With an abundant supply of plant proteins and an integrated supply chain to move products to consumers – the Edmonton Metropolitan Region is poised to dominate this skyrocketing global industry.

**$100B by 2030**
The global demand for plant-based protein is anticipated to reach $100 billion by 2030

**$7.5B**
Canada is the world’s largest pulse exporter

**$4.45B**
Canada is the world’s largest canola exporter – Canola protein has significant potential demand

31% growth in plant protein demand

Preferred market access to 1.4B global consumers

8% Canada’s lowest corporate tax rate

**OPPORTUNITY**

Globally, plant-based protein is one of the fastest-growing food and agri-food sub-sectors. This growth is driven by a rising global population fueling increased global consumption and a corresponding need to find new protein sources to fulfill that demand.

In 2019, the retail market for plant-based protein in the United States grew by 31% - to a total of $6 billion.

Historically, soybeans were the top protein source, but innovations have made pulse-derived protein (peas, beans, lentils) much more popular and palatable.

This trend is anticipated to continue. By 2022, the global demand for plant-based protein is anticipated to reach $14.2 billion - and as much as $100 billion by 2030.
The Edmonton region has excellent post-secondary capacity in agriculture and access to skilled labour. Training is offered predominantly through the University of Alberta, which is highly regarded in the fields of agriculture and food science. Labour can also be contracted on a day use basis in all specialty areas from the Food Processing Development Centre in Leduc.

1.7M ACRES of farmland

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Supportive business environment

- Attractive subsidies exist from the Government of Canada for qualifying investments in plant-based protein.
- The Government of Canada will support funded access to machinery for product testing and manufacturing from the Food Processing Development Centre.
- The Edmonton region has a comparatively permissive urban regulatory environment for agricultural product cultivation and development.
- At 8%, Alberta has the lowest tax rate in Canada.

Connection to international markets

- Supported by transportation capacity (road, rail, air) and trade agreements, the Edmonton region has excellent access to the USA (35% of the global market for plant protein), the EU (15% of the global market), and the UK (8% of the global market)
- 14 trade agreements open access to international markets that include 51 countries, 1.5 billion people and a combined GDP of $49.3 trillion USD.
- The Edmonton International Airport has North America’s shortest flying times to Asia and is verified for cold supply chain including agricultural products.

ECOSYSTEM SNAPSHOT

Food processing development centre

- A pilot plant dedicated to food sector promotion
- Received $4.2 million in funding in August 2020 to support the establishment of fractionation and product development capabilities

Alberta bio-processing innovation centre

- Product development and scale-up support for new food and agriculture products

University of Alberta research farms

- Capacity to undertake research in plant protein processing

Private sector agricultural research farms

- Corteva Edmonton Seed Research Facility

Plant protein alliance of Alberta (PPAA)

- Maintains a province wide membership of 100 firms – many located in the Edmonton region

Protein industries supercluster

- A federal government initiative supporting research and economic development in this sector

Contact Edmonton Global’s Perry Eddy to receive a detailed business case and competitiveness scan for plant protein food and beverage manufacturing investment opportunities in the Edmonton Metropolitan Region.

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