

PROTEIN INNOVATIONS CANADA



Special Presentation

Tuesday, March 28, 2017
Shaw Conference Centre
Salon 4
9797 Jasper Avenue
Edmonton, AB

Alberta – Saskatchewan – Manitoba Industry Partnership

What is *Protein Innovations Canada*?

An Alberta, Saskatchewan and Manitoba industry partnership and consortium of: protein and ingredient companies; commodity & industry associations; economic development agencies; civic and provincial governments; universities & colleges; and research institutions.

All of these groups are coming together to support our pursuit of National Innovation Cluster status and to grow our region as a leading global supplier of plant-based proteins and food ingredients.

Vision

To make the Canadian Prairies, a leading global source of high-quality plant proteins and related food ingredients, developed by carbon neutral production while contributing substantially to Canada's economic growth and an improved trade balance.

Canada's Innovation Cluster Strategy

Part of the Canadian Government's Innovation Strategy is to select a handful of industry clusters that will receive special funding support. The Federal Government has announced there is upwards of \$800 million available to invest in National Innovation Clusters.

Reputable academic studies have showed strong clusters produce more economic growth, more jobs, stronger wage growth, increased entrepreneurial activity, and more intellectual property (patents, etc.) than disparate individual initiatives.

The Advisory Council on Economic Growth, which advises the Federal Government on its Innovation Strategy, has just released a report '**Unleashing the Growth Potential of Key Sectors**'. The report concluded:

'The Canadian agri-food sector has great potential, given the large natural endowment of water and arable land, distinctive record of accomplishments in research, and exceptional base of companies and entrepreneurs. This sector also has exposure to favourable global market trends including demand from fast-growing Asian economies where protein consumption is on the rise. These assets, coupled with the scale of the existing obstacles, provide the potential for material economic gains for Canadians while also providing a blueprint for how the government and private sector may work together to unleash Canada's potential in other sectors.'

We feel that **Protein Innovations Canada** has a strong and compelling argument to make as to why it should be selected for National Innovation Cluster status.

Reasons Why *Protein Innovations Canada* Should Be Selected for National Innovation Cluster Status

- Plant-based foods are skyrocketing in popularity in developed countries because they are tasty, healthy and leave a smaller and softer footprint on our environment than meats. Maple Leaf Foods recent purchase of Lightlife Foods from the USA (C\$185 million) is indicative of the huge interest that “Big Food” has in the plant-based protein sector.
- Canada is a top five global agri-food exporter, with potential to go higher and be a leading supplier of higher value-added and higher quality food and feed products.
- The Prairies comprise 80%+ of Canada’s arable land and its grains, oilseeds and pulse crops are the principal part of our overall major agri-food exports targeting: the US, Europe, the Middle East and expanding emerging Asian economies.
- We are the world’s largest grower and exporter of pulse crops and, combined with our substantial strengths in canola and cereals, unequivocally, we are a global powerhouse as a source of plant proteins.
- The Prairie Provinces have tried and tested value-chain complete with a strong base in R&D and product development capabilities in our universities, colleges, provincial and federal food processing centres, research institutes and new crop fractionation facilities.
- In a world where water is an increasingly scarce resource, we have abundant water for processing which is a vital asset and of enormous value (just ask agribusiness in California!).

- There is excellent availability of both local and international capital for investment. In 2016/17, \$1 billion in new investment destined for higher value food processing has flowed into the Prairies Region and this is just the beginning.

We have excellent logistics infrastructure, including air transportation freight hubs in Edmonton, Calgary and Winnipeg connecting the Prairies to the world. High value, micro-food ingredients often rely on air freight to reach global markets.

We have the players. We have the product. We just need the push. That's where Protein Innovations Canada comes in!

For more details on ***Protein Innovations Canada*** attend a special presentation and our speakers will walk you through the vision on how private and public initiatives can combine their energies, enthusiasm, knowledge and experience to place Canada's Prairie Provinces firmly in the centre and forefront of global plant-based protein commercial developments.

Special Presentation: Tuesday, March 28, 2017, Shaw Conference Centre, 9797 Jasper Avenue, Edmonton, AB. 8:00 a.m. – Noon.

Written by AB Food Cluster - February 2017