

# 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.

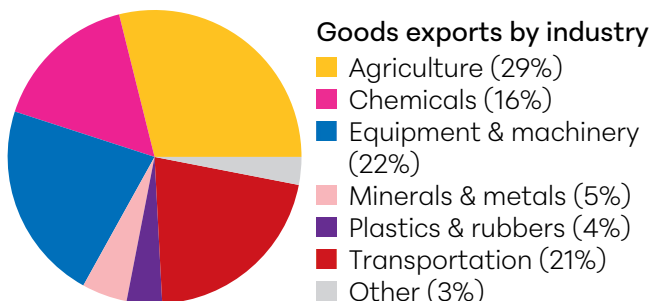


184 Canadian-owned companies employ 4,050 workers in Iowa



Iowa sells more goods to Canada (its #1 export market) than to its next two largest foreign markets combined — Mexico & Japan

Iowa  
exports \$5.0 billion  
in goods to Canada annually



### Iowa exports \$403 million in services to Canada, including

Insurance services.....	\$109 million
Financial services.....	\$99 million
Travel (including for education).....	\$85 million
Charges for the use of intellectual property.....	\$42 million
Business services.....	\$40 million

### Top Iowa goods exports to Canada

Beverages & alcohol.....	\$443 million
Tractors.....	\$414 million
Animal feed & food industry residues.....	\$309 million
Agricultural machinery.....	\$209 million
Animal meats.....	\$162 million
Motor vehicle parts.....	\$131 million
Plastics & plastic articles.....	\$128 million
Heating, cooling & refrigeration equipment...	\$118 million
Meat, fish & seafood preparations.....	\$111 million
Iron & steel alloys & semi-finished products...	\$110 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.

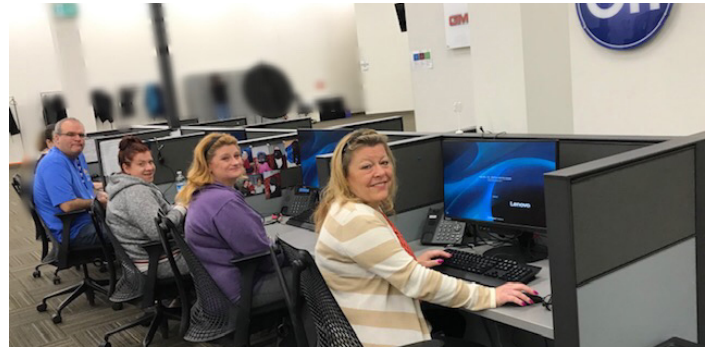


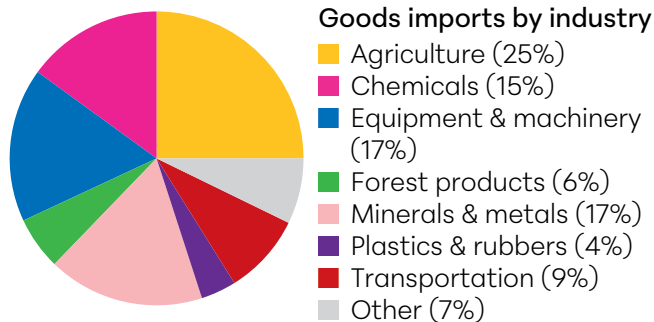
Photo: Marlowe Communications

## 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 \$3.6 billion  
in goods from Canada annually



## Top Iowa goods imports from Canada

Aluminum & aluminum articles.....	\$373 million
Animal or vegetable fats, oils & waxes.....	\$295 million
Inorganic chemicals.....	\$262 million
Fertilizers.....	\$206 million
Cereals.....	\$144 million
Live animals.....	\$144 million
Plastics & plastic articles.....	\$141 million
Agricultural machinery.....	\$132 million
Trucks.....	\$109 million
Paper & paperboard.....	\$94 million

March 2025

Sources: All figures are in U.S. dollars. Unless otherwise specified, all figures are based on 2024 data. **U.S. Census Bureau:** goods trade, Canada's export ranking (2/2025 release). **Trade Partnership:** 2023 services trade (12/2024 release). **Dun & Bradstreet:** Canadian-owned businesses operating in the U.S. (2/2025 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.

# CONTACT

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