



### 3. Rural Canada is competitive in manufacturing and tradable services

The intensity of manufacturing and tradable services employment in rural Canada is increasing, relatively. David Freshwater, among others, has suggested that successful rural communities in the future will have a manufacturing base (except for the few with a beautiful vista of mountains and lakes). Jack Stabler argues that tradable services will also provide a strong economic base. Peter Apedaile argues that rural communities will become a habitat economy -- a friendly locally-based environment in which to live without being tied to the hustle and bustle economic imperative of the metro economy.

**Implications:** Communities that develop manufacturing expertise or tradable services will have an advantage over others.

#### Strategies to consider:

- Identify manufacturing and tradable service capacity in the local community
- Develop knowledge about external markets for manufactured goods and tradable services.
- Develop local skills and infrastructure to support manufactured goods and tradable services
- Alternatively, let metro create wealth -- let rural create wellness.

#### Questions to ask:

- What local assets currently serve as a source of manufactured goods or tradable services?
- How have other communities built their capacity for manufactured goods or tradable services?
- What are potential markets for manufactured goods or tradable services?
- What conditions promote wellness?