

# PLANT-BASED PROTEIN IN CANADA

Plant-based proteins offer tremendous opportunities for Canada and the world by helping to reduce greenhouse gas emissions, while satisfying the market demand for novel and nutritious food. Canada is at the forefront of this revolution, leveraging its strengths in agriculture, innovation and market accessibility.

## WHY CANADA

Employing 2.3 million people and contributing 7.4% of GDP, Canada's agriculture and agri-food sector attracts global companies.

**Global producer and trade partner:** Canada produces over 30% of the world's canola supply and accounts for approximately 60% of global canola trade. As the world's largest exporter of pulse crops (lentils, peas, beans and chickpeas), Canada is a world leader in plant-based proteins.

**North American market accessibility:** Canada is strategically positioned to facilitate trade with the U.S. market, thanks to the Canada-United States-Mexico Agreement (CUSMA), and a closely integrated cross-border logistics network via rail and truck.

**Research and innovation:** Canada has universities across the country with dedicated crop research facilities that advance developments in plant protein. Companies are actively working with academia to conduct new R&D projects like developing a novel wet fractionation process, identifying new feedstock for plant protein, precision fermentation and more.

## PROTEIN INDUSTRIES CANADA

**Protein Industries Canada (PIC)**, is an industry-led innovation cluster focused exclusively on developing the plant protein economy. PIC works with private sector industry partners to scale co-investment projects that have the potential to transform agricultural supply chains and food production.

Between 2022 and 2023, PIC supported a total project value of more than \$460 million across 55 technology and capacity building projects.

Examples of PIC-supported projects include:

- optimizing processing for peas and faba beans
- improving Canadian pea and faba bean ingredients, food and co-products
- building an artificial intelligence (AI) in-field platform to address lentil crop concerns

## The road to \$25 billion

**A sector-wide strategy aims to achieve \$25 billion in annual sales from plant-based food and ingredients in Canada by 2035**

Source: Protein Industries Canada

# #1

**Producer of canola globally**

Source: Statistics Canada, 2024

# #1

**Producer and exporter of pulses globally**

Source: Pulse Canada, 2024

## World's largest pea protein plant

**Based in Portage la Prairie, Manitoba, it has the capacity to process 125,000 tonnes of yellow peas per year**

Source: Roquette



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## CANOLA PROCESSING AND PRIMARY PULSE REGIONS IN CANADA



### PROGRAMS AND INCENTIVES

- **AgriInnovate Program** aims to accelerate commercialization, adoption and/or demonstration of innovative agri-based products or technologies that increase agri-sector competitiveness and sustainability
- **Agricultural Clean Technology Program** aims to reduce greenhouse gas emissions and enhance the competitiveness of Canadian farmers and agri-businesses by providing them with funding to develop and adopt green technologies
- **Mitacs** matches companies with top-tier researchers and talent to successfully deliver innovation projects and contributes to the cost of talent

### RECENT INVESTMENTS

**Louis Dreyfus Company (Netherlands)** announced that it will open a new pea protein production plant in Yorkton, SK. The facility will create 60 new jobs and is set to begin operations by the end of 2025. *(February 2024)*

**Daiya**, acquired by **Otsuka Pharma (Japan)** in 2017, announced a multimillion-dollar investment at its Burnaby, British Columbia facility in a new natural fermentation technology set to launch the company's next generation of plant-based cheese. *(March 2023)*

**Roquette (France)** opened the largest pea protein plant in the world in Portage la Prairie, Manitoba. The \$600 million plant has capacity to process 125,000 tonnes of yellow peas annually. *(November 2021)*

### NOTABLE COMPANIES IN CANADA



### CONTACT

Invest in Canada promotes, facilitates and accelerates foreign direct investment (FDI) into Canada. It is the global investor's primary point of contact. Reach out to speak with a dedicated advisor.

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UPDATED: AUGUST 2024



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