

Who's on board?

A growing list of organizations and individuals from across Canada support Protein Industries Canada:

3vGeomatics Inc.	Cando Rail Services	Gowling WLG	New Leaf Essentials	The Canadian Chamber of Commerce
ABB Inc.	Canola Council of Canada	Greater Saskatoon Chamber of Commerce	Northstar Robotics Inc.	The Consortium for Research, Innovation and Transformation in Agri-Food (RITA)
AdFarm	Cargill Limited	Greystone Managed Investments Inc.	Parmalat Canada Inc.	The Food Development Centre (Portage la Prairie)
Agricultural Manufacturers of Canada	Cereals Canada	InfraReady Products (1998) Limited	Parrish & Heimbecker Ltd.	The Manitoba Chambers of Commerce
Agri-Food Supercluster Academic Working Groups Collaboration	City of Lethbridge	Institute of Nutrition and Functional Foods (INAF)	PEST Surveillance Initiative	The Mosaic Company
Agriculture and Agri-Food Canada, Science and Research Branch (Prairie Region)	City of Medicine Hat	International Institute for Sustainable Development, Prairie Climate Centre	Plant Protein Alliance of Alberta	Town of Taber
Agrocorp Processing Ltd.	CN	Invest Ottawa	POS Bio-Sciences	University of Alberta - Faculty of Agriculture, Life & Environmental Sciences
AGT Food and Ingredients Inc.	Conexus Credit Union	ISM Canada	Prairie Agricultural Machinery Institute (PAMI)	University of British Columbia - Faculty of Land and Food Systems
Ag-West Bio Inc.	Dot Technology Corp. and SeedMaster Mfg.	JCA Electronics	Prairie Tide Chemicals	University of Guelph
Alberta Agriculture and Forestry	Dow AgroSciences Canada	Johnson Shoyama Graduate School of Public Policy	Protein Highway	University of Lethbridge
Alberta Canola Producers Commission	DSM Innovation Center	Leduc-Nisku Economic Development Association	Pulse Canada	University of Manitoba - Faculty of Agricultural and Food Sciences
Alberta Food Processors Association	DuPont Nutrition & Health	Lethbridge Chamber of Commerce	Red River College	University of Ottawa - Institute for Science, Society and Policy
Alberta Pulse Growers Commission	DuPont Pioneer Canada	Lethbridge College	Richardson International Limited	University of Regina
Archer Daniels Midland Company	Ecoation Innovative Solutions Inc.	Lethbridge County Council	Roquette Agri-Food Canada	University of Saskatchewan
AVAC Ltd.	Economic Development Lethbridge	Loblaws Companies Limited	Rowland Seeds Inc.	University of Saskatchewan - Crop Development Centre
Avrio Capital Inc.	Economic Development Regina Inc.	Louis Dreyfus Company Canada	Saskatchewan Canola Development Commission	University of Toronto - Faculty of Medicine
BioPure Oil Corp.	Emerald Seed Products Ltd.	MacDon Industries Ltd.	Saskatchewan Chamber of Commerce	Verdient Foods Inc.
Bioriginal Food & Science Corp.	Enns Brothers	Manitoba Canola Growers	Saskatchewan Food Industry Development Centre Inc.	W.A. Grain & Pulse Solutions
BioTalent Canada	Farm Credit Canada	Manitoba Pulse Soybean Growers	Saskatchewan Polytechnic	Warburtons Foods Ltd.
Bitstrata Systems Inc.	Farmers Edge Inc.	Maple Grain Limited	Saskatchewan Pulse Growers	Westcap Mgt. Ltd.
Blockchain Association of Canada	Federated Co-operatives Limited	Maple Leaf Foods	Saskatchewan Trade and Export Partnership	
Botaneco Inc.	FHQ Developments	McGill University	Sightline Innovation Inc.	
Burcon NutraScience Corporation	FieldSmart	Microsoft Corporation	Solido Design Automation	
Canada West Foundation	Food Island Partnership	Mitacs	SouthGrow	
Canadian AI Consortium	Food Processing Development Centre, Leduc	MNP	Standards Council of Canada	
Canadian Hemp Trade Alliance	G3 Canada Limited	Municipal District of Taber	Stantec Consulting Ltd.	
Canadian Industrial Hemp Corporation	Genome Alberta	Mustard 21 Canada Inc.	T Base 4 Investments Corp.	
Canadian International Grains Institute (Cigi)	Genome Canada	National Research Council Canada	Tata Consultancy Services Limited	
Canadian Light Source	Genome Prairie	Natural Products Canada Inc.		
Canaryseed Development Commission of Saskatchewan	Global Institute for Food Security	Naturally Splendid Enterprises Ltd.		



**Protein
Industries
Canada**

More information?

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**Protein
Industries
Canada**

Federal Supercluster Initiative

**Unleashing the Potential
of Canadian Crops**



The future is in our grasp



It's an old saying but a good one: if you're not moving forward, you're moving backward. Western Canada is a powerhouse of agricultural production, processing and research. But to feed an increasingly hungry world, we must continue to innovate and grow our knowledge.

To this end, Protein Industries Canada (PIC) has been short-listed as a candidate to become one of the five federal research superclusters under the federal Innovation Superclusters Initiative.

This is an exciting opportunity for agriculture across the Prairies. Our work will produce solid economic benefits for farmers and value added processors across Western Canada.

What is the Federal Innovation Supercluster Initiative?

The Federal Innovation Superclusters Initiative will invest up to \$950 million between 2017–2022 to support business-led innovation superclusters with the greatest potential to energize the economy and become engines of growth. Through a small number of high-value, strategic investments this initiative will co-invest with industry in bold and ambitious proposals.

This initiative is a first of its kind for Canada, fostering stronger connections - from large anchor firms to start-ups, from post-secondary institutions to research and government partners - and opening the door to new forms of industry partnership.

What is a Supercluster and how is it different from a cluster?

A cluster is an area of business activity containing many large and small companies, post-secondary and research institutions and other innovation partners that help produce supply-chain benefits, knowledge sharing, improved collaboration and competition and business specialization, all of which helps draw new business to the cluster.

A supercluster is an innovation hotbed that is home to a strong industrial cluster, or clusters. Compared to clusters, superclusters have more and stronger linkages, a strong brand and competitive advantage that creates global recognition and exceptional performance. Superclusters are aimed at producing a high level of job creation, revenue growth and expanded exports.

What is Protein Industries Canada?

Protein Industries Canada is a pan-prairie Canadian cluster - covering Alberta, Saskatchewan and Manitoba - that is an industry led consortium of small- to large-sized enterprises involved in food and food ingredient manufacturing, agriculture and food related services. This includes research and development, technology, economic development, finance and investment, education and training.

Our focus is on developing the potential of plant-based proteins such as pulse, hemp, oats, wheat, canola and flax.

Protein Industries Canada will drive Canadian global leadership in plant proteins, ingredients and plant co-products, producing significant economic benefits for producers, value-added processors and society at large.

What are our goals?

PIC will build on Canada's strengths to substantially increase global market share in novel protein (and co-products) fractions, ingredients, food and feed products, and technologies. We will seek to:

- Move Canada to second place in global agricultural exports and fifth in agri-food exports, equivalent to an additional US\$30 billion in today's distribution of global exports.
- Develop a new range of plant-derived foods, ingredients and feedstuffs of superior quality, commanding market premiums.

PIC will help catalyze and grow three areas of business:

- Manufacturing of crop proteins and other crop ingredients like fibre, starch, carbohydrates and natural health products.

- Use of these proteins and ingredients in food, beverages, personal care and natural health products, pet food, fish food, and livestock feed, and non-food materials.
- Ramp up exports of bulk ingredients to more diversified and high-value markets.

How will we achieve this?

PIC's strategy is built on four fundamental pillars:

- Improving seed protein quality and yield
- Improving sustainable production and agricultural information technology
- Fostering innovation in processing technology to create new protein products, and use of other ingredients/co-products
- Providing support for companies, marketing, commercialization and trade

Why is this important?

The world is getting hungrier and its tastes are becoming more refined.

- By 2050, the global population is expected to be 9.8 billion (30 percent more people).
- At the same time, people are becoming more affluent. The world middle class is expected to reach approximately 3 billion people worldwide in 2015, all seeking higher quality foods.
- There is also a growing appetite for meat, requiring more high protein feed for animal food production.
- Consumers demanding more sustainable sources of protein.

This adds up to a projected need for 59 percent to 98 percent more food production by 2050. By this time, plant based protein will account for one-third of the world's protein market.

Plant-based protein is a \$13 billion market world-wide, of which Canada has a minimal share. This is a tremendous opportunity for Canadian producers and food processors and PIC will give Canada the competitive edge.

Who will benefit from our work?

- Farmers
- Value-added processors and their employees
- Agricultural researchers and universities
- Entrepreneurs
- Consumers
- Everyone in Western Canada, through direct and indirect economic spin-offs

How will this help the Prairie economy?

Our long-term goals (seven to 10 years and beyond) for Western Canada are to create:

