



**Protein
Industries
Canada**

Unleashing the Potential of Canadian Crops





What is PIC?

- Federal Government initiative launched in 2017 (www.ic.gc.ca/eic/site)
- Industry-led innovation ecosystem
- Five successful clusters announced Feb. 15th
 - PIC to receive \$153M over 5 years
- PIC is a pan-prairie initiative (www.proteinindustriescanada.ca)
- PIC established as a not-for-profit corporation, with an acting president and interim board



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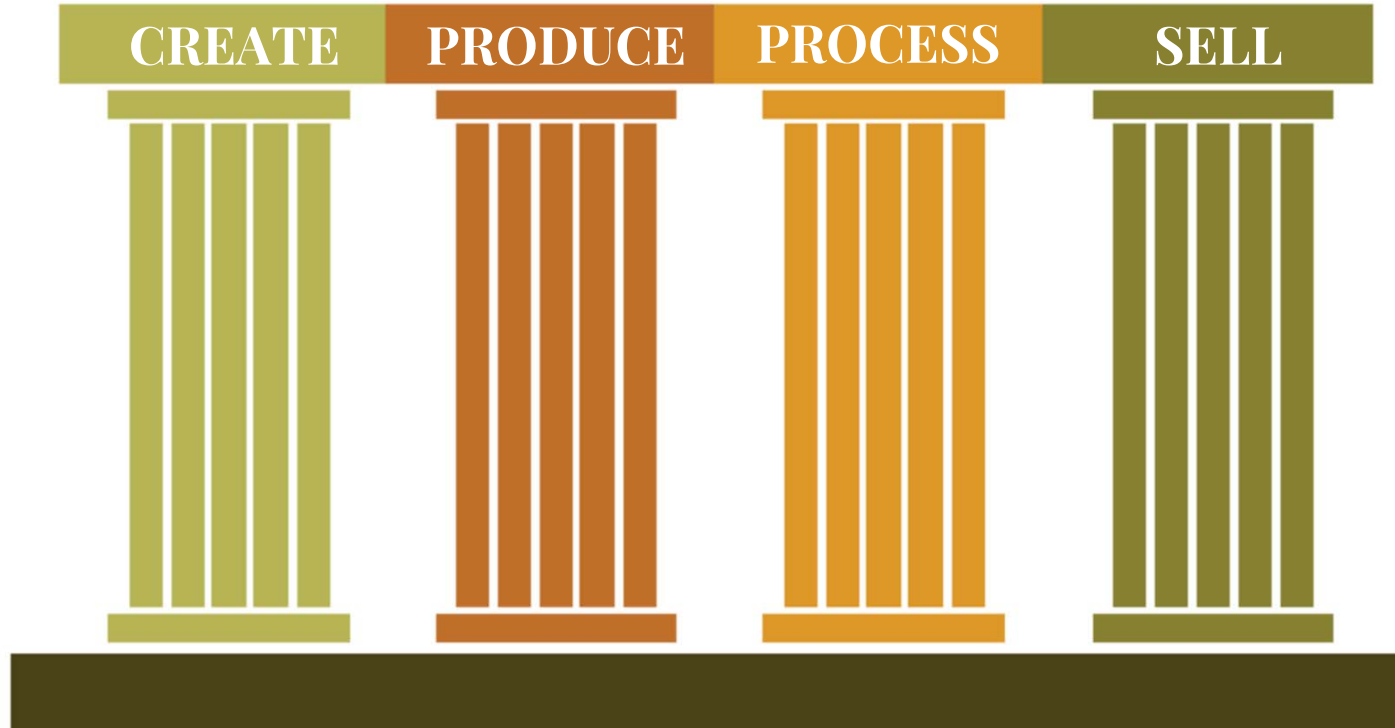
Vision

"To position Canada globally as a leading source of high-quality plant protein and plant based co-products, developed in a carbon neutral production environment, while substantially contributing to Canada's economic growth and international trade balance."

Mission

"To mobilize Canada's innovation and commercial cluster to collaborate in support of industry driven market priorities and needs."

PIC Pillars





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CREATE

Plant breeding/genomics

- Processability
- Protein content and yield
- Protein quality
- Enhancement/decrease of other constituents



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Produce

Sustainability

- Nutrient use efficiency
- Water use efficiency
- Carbon management
- Soil health/biologicals
- Smart machinery
- Technological interface: Digital Data, Precision Agriculture, Artificial Intelligence



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Process

Processing and Applications

- Smart processing
- Extraction, fractionation, formulation, etc.
- Ingredients: flour, isolates, concentrates
- Protein functionality
- Taste, texture, etc.



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Sell

- Storage/transportation
- Traceability, safety
- Marketing/trade/branding
- Utilization strategies
- Commercialization
- Policy/outreach



Next steps:

- Establish governance, operational and IP management systems
- Sign contribution agreement
- Recruit CEO and management team



Thank you!