



# Crossroads: Where Opportunity Meets Access

*A Development and Investment Guide for Alberta's Next Growth Powerhouse*

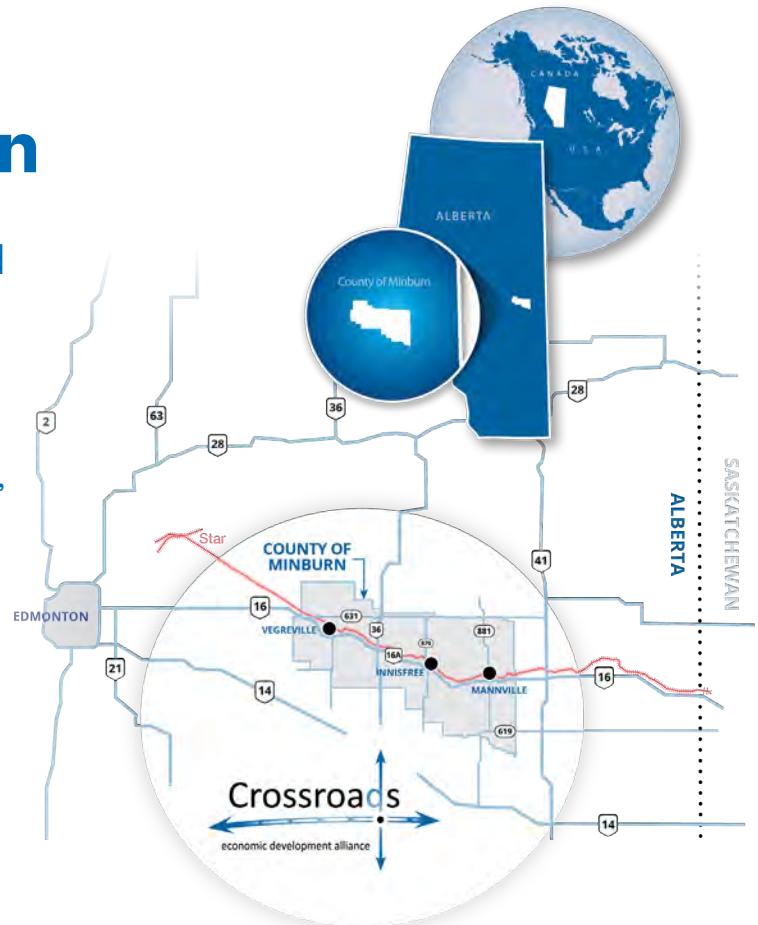


# Investing in the Crossroads Region

The Crossroads region is located in Northeast Alberta and offers many investment opportunities in the sectors of traditional and value-added agriculture, tourism, energy, and transportation. There are four municipalities within the Crossroads region consisting of the Town of Vegreville, County of Minburn, Village of Innisfree, and Village of Mannville, providing a population of over 10,000 and growing.

The region is strategically located with Highway 16 (Yellowhead) running east and west and Highway 36 (Veterans Memorial Highway) running north and south. Given its location, the region is a center for road, railway, and air transportation services. There are industrial areas and prime downtown office space located here, making Crossroads a prime business development location.

The Crossroads region's boundary follows the border of the County of Minburn with a total land area of 2,867 square kilometers (1,107 square miles). It spans approximately 88 kilometers east to west and 48 kilometers north to south. Of the region's 694,304 acres, 75% is cultivated land. Wheat, canola, barley and oats are the major commodities. The region's main center: the Town of Vegreville with a population over 6,000, is a vibrant "Fibre Connected" community rich in culture. As the service hub for the area, Vegreville offers excellent transportation logistics systems, a skilled workforce and is strategically located on a transportation corridor with vast agriculture and manufacturing assets.



## Backed by a Strong Support Network

The Crossroads Economic Development Alliance is headed by a committee formed to explore a regional economic development partnership. It is comprised of the County of Minburn, Town of Vegreville, Village of Innisfree, and Village of Mannville and is supported by the Northwest Alberta Information HUB. Our focus is:

- » Develop a long-term operational strategy for 2025 and beyond
- » Deliver economic development services on a regional basis
- » Support business retention, expansion, and attraction
- » Encourage regional economic development through partnerships and advocacy



### Start your investment planning today!

Crossroads Economic Development Alliance  
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# Quick Facts: Crossroads Region | Intersection of 16 & 36 Key Economic Indicators

## Crossroads Population

10,241

2024

## Major Projects

\$232.4M

2024

## Building Permits

\$8.6M

(value of permits)

2024

## Property Assessments

\$1.6B

2024

## Number of Businesses

404

2024

## % Small Businesses

97.0%

2024

## All Families Income

\$92,816

2022

## Cropland

490,434

(Acres)

2021

Source: Regional Alberta Dashboard

## Labour Participation Rate

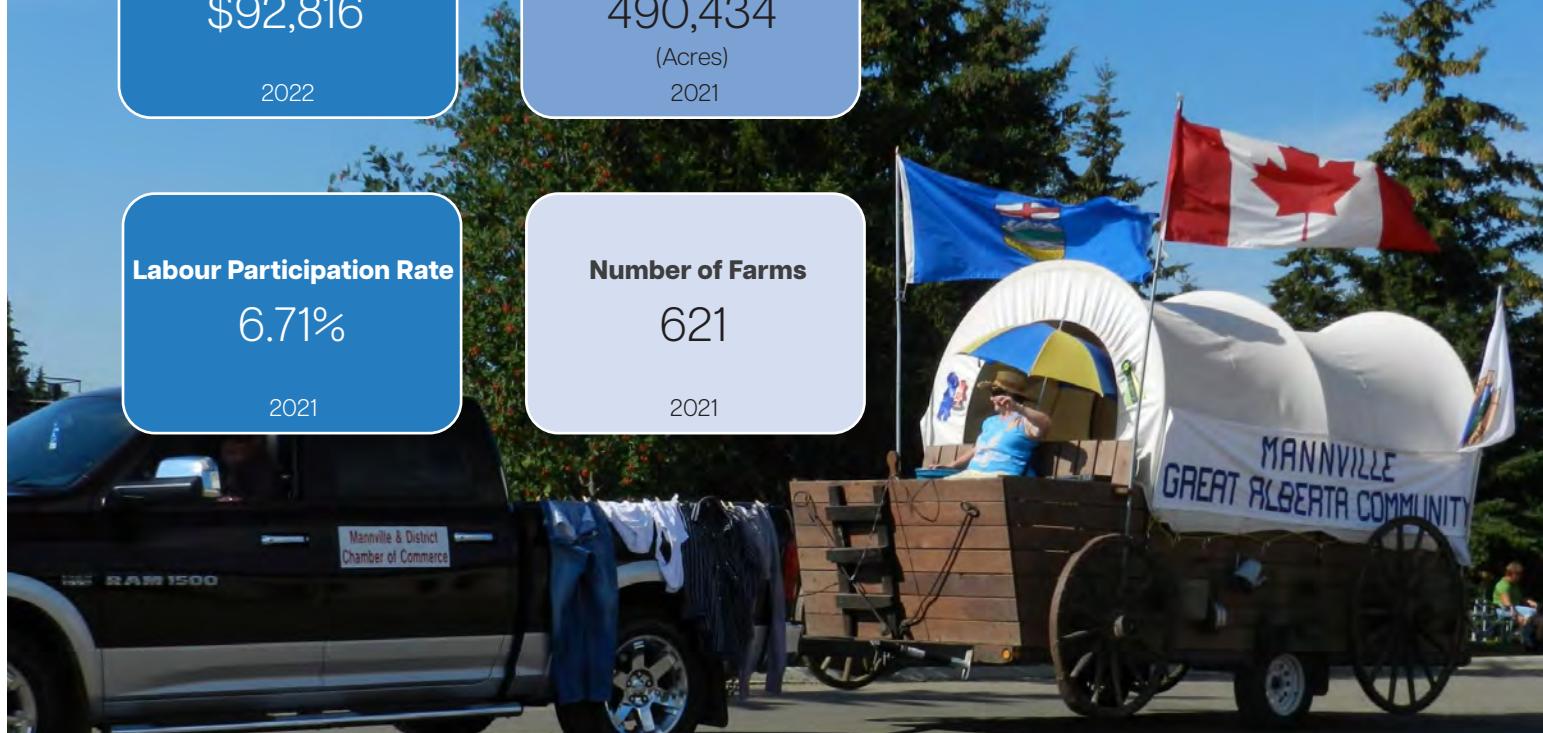
6.71%

2021

## Number of Farms

621

2021



# Industry Highlights

The Crossroads region is named after the unique, major highway and rail intersection utilized by businesses and residents.

## Highways

The main east-west highway traversing central Alberta, Provincial Highway 16 (Yellowhead), travels directly through the Crossroads region. Highway 16 links the County of Minburn and Western Canada to the Port of Prince Rupert and destinations beyond. Highway 16 intersects with Highway 36 (Veterans Memorial Highway) is part of the Eastern Alberta Trade Corridor (EATC) linking Canada, the US, and Mexico. This high load corridor as a safer, less congested route to southern markets than alternative highways.

## Airports

The main regional airport is Vegreville Regional Airport. The airport has a 4,000-foot runway, a modern terminal and, weather permitting, is fully operational 24 hours per day, 365 days a year. Crossroads is also conveniently located approximately 130 kilometres northeast of Edmonton International Airport.

## Rail

Canadian National Railway (CNR), a transcontinental rail network, extends throughout the region allowing a diversified portfolio of goods to be transported between a wide range of origins and destinations. The line runs north of and parallel to Highway 16 and offers advantages to prospective developers. There is 25 meters separation distance between Highway 16 and the CNR line. Sidings, spur trackage and point loading areas are available.

Crossroads is also located in the Eastern Alberta Trade Corridor which has the fastest, safest and most affordable option to transport goods to and from major economic centres across Canada and into the United States. For more info go to: [www.albertatradecorridor.com](http://www.albertatradecorridor.com)



# Regional Population Overview

Demographics

Crossroads  
10,241

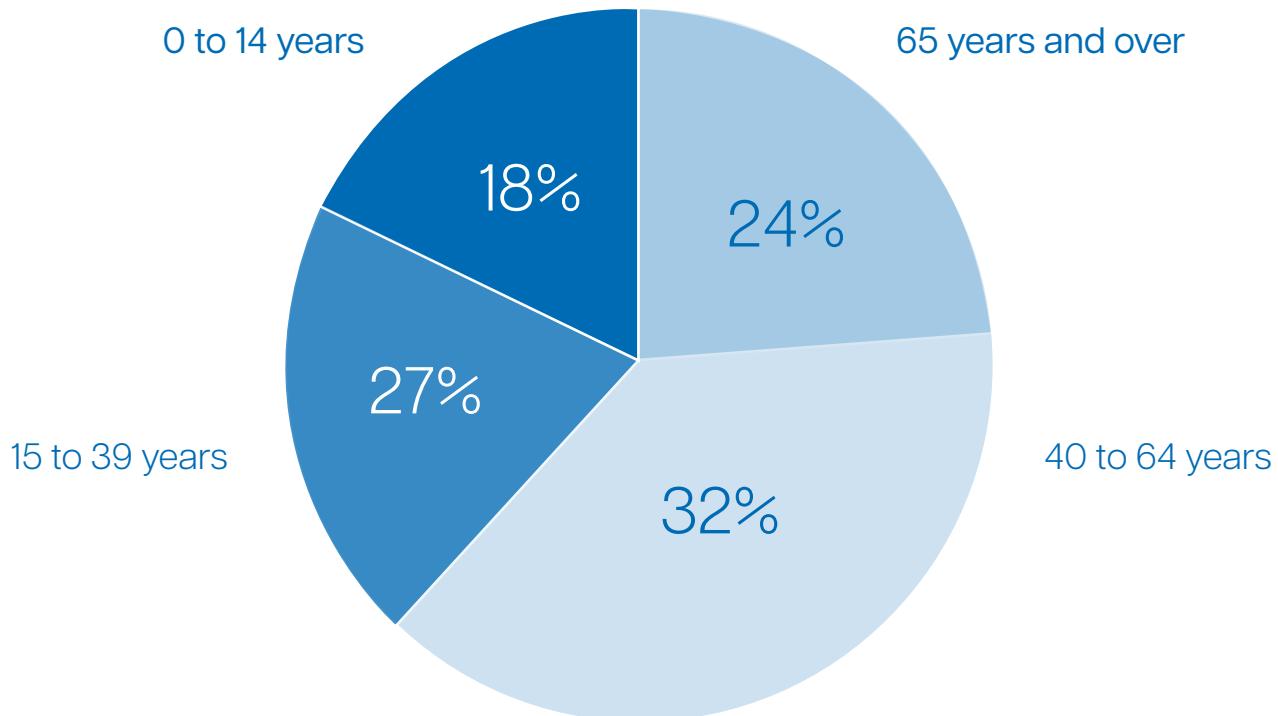
Town of  
Vegreville  
6,109

County of  
Minburn  
3,119

Village of  
Innisfree  
201

Village of  
Mannville  
812

## Crossroads Age Range



Land area in square kilometres

2,850.37

# Leader in Applied Research

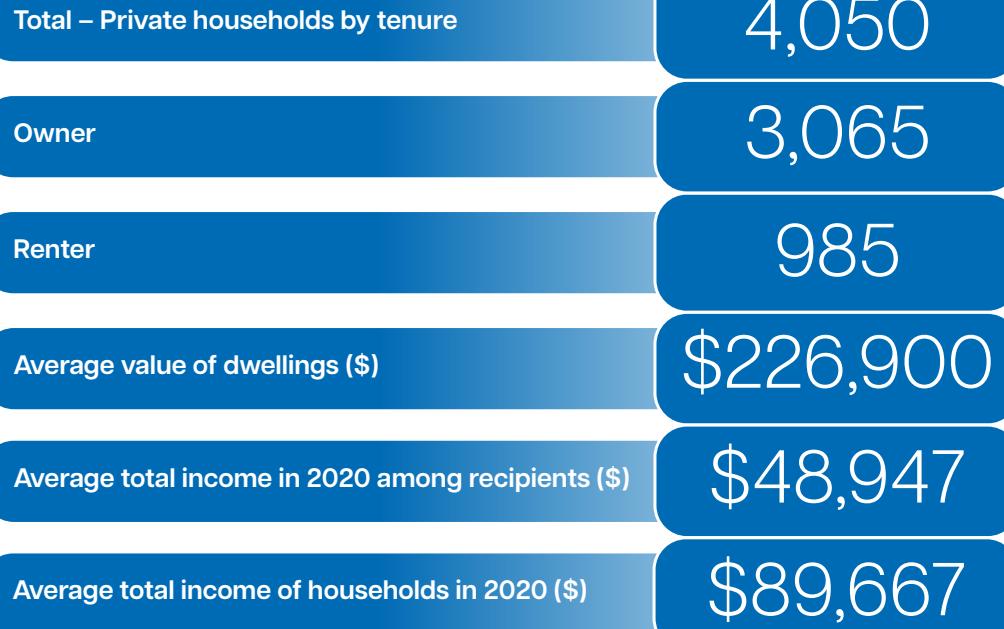
InnoTech Alberta enables value generation and accelerates commercial development by providing access to world-class expertise and industrial-scale facilities to transition technologies to innovations. The industrial-scale research infrastructure, equipment, and demonstration facilities are distributed across locations in Alberta - including Vegreville - where the majority of Industrial Hemp fibre research takes place.



## Housing

There are over 4,000 occupied private dwellings across the Crossroads Region. There is affordable housing in a variety of price ranges. Lot sizes range from urban single lots in the hamlets to full quarter sections.

### Housing Types



2021 Statistics Canada Census

# Industry Highlights

## Top Industry Employers

Number of Businesses: Over 400

### Top 5



### Crossroads Sectors

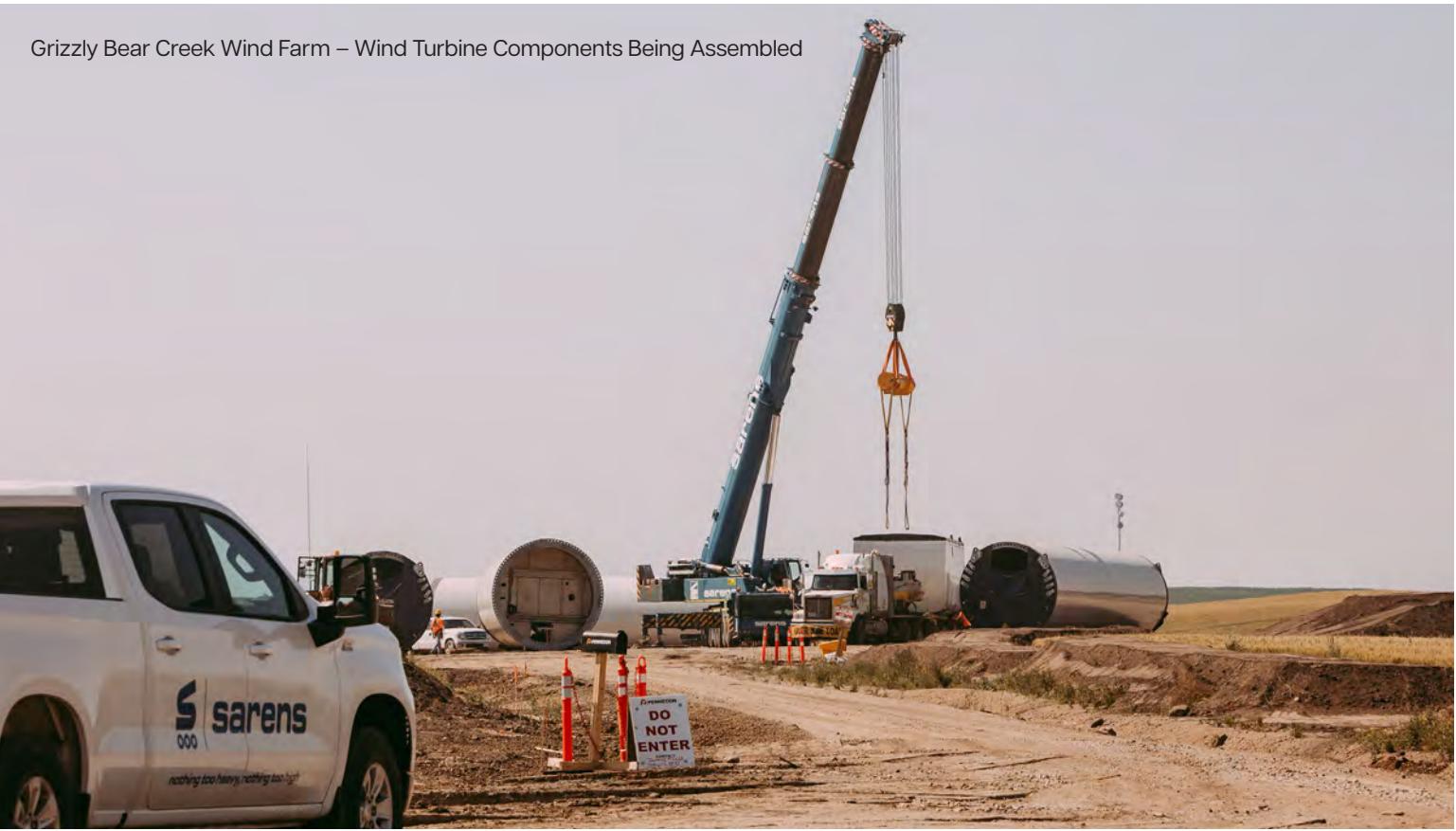


2021 Statistics Canada Census – NAICS Codes

## Major Projects

Name	Estimated Cost	Municipality	Schedule
Provost to Edgerton and Nilrem to Vermilion (PENV) Transmission Development	\$241.0M	County of Minburn No. 27	
AJN Panel Manufacturing Facility	\$9.7M	Vegreville	2025-2026
Warwick Natural Gas Storage Facility Battery System	N/A	County of Minburn No. 27	Completion by 2026
Grizzly Bear Creek Wind Power Project	\$250.0M	County of Minburn No. 27	Completed in 2023

Grizzly Bear Creek Wind Farm – Wind Turbine Components Being Assembled



# Agriculture

The Crossroads Region has approximately 500,000 acres of crop land with Wheat, Canola, Dry Field Peas, Barley and Oats being the commodities being grown. The climate of the County offers excellent conditions for growing Industrial Hemp, Faba beans and Quinoa. The urban centers of Vegreville, Mannville and Innisfree support the Agriculture sector with farm machinery agents, business support services and research facilities.



## Farming Overview | 2021

Number of Farms

621

Land in Crops - acres

491,232

Natural land for pasture - acres

91,175

Number of Farm Operators

810

Number of Employees

241

Gross Farm Receipts

\$281,459,999

## Livestock Overview | 2021

Value of Livestock & Poultry

\$73,525,804

Cattle and Calves #

49,464

Dairy Cows #

894

Calves #

19,720

Heifers #

5,002

Beef Cows #

19,595

Steers #

3,192

Bulls #

1,061

Pigs #

221

Hens and Chickens #

9,612

Sheep and Lambs #

1,075

Source:  
Statistics Canada Census of Agriculture.

# Education

The Crossroads Region offers a wide range of educational options from daycare to post-secondary. Nearby access to Portage and Lakeland Colleges is available, which offer academic programs and a full range of vocational programs including food preparation, beauty culture, automotives, electronics and business.



New Apprentices Registered 2022	33
Total Apprentices Registered 2024	106
Post-Secondary Enrollment 2023	375
Apprentices Certified 2022	16
K - 9 Enrollments 2022	1,152

100

## Highest Level of Educational Attainment

50

32%

High (secondary) school diploma or equivalency certificate

13%

Apprenticeship or trades certificate or diploma

19%

College, CEGEP or other non-university certificate or diploma

3%

University certificate or diploma below bachelor level

22%

No certificate, diploma or degree

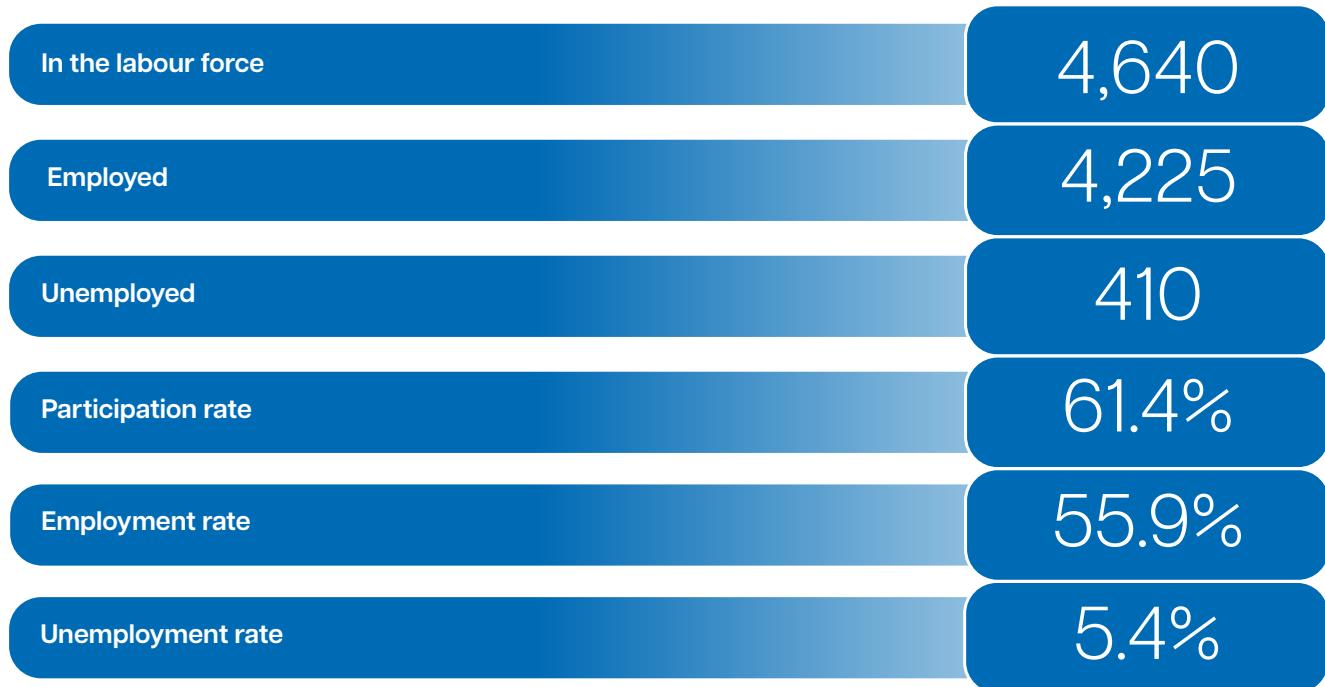
11%

Bachelor's degree or higher

2021 Statistics Canada Census

# Labour

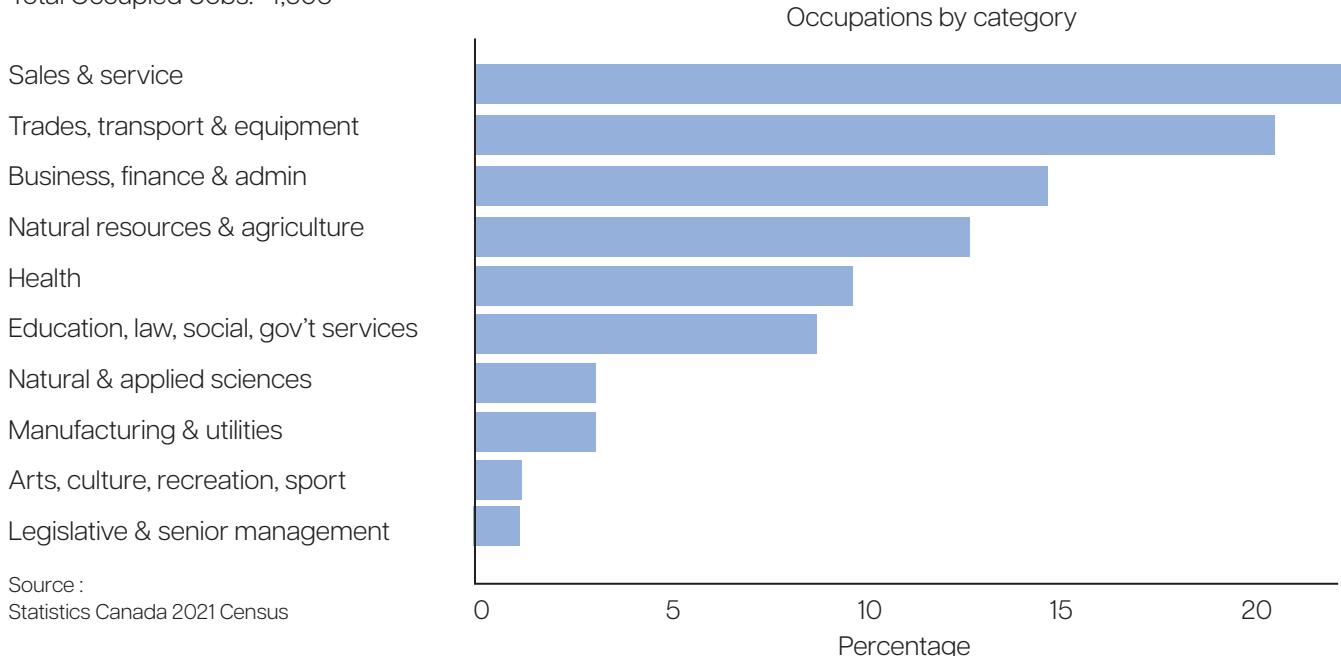
The Crossroads region boasts a readily available workforce with a variety of skill sets due to its diverse economy.



Source :  
Statistics Canada 2021 Census

## Top Occupations

Total Occupied Jobs: 4,505



# Investment Opportunities

## Biomass

The agriculture-rich lands of the Crossroads region provide an excellent source of biomass feedstock such as wheat straw. This does not include the organic biomass generated by the livestock or the forestry sectors also located in the region. There are over 490,000 cultivated acres within the region that can be tapped into for biomass generation.

### *Bio-Economy Development Opportunity Zone Rating "A"*

The Canadian Council for Sustainable Aviation Fuels (C-SAF), Alberta HUB, Town of Vegreville, Ecostrat and the BDO Zone Initiative announced the issue of an investment grade BDO Zone 'A' Rating for Vegreville, Alberta in 2024. Vegreville's BDO Zone rating for 455,000 bone dry tons per year of wheat straw is the first rating in the Province of Alberta for agricultural residues and extends a 120-km drive distance from the center point in Vegreville, AB. This BDO Zone is one of the highest wheat-yielding areas in the country with an average of 50.7 bushels/acre, which is around 8% higher than the provincial average. This "A" rating denotes a high prospective viability of feedstock supply and infrastructure and low expectations of default risk in the zone. And the region's The 72-acre industrial park, with 17 serviced lots, zoned M2-Heavy Industrial District, is well-suited for bio-based projects seeking a reliable supply of wheat straw. The park actively promotes bio-based projects, receiving strong encouragement and support from municipal and provincial levels.

## Industrial Hemp

The Crossroads region is emerging as a global leader in growing industrial hemp for fibre production, processing and manufacturing. Hemp is a highly versatile crop that can be grown for seed, fibre and cannabidiol (CBD). The region has the proven "Northern Advantage" for growing hemp for fibre. With long summer days, the area is well suited to grow industrial hemp varieties.

### *The Decortication Opportunity*

InnoTech Alberta in Vegreville conducts the majority of the research on Hemp and is equipped with a decorticator (pilot scale). At present the fibre/hurd it produces through decortication is quickly purchased by companies in Alberta. Canadian Rockies Hemp Corporation is a commercial scale decorticator facility for industrial hemp in Bruderheim with a capacity of up to 30,000 tonnes of fibre/year. The opportunity to establish a value- add manufacturing facility utilizing industrial hemp fibre/hurd makes good business sense as you are close to a guaranteed feedstock, which minimizes risk.



Innotech Alberta – Vegreville

# Crossroads Communities

## Town of Vegreville

The Town of Vegreville, with a population over 6,000, is a vibrant “Fibre Connected” community rich in culture. As the service hub for the area, Vegreville boasts top-class education, medical, cultural, and retail services. Our selection of available land and building opportunities can accommodate all sectors of commercial and industrial investment ... connecting you regionally, nationally and globally.

Vegreville offers competitive commercial/industrial land prices, excellent transportation logistics systems and a skilled workforce. The Town is strategically located on a transportation corridor with vast agriculture and manufacturing assets connecting to global markets.



## County of Minburn

The County benefits from a strategic location, with Highway 16 (Yellowhead) running east–west and Highway 36 (Veterans Memorial Highway) running north–south. This positioning establishes the County as a hub for road, rail, and air transportation. In addition, its industrial zones and high-quality downtown office space make Minburn an attractive destination for business development.

Of the County's 694,304 acres, 75% is cultivated land. Wheat, canola, barley and oats are the major commodities. The farming community represents a skilled and hard-working labour force with expertise in assembly line work, welding and metal fabrication. The County is also a highly productive livestock area with grazing reserve of over 20 sections of land. Beef producers are mainly cow-calf operators.

Shallow low pressure gas lies underneath most of the County, and a large heavy oil field with over 400 wells is located in the southeast. Oil and gas lease site and pipeline development has increased significantly over the past few years and that trend is expected to continue. With lower land costs, excellent infrastructure and an educated labour force, the County of Minburn is an excellent choice for investment.

# Crossroads Communities

## Village of Innisfree

The Village of Innisfree is located approximately 145 km east of Edmonton on Highway 16 (also known as The Yellowhead), one of the main arteries through the province of Alberta. In Innisfree, you can enjoy the lifestyle of a quiet, friendly country village, interesting local history, and nature's beauty. Discover it for yourself. Whether you're planning to enjoy Innisfree for a day or a lifetime, we guarantee a warm welcome! The Village is surrounded by a largely agricultural area and boasts a strong, vibrant petroleum industry and service sector. Innisfree houses a vibrant arts and culture community and draws significant amounts of tourists each year.

### *Innisfree Birch Lake Campground & Recreation Park 67 Sites*

*- 43 Power Sites.* The park features a concession, restrooms, hot showers, playground, day camp, and group camping with heated shelter able to accommodate large functions. It also has a games area, picnic tables, and ball diamonds.

## Village of Mannville

Mannville is a unique Canadian community with a population of over 800 and is nestled in Alberta's heartland. Located on the junction of Highways 16 and 881, we are situated 83 kilometres west of Lloydminster and 181 kilometres east of Edmonton. Surrounded by scenic river valleys and beautiful rolling fields, Mannville provides a picturesque view of rural Alberta. Mannville offers a prosperous economy with its base in agriculture and the energy sectors. Many generations of families continue to operate successful farming operations and participation in the energy sector continues to grow.

*The Mannville Riverview Golf & RV Resort is one of the most challenging 9-Hole courses in North Eastern Alberta.*

Established in 1994, the Riverview Golf Course combines magnificent natural terrain with an intriguing layout throughout the Vermilion River Valley.



***Start your investment planning today!***

Crossroads Economic Development Alliance

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Photos courtesy of Davin Gegolick