

IOWA & CANADA

An integrated economy



Photo: Hy-Vee

Canadian suppliers shine in Iowa Grocer's brands

Iowa-based grocery retailer, **Hy-Vee**, is known for its store-brand products – often referred to as “private brands”. Hy-Vee offers store-owned brands such as Good Graces gluten-free products, It’s Your Churn ice cream, and Paws pet products – all manufactured by external suppliers but sold exclusively as a Hy-Vee brand. As a matter of fact, when it comes to U.S. retailers’ private brand sales, Hy-Vee ranks within the Top 10. Products from Canadian suppliers are featured in several of Hy-Vee’s private brands, including bakery and snack items as well as beverages. Hy-Vee continues to pursue new Canadian vendors for their private brands due to Canada’s innovative, high-quality products and food safety track record.

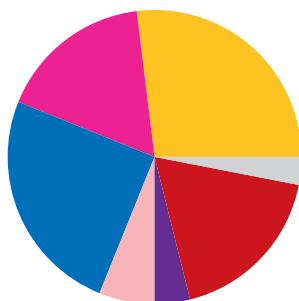


81 Canadian-owned companies employ **4,950 workers** in Iowa



Iowa sells more goods to Canada (its #1 export market) than to its next three largest foreign markets combined – Mexico, China & Brazil

Iowa exports **\$5.5 billion** in goods to Canada annually



Goods exports by industry

- Agriculture (27%)
- Chemicals (17%)
- Equipment & machinery (25%)
- Minerals & metals (6%)
- Plastics & rubbers (4%)
- Transportation (18%)
- Other (3%)

Iowa exports \$337 million in services to Canada, including

| | |
|---|--------------|
| Insurance services..... | \$96 million |
| Financial services..... | \$87 million |
| Travel (including for education)..... | \$53 million |
| Charges for the use of intellectual property..... | \$42 million |
| Business services..... | \$39 million |

Top Iowa goods exports to Canada

| | |
|---|---------------|
| ■ Beverages & alcohol..... | \$473 million |
| ■ Tractors..... | \$464 million |
| ■ Animal feed & food industry residues..... | \$263 million |
| ■ Agricultural machinery..... | \$259 million |
| ■ Animal meats..... | \$165 million |
| ■ Iron & steel alloys & semi-finished products..... | \$157 million |
| ■ Heating, cooling & refrigeration equipment..... | \$142 million |
| ■ Plastics & plastic articles..... | \$128 million |
| ■ Motor vehicle parts..... | \$125 million |
| ■ Pasta, breads & cereal preparations..... | \$122 million |



Confederation Bridge, the longest bridge spanning ice-covered waters

Made in the U.S. & Canada

Des Moines-based **EFCO Forms** designs and manufactures steel concrete forming systems for use in the construction of infrastructure projects like bridges, dams and spillways, parking garages, stadiums, treatment plants, and tunnels. In 1966, EFCO opened its first international location, a sales and manufacturing facility in Georgetown, Ontario. The Ontario facility uses steel milled in both the U.S. and Canada, and ships finished forms to construction sites world-wide.

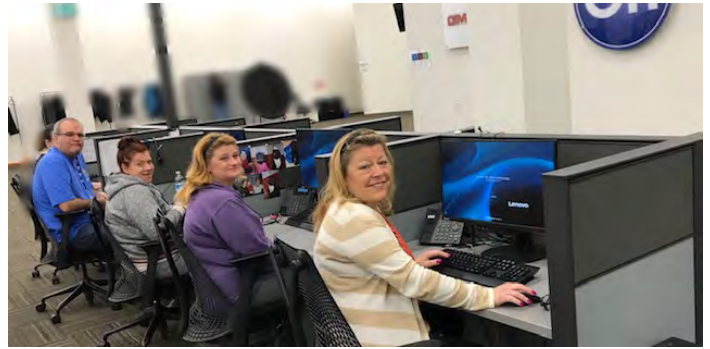


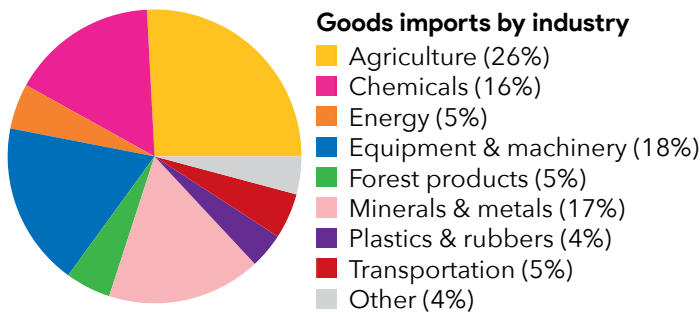
Photo: Marlowe Communications

Connecting communications

Headquartered in Iowa City, **Marlowe Companies Inc.** (MCI) is the parent company for an approximately 2,500 employee-portfolio of tech-enabled business and IT services companies. MCI provides telephone and omnichannel-based customer service, e-commerce, and digital support, inside sales, customer relationship management, and order processing to major customer-focused firms. MCI recently expanded into Canada by acquiring a call center in Sydney, Nova Scotia – renaming it **The Sydney Call Centre, Inc** –after the previous owner closed the call center and laid off all its workers. MCI benefited from the tenured and experienced call center workforce and was able to reopen quickly, rehiring staff and retaining all the call center’s customers throughout North America.

Iowa

imports \$4.1 billion
in goods from Canada annually



Top Iowa goods imports from Canada

| | |
|---|---------------|
| Animal or vegetable fats, oils & waxes..... | \$440 million |
| Aluminum & aluminum articles..... | \$438 million |
| Inorganic chemicals..... | \$294 million |
| Fertilizers..... | \$279 million |
| Agricultural machinery..... | \$177 million |
| Cereals..... | \$159 million |
| Plastics & plastic articles..... | \$150 million |
| Natural gas & other gases..... | \$139 million |
| Live animals..... | \$132 million |
| Paper & paperboard..... | \$103 million |

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Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2023 data. **U.S. Census Bureau:** goods trade, Canada's export ranking (2/2024 release). **Trade Partnership:** 2022 services trade (2/2024 release). **Dun & Bradstreet:** Canadian-owned businesses operating in the U.S. (12/2023 release). **Business Roundtable:** state jobs from Canada-U.S. trade (2018, 10/2020 release). Figures may not add up due to rounding. Produced by the Embassy of Canada in Washington, D.C.

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