

A Long-Term Strategy for the Development of Canada's Plant-Based Foods, Feed and Ingredient Sector

Agri-food Innovation Council / Conseil de l'innovation agroalimentaire

Agri-Food Research and Innovation Summit Looking Ahead to 2025



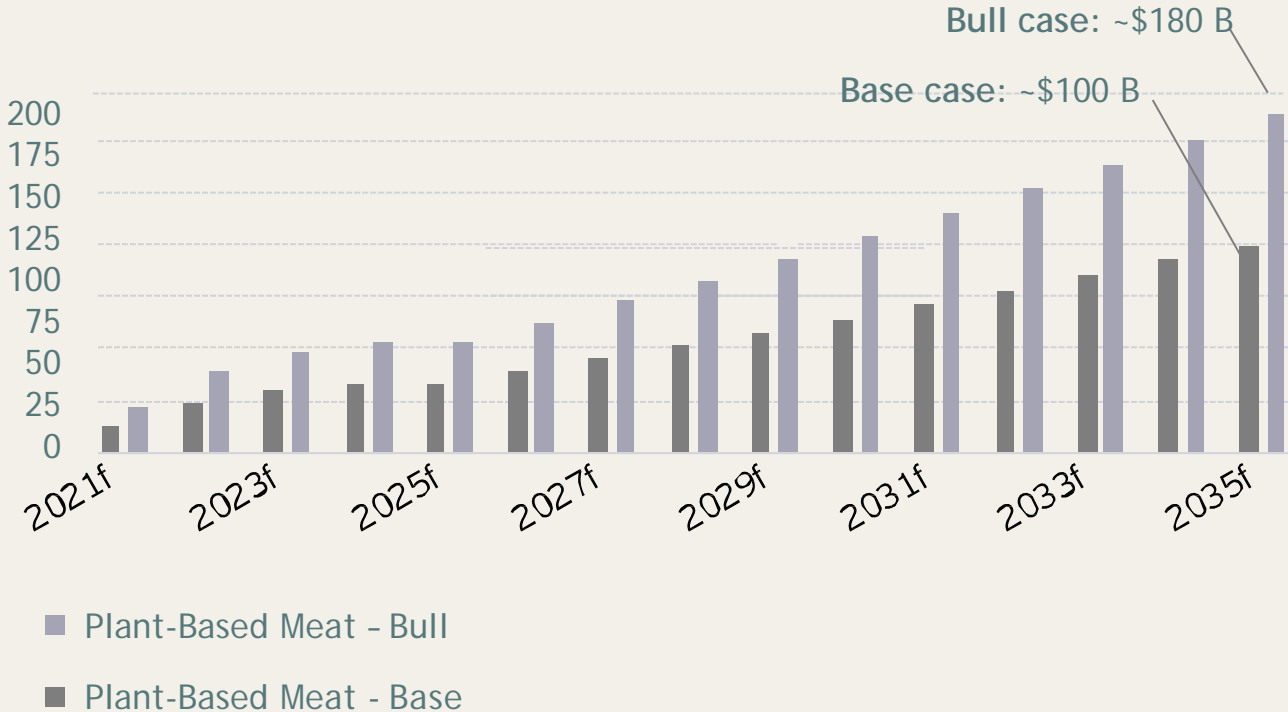
Our Vision

*Canada is a
global leader
in plant
protein*



GLOBAL ALTERNATIVE MEAT MARKET (CDN\$ BILLION)

Global Market (CDN\$ B)



Sources: OECD; FAO; and EY analysis.

By 2035, Canada will capture 10 per cent of the global plant-based food market creating an additional \$25 B of annual sales

By 2035, Canada will generate \$25 B in annual sales by providing one out of every ten plant-based food products on the planet

The Road to \$25 B

1

Increase ingredient processing capacity

2

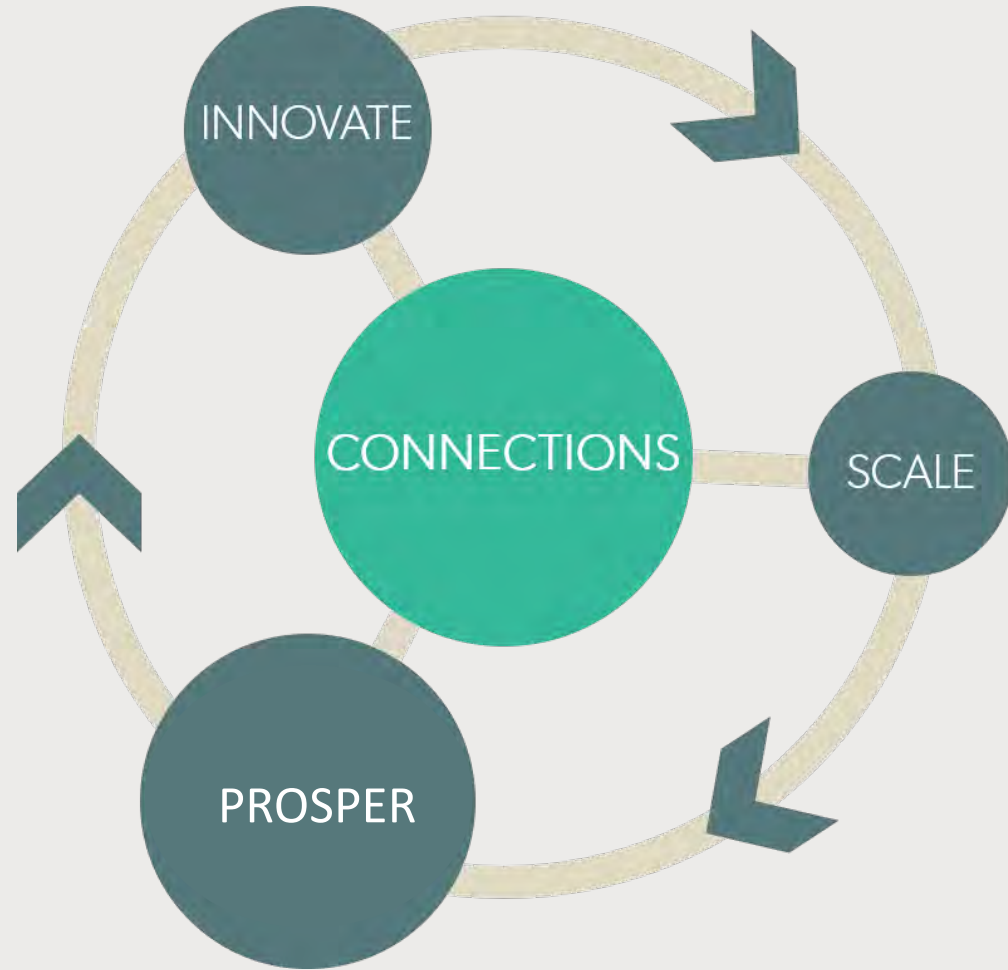
Improve ingredient processing efficiency and value

3

Increase plant-based food manufacturing

A ROADMAP TO
SUCCESS

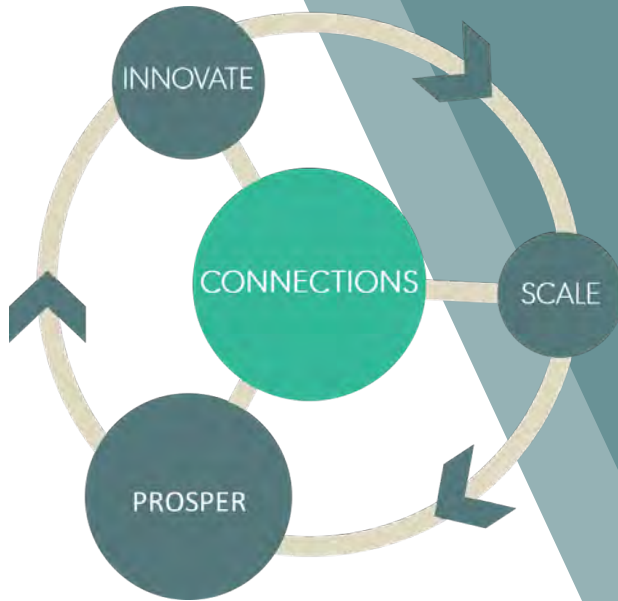
BUILDING A
SECTOR STRATEGY



INNOVATE

Canada is a hub for plant-based food innovation

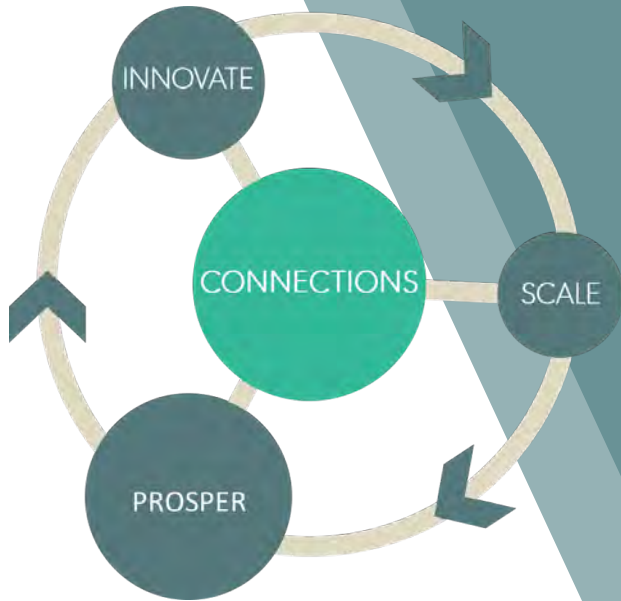
- Increase investment into diversified, consumer-focused plant-based foods innovation
- Develop funded international research partnerships to accelerate the pace of innovation
- Align and link public research sector to better support ingredient manufacturing and plant-based food production
- Attract global talent into Canada's plant-based foods innovation ecosystem



INNOVATE

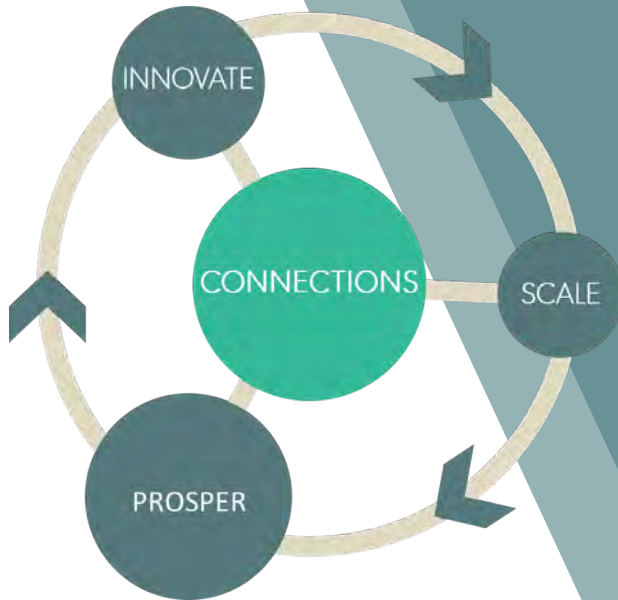
Canada's regulatory system must signal to the world that we will accelerate and enable the development and commercialization of plant-based foods

- Adopt international best practices for protein equivalency and content labelling
- Improve the service standard for novel food approval from 410 days to 100 days in order to be responsive to industry
- Ensure that the products of gene editing are not be subject to regulation where traits fall into current range for the species
- Regulate plant-based foods consistently with other products in respect to mandatory and discretionary fortification with amino acids, vitamins, and/or minerals.
- Create a Regulatory Centre of Excellence to assist SMEs with regulatory compliance and to conduct research in support of regulatory modernization



INNOVATE

Canada's agrifood sector is recognized as one of the world's most sustainable sources of plant-based foods and ingredients



- Enable a system across the value chain that works towards the achievement of the UN's Sustainable Development Goals, in particular; zero hunger, good health and well-being, responsible consumption and production, climate action, life below water, and life on land
- Reduce the Carbon footprint of Canadian crop production, ingredient and food manufacturing
- Develop traceability systems that allows for the tracking of product through the value chain and capture data allowing for environmental and Carbon footprint analysis as well as the UN SDGs

INNOVATE

Canada is a global leader in the conversion of research and innovation into commercially successful products and services

- Develop and support initiatives that build entrepreneurs with the business and financial acumen to build commercially successful businesses
- Ensure Post Secondary Institutions build programs that support entrepreneurship maximize commercialization of IP
- Develop systems that funnel public sector intellectual property to entrepreneurs and allows for its successful commercialization
- Enable better business outcomes through a broad suite of intellectual property tools to support innovation
- Work with Canada's University and College system to develop programming aimed at educating a workforce ready to participate in food and ingredient processing

