

NCE funding for  
**NATURAL PRODUCTS CANADA (NPC)**  
\$14 million for 2016-21

## FOSTERING A HOME-GROWN ADVANTAGE FOR THE NATURAL PRODUCTS INDUSTRY

### The opportunity

Natural products research has shown a wealth of applications in human and animal health, as well as in providing green alternatives to agricultural products and industrial chemicals. Consumers are increasingly demanding products derived from natural sources based on their health and environmental benefits. Until now, much of this demand has been filled by imports. Canada's natural products sector can step up to claim a larger piece of the global market. Building and maintaining a role for Canadian innovators and producers calls for visionary leadership, good strategy and a flexible approach to bring together a diverse group of private and public sector organizations.

**NPC at a glance**  
(as of February 12, 2016)

**NCE program**  
Centres of Excellence for  
Commercialization and Research

**Headquarters**  
Charlottetown, PEI

### CEO



Shelley R. King

### Board chair



Robert Orr



### **How NPC is seizing the opportunity**

Natural Products Canada (NPC) will help establish Canada as a global leader in research, development and commercialization of natural products, focusing on nutraceuticals and cosmeceuticals; functional foods and food ingredients; agricultural products, animal feed ingredients and veterinary care products; and green replacements for chemically derived products. The nationwide network of nodes brings together Ag-WestBio Inc. (NPC-West), the Ontario Bioscience Innovation Organization (NPC-ON), the Institute of Nutrition and Functional Foods, Université Laval (NPC-Quebec) and the PEI BioAlliance (NPC-Atlantic). Drawing on a pipeline of companies, research organizations and universities, NPC will evaluate, scientifically validate and invest in products and technologies, and accelerate their commercialization.

### **Among the expected results**

- Operating under four pillars – Connect, Evaluate, Invest and Accelerate – NPC will enable Canadian natural products firms, universities and research organizations to build competitive advantages by applying scientific knowledge, commercialization expertise, mentoring, strategic marketing and targeted investment.
- NPC will stimulate growth in Canada’s natural products industry by supporting the development of the most promising new products and technologies. The centre facilitates access to Canadian R&D, investment funding, and provides access to expertise in IP management, regulatory evaluation and planning, market assessment, business plan preparation, clinical trial design and management.
- Drawing on the experience and track record of its founding partners, along with investment partnerships with major companies in the aquaculture, agribusiness, food and nutraceuticals sectors, NPC will make new products and technologies available to consumers sooner. Its commercialization pipeline will combine mature products and technologies with emerging ones to help build the capacity of Canadian suppliers to meet the growing domestic and international demand for natural products.

