



PROVINCE OF MANITOBA

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Information Section

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LEGISLATIVE BUILDING
WINNIPEG - MANITOBA

GIGANTIC SOUP PLANT
WILL MEAN CASH CROPS

Diversification of agriculture will be given impetus by construction of a multi-million-dollar soup plant at Portage la Prairie, which will provide Manitoba farmers with cash crops to the tune of several million dollars annually.

When Premier Douglas Campbell announced last week (January 2) that the Campbell Soup Company Limited would begin building the gigantic plant this spring, he said specialized production would be increased heavily. Large tonnages of all vegetables, plus barley, would be required constantly by the plant. In addition, the firm would use a surprisingly large amount of poultry and meat.

The plant is expected to begin production early in 1958. It will be an immense structure with 125,000 square feet of floor space. It is to be built in a northwest section of Portage on a 385-acre tract of land that will give room for even further development. Cost of the structure is estimated at \$5,000,000.

For Portage la Prairie and all of Manitoba, the plant will provide a tremendous industrial boost. Some 300 people will be employed on a year-round basis and, by the same token, the plant will operate on a 12-month schedule.

Portage's present population of 10,400 will be boosted to at least the 12,000 mark by the plant, when workers' families and people to service the labor force are taken into account. Resulting purchasing power will be over \$2,000,000 a year.

For the Department of Industry and Commerce, it means the successful conclusion of months of intensive work.

Premier Campbell said it was with a feeling of "personal gratification" that he could make reference to a letter from Campbell Soup Company which stated

in part: "Certainly the service of the Department of Industry and Commerce has been of the highest calibre. Few government bodies have assisted industry in such an acceptable manner."

Negotiations with the company were initiated by R. D. Turner and continued by his successor, Hon. F. L. Jobin, Minister of Industry and Commerce, R. E. Grose, deputy minister, and H. A. Luckhurst, director of industrial development.

The premier said the company had asked him to "convey their sincere appreciation to Mr. Jobin and his staff for their untiring efforts . . . "

The plant, said Premier Campbell, would be financed directly from profits from the company's operations at New Toronto, and which have been retained in Canada. The company is one of the largest purchasers in Canada of poultry and beef for processing.

For its Portage operations, which will see 17 of the 21 varieties of Campbell Soup produced, the company will create a major market for peas, corn, potatoes, barley, celery, onions, mushrooms, parsley and potatoes -- to mention a few of the items required. Frozen food lines and macaroni and spaghetti products will be included in the operations.