



# Investment Opportunity – Plant Protein Food & Beverage Manufacturing

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.

## EDMONTON METROPOLITAN REGION VALUE PROPOSITION

### ACCESS TO LAND/FEEDSTOCK

- 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.

**1.7M ACRES**  
of farmland

### 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.

### EXPERTISE & TALENT

- 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.

### 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.

## 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 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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