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.

<table>
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<tr>
<th>31%</th>
<th>Preferred market access to 1.4B global consumers</th>
<th>8%</th>
<th>Canada’s lowest corporate tax rate</th>
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**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.

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.

The size of the Edmonton region relative to its agricultural access is unparalleled. The region has roughly 1.7 million acres of farmland covering 80% of the region.

The pulse inputs best suited to plant-based protein (yellow peas, green peas, fava beans) grow abundantly in the region; additionally, canola protein, an emergent input, is widely available.

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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.

Contact Edmonton Global’s Trevor Kloeck 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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