)
+ Pembina-Emerson Port of Entry (25 min from Altona)

Closest Shipping Ports:

+ Port of Churchill
+ Port of Prince Rupert
+ Port of Vancouver
+ Port of Victoria

The area is also serviced by several trucking and courier service companies.

Agriculture

Altona and the Municipality of Rhineland are rooted in one of Manitoba's most productive agricultural regions, supported by rich soils, diversified crops, and generations of farming expertise. Local producers grow high-quality canola, soybeans, cereals, and specialty crops that move directly into established value-added processing and manufacturing located within the region.

Bunge Canada anchors the local agri-food sector with its long-standing canola crushing facility, connecting regional growers to global food and renewable fuel markets. Buffalo Creek Mills adds further strength as a modern oat processor sourcing directly from local farms and supplying premium ingredients across North America. Elmer's Manufacturing, founded locally, designs and builds specialized agricultural equipment used worldwide, showcasing how innovation grows naturally from a strong agricultural base.





Supporting this ecosystem are essential service and retail providers such as Sun Valley Co-op, Rhineland Car, and Tim Hortons, which serve as important community hubs for workers, families, and agri-businesses who rely on reliable food, fuel, supplies, and year-round service.

Together, these assets form an integrated agricultural ecosystem productive farms, world-class processors, innovative manufacturers, and dependable local services positioning Altona and Rhineland as an ideal location for future investment in agri-food processing, ag-tech, equipment manufacturing, and rural supply-chain development.



Farming Overview	2021*
Number of Farms	321
Total Land Area - km2	967.83
Land in Crops - acres	277,267
Natural land for pasture - acres	6,866
Number of Farm Operators	450
Number of Employees	435
Total Operating Revenues	$206,894,485

Livestock Overview	2021*
Value of Livestock & Poultry	$17,124,833
Hens and Chickens #	132,950
Pigs #	39,698
Cattle and Calves #	6,256
Sheep and Lambs #	3,849

Crop Overview	2021*
Canola - acres	64,615
Wheat - acres	47,465
Corn - acres	47,247
Soybeans - acres	40,595
Oats - acres	21,015
Alfalfa and alfalfa mixtures - acres	6,315
Total greenhouse area in use in square feet	6,096
Barley - acres	4,425
Potatoes - acres	3,386
All other tame hay and fodder crops - acres	2,571
Total rye - acres	2,349
Flaxseed - acres	1,146



Development Permits

Region Development Permits : 136

Total Value (2024): $47,641,955.00

Numbers by Construction Type:

Residential	98
Commercial	19
Industrial	3
Agriculture	13
Institutional	3
Cancelled	3

Source: 2024 figures from RPGA Planning District

Business Resources

The Altona Rhineland Economic Development Inc. works with businesses and investors looking to relocate or expand to the Altona and Rhineland region where opportunities for growth are unlimited.

Some of our services include:

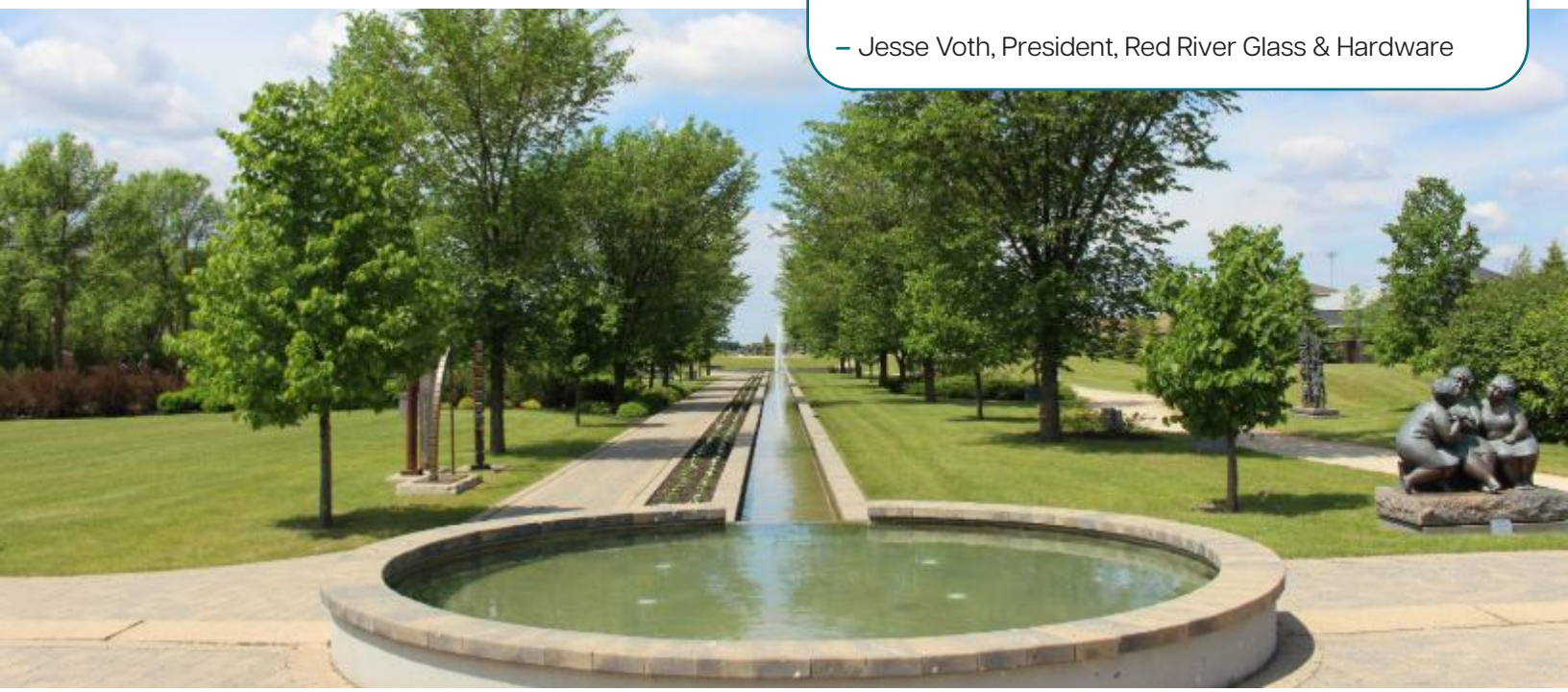
+ Immigration Programs
+ Business Grant Program
+ Aggressive Tax Incentives
+ Subsidized Rent Program

Other supports can be found through:

+ Altona & District Chamber of Commerce
+ Community Futures Triple R
+ Manitoba Innovates

"The people of the Altona Rhineland region are friendly and community minded. Their loyalty and ongoing support make it a great place to do business!"

– Jesse Voth, President, Red River Glass & Hardware



Land and Available Business Space

Altona Industrial & Business Park



Excellent opportunity for new businesses or to expand your existing business:

+ 21 vacant lots (fully serviced)

The Altona Industrial & Business Park is located off of 14th Avenue NE, a high traffic location with over 1,000 vehicles per day and quick access to Highway 30. Lots range in size from 0.75 to 1.4 acres and are serviced with hydro, sewer, natural gas, and internet from Valley Fibre. Immediate possession available.

Additional land and commercial space:

+ Plum Coulee Industrial Park
+ Rhineland Industrial Park
+ Rhineland West Ag Park

Development Incentives

Commercial Tax Incentive Program;
100% of the municipal taxes associated with the eligible new construction covered for a period of three full calendar years (36 months).

Multi-Unit Residential Tax Incentive

Any increase in the municipal taxes associated with the eligible new construction covered for a period of two full calendar years (24 months) starting when the building is occupied.

Business Grant Program

ARED provides grants to encourage business development and provide incentives for new business start-ups, expansions and the purchase of existing businesses within Altona/Rhineland.

Subsidized Rent Program

Rent subsidy options for new start-ups and locally owned businesses to help reduce commercial vacancies and encourage development and expansion.

Demographics

Population

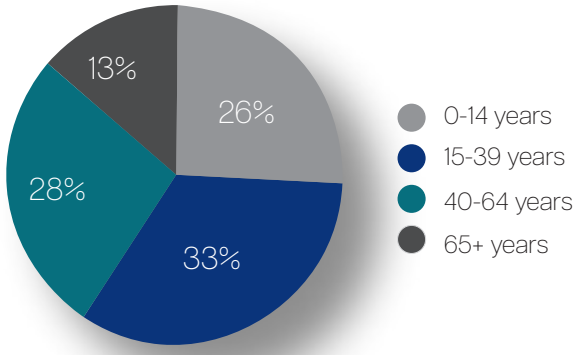
RPGA region (2021):
10,401

Town of Altona:
4,390

Municipality of Rhineland (including Plum Coulee and Gretna):
10,401

A key attraction for new businesses is the stable, educated, hard working population in the region.

Region Population by Age

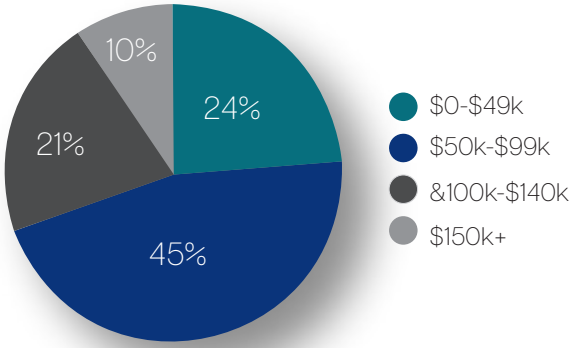


Household Income (2021)

Average Household Income:
$84,600

Average Single Income
$45,520

Region Household Income



Housing across the Region (2021)

Average Household Price: $286,200 | Number of Homes: 3,345



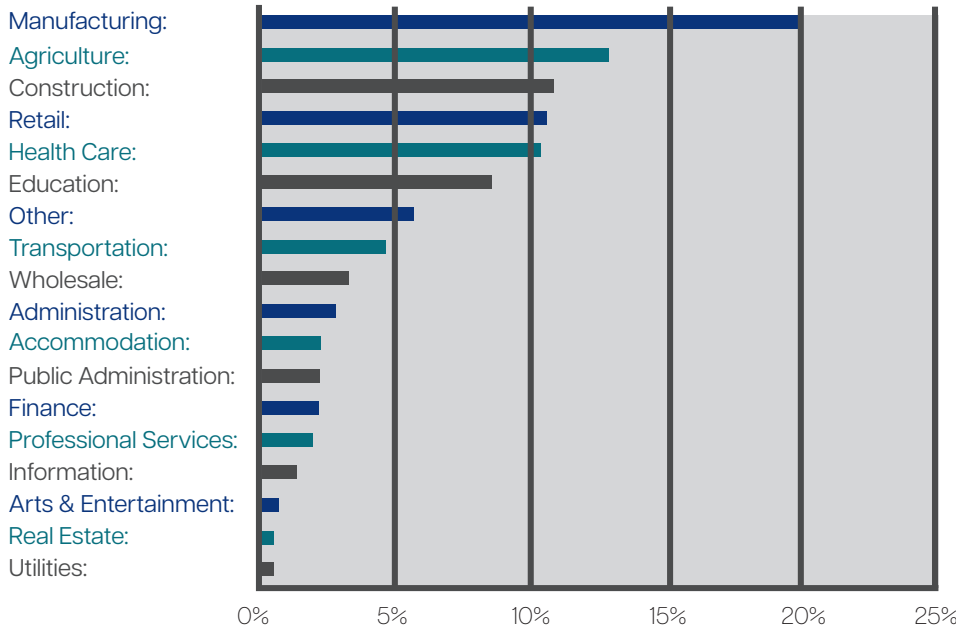
Labour Market

The RPGA region has an available and educated labour force (> 15 yrs old) (2022): 7,245

# of Occupied Jobs (2024): 4,685

> ***"The dedicated and hard-working people in the RPGA provide the foundation for businesses to thrive."***
>
> – Ryan Penner, CEO Buffalo Creek Mills

Top Industry Employers (based on % of occupied jobs)



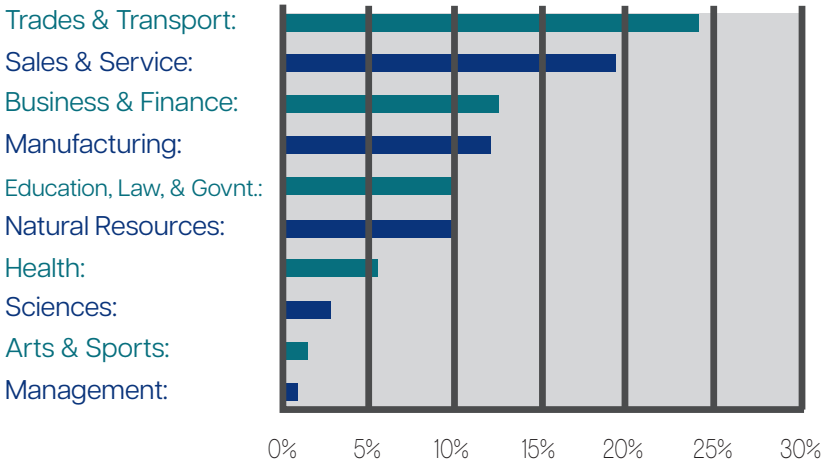
Labour Market

Unemployment rate: 4%

Employement rate: 62%

Participation rate:65%

Top Occupations (based on % of occupied jobs)





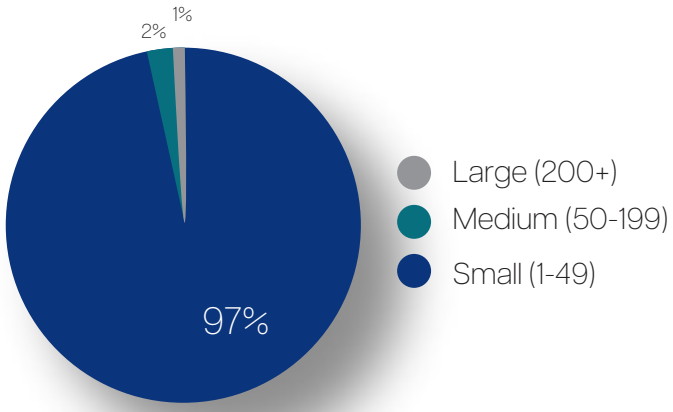
Main Industries

"The Altona & Rhineland Region is an excellent place to do business with a vibrant agricultural and manufacturing base. The cost of operating and living in the area contributes to profits and employee retention. There is a stable and loyal labour pool with strong work ethic. We have operated in the region since 1907 and continue to believe this is the best place to grow our business."

– Chad Friesens, CEO of Friesens Corporation & President of Tallgrass

Size of Businesses

# of employees



Number of Businesses (2024): 1,289

# of Business by Industry (2024)

#	Business by Industry
416	Agriculture
210	Real Estate
156	Construction
105	Transportation
84	Other Services
53	Retail
50	Health
40	Professional Services
39	Manufacturing
35	Administrative
26	Finance
24	Wholesale
17	Accomodation
10	Educational
8	Management
6	Arts and Entertainment
4	Information
3	Utilities
2	Public Admin
1	Minin and Oil



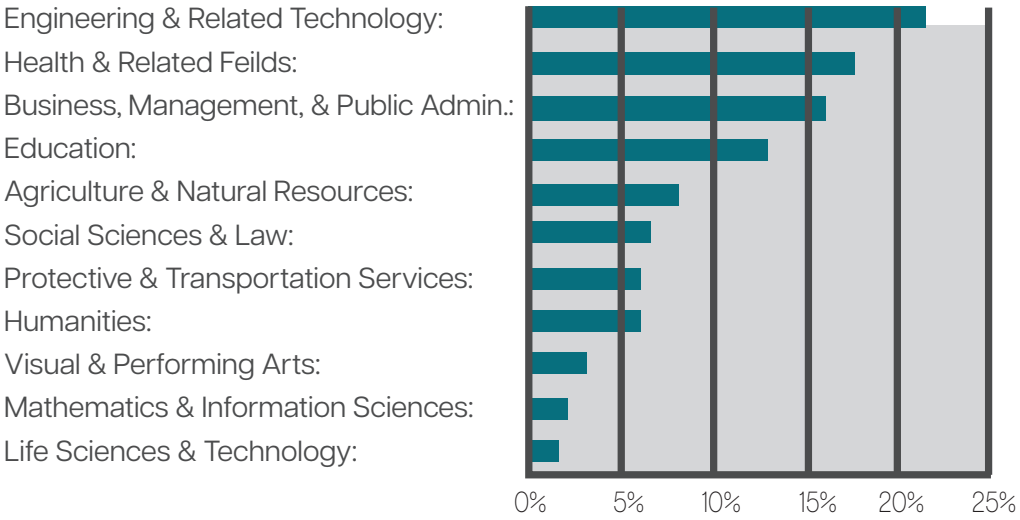
Education

There are many post-secondary institutions within close proximity to the Altona & Rhineland region. The Red River College Polytechnic (RRC Polytech) and University of Manitoba (UM) are accessible through distance education, as well as the community colleges of Assiniboine Community College (ACC) and the Manitoba Institute of Trades and Technology (MITT) who also offer distance learning opportunities.

For more options, Winnipeg, the province's capital, is home to other institutions like the the University of Manitoba, University of Winnipeg, Booth University College, and various faith-based colleges.

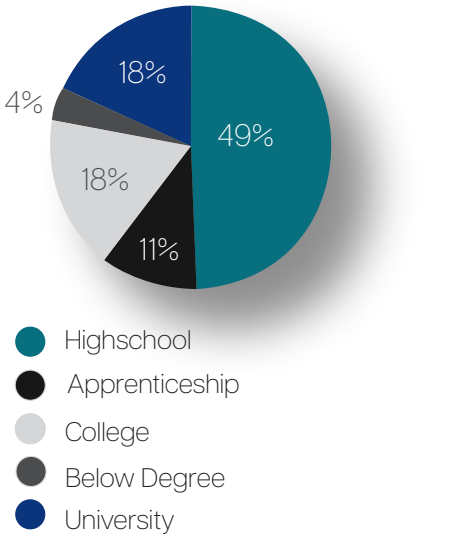
People with a post-secondary certificate, diploma or degree: 2,385

Major Field of Study (2022)





Educational Attainment (2022)



Utilities

Telephone (Landline / Cellular):
Bell MTS, Rogers, Telus

Internet:

• Valley Fiber

• Rogers, Xplor, Bell MTS and other local broadband internet providers

Electricity / Natural Gas:
Manitoba Hydro

Water / Wastewater

• Water: Town of Altona Public Water System, Municipality of Rhineland, Pembina Valley Water Co-op, Halbstadt Marias Water Co-op, Border Valley Water Co-op, Altona Rural Water Co-op

• Wastewater: Town of Altona Public Water System, Rosenfeld Sanitation Co-op, Municipality of Rhineland

Taxes
Commercial Mill Rates

Altona: 36.923

Rhineland: 27.361

Taxable Assessments:
Residential: $130,163

Commercial: $177,938

"With its comprehensive resources and collaborative infrastructure, the Altona Rhineland region cultivates an environment where businesses can thrive."

– Brad Iverson, General Manager,
Sun Valley Co-op Ltd.





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