

Economic cooperation memorandum of understanding: Manitoba and Prince Edward Island

The Memorandum of Understanding between the Government of Prince Edward Island and the Government of Manitoba sets out the roles and responsibilities in their partnership.

Memorandum of Understanding Between: The Government of Prince Edward Island and The Government of Manitoba (hereinafter jointly referred to as "the Parties")

WHEREAS interprovincial trade barriers cost Canada up to \$200 billion annually, and their removal has the potential to increase Canadian GDP by as much as 7.9 per cent over the long term;

AND WHEREAS the Canadian economy is currently subject to economic and geopolitical uncertainty, including various tariffs and tariff threats by the United States on Canadian products, which threaten Canadian workers and businesses;

AND WHEREAS the Parties are committed to significantly expanding the ability of workers and businesses within their respective jurisdictions to take advantage of commercial opportunities across Canada, and in doing so strengthen Canada's economy;

AND WHEREAS the Parties trust federal, provincial and territorial regulatory bodies to make sound decisions that put the safety of Canadians first;

AND WHEREAS the Parties are demonstrating leadership by introducing enabling legislation aimed at leveraging reciprocal mutual recognition to significantly reduce barriers to trade with other provinces and territories, and entering into a reciprocal mutual recognition arrangement;

AND WHEREAS Manitoba and Prince Edward Island have consistently demonstrated leadership on internal trade with respect to the removal of PSEs under the CFTA, easing regulatory burdens and supporting the mobility of goods and people and is continuing to further open opportunities for trade and investment;

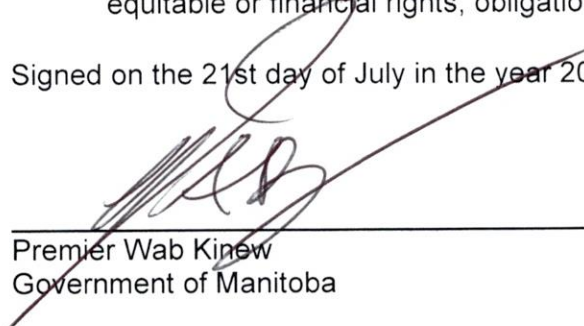
AND WHEREAS Manitoba is a leader on direct-to-consumer (DTC) sales of alcohol and is currently fully open.

AND WHEREAS Prince Edward Island has enacted legislation to enable direct-to-consumer sales of alcoholic beverages, and both Manitoba and Prince Edward Island are signatories of the Memorandum of Understanding committing to advance DTC.

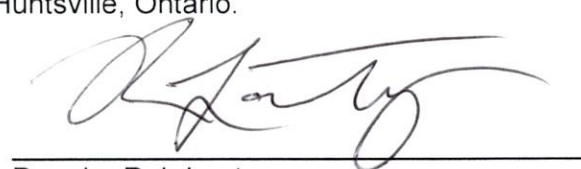
Through this Memorandum of Understanding, the Parties agree to:

1. Build on their respective legislation to remove internal trade barriers between them, so as to boost the flow of goods, services, investment, and workers, including through direct-to-consumer sales of alcohol and improved interprovincial labour mobility, while maintaining and strengthening levels of public safety and respecting the integrity and role of Crown corporations within certain provincial industries. Through Prince Edward Island's *Interprovincial Trade and Mobility Act* and Manitoba's legislation, the *Fair Trade in Canada (Internal Trade Mutual Recognition) Act*, *The Labour Mobility Act*, *The Fair Registration Practices in Regulated Professions Act*, and *The Regulated Health Professions Act*, the Parties will strive to ensure that a good or equivalent service or registered worker that is deemed acceptable for sale, use or work in Prince Edward Island, is deemed acceptable for sale, use or work in Manitoba – and vice versa.
2. Encourage other Canadian jurisdictions that have not already done so to join Manitoba and Prince Edward Island in driving progress on internal trade through their own legislation or internal process and remove barriers to trade across Canada, including through reciprocal mutual recognition.
3. Further facilitate interprovincial labour mobility by working together to identify options to align regulated occupations and registration.
4. Manitoba and Prince Edward Island will work towards the non-application of PSEs under the CFTA with respect to each other.
5. To enhance market opportunities for producers and increase consumer choice, Prince Edward Island will enable Direct to Consumer (DTC) sales for all Alcoholic Beverages from Manitoba producers by May 2026. Manitoban consumers can already direct purchase from Prince Edward Island producers.
6. The Parties will also engage in discussions on additional opportunities to improve diversity of available alcoholic beverages between each other's jurisdictions.
7. This Memorandum of Understanding sets out the understanding of the Parties with respect to their cooperation but is not legally binding and does not create any legal, equitable or financial rights, obligations or liabilities for either of the Parties.

Signed on the 21st day of July in the year 2025 in Huntsville, Ontario.



Premier Wab Kinew
Government of Manitoba



Premier Rob Lantz
Government of Prince Edward Island