

## Investment Opportunity – Nutraceuticals

The entire value chain to support the discovery, production, and export of nutraceutical products is in the Edmonton Metropolitan Region. Combined with Canada's high quality standards, we represent a significant advantage in marketing nutraceutical products around the world.

**HASKAP** *an emerging  
super food*

**8.3%** ANNUAL GROWTH  
PROJECTED

**\$16.4B**  
*existing Canadian market  
for nutraceuticals*

**\$77 BILLION**  
GLOBAL MARKET  
*for nutraceuticals by 2027*

**3.4M**  
*tonnes of oats grown  
in Canada*

**CANADA'S REPUTATIONAL  
ADVANTAGE**

**PREFERRED MARKET  
ACCESS TO 1.4B  
GLOBAL CONSUMERS**

**CANADA'S LOWEST  
TAX RATES**

### OPPORTUNITY

Nutraceuticals - defined as food products eaten for health benefits beyond eating - can include nutrient dense products commonly known as "superfoods". Nutraceutical production includes the process of adding a substance to standard consumables to increase health impacts.

Nutraceuticals are part of a large and growing market in natural health products accounting for \$16.4 billion annually in Canada alone.

Globally, the sector has seen a compounded 10% year over year growth from 2010 to 2018. 75% of consumers are 'frequent users' of these products.

## EDMONTON METROPOLITAN REGION VALUE PROPOSITION

### EXISTING INDUSTRY INFRASTRUCTURE

- The Edmonton region has the complete value chain including:
  - access to agricultural products,
  - world-class agricultural and nutritional research,
  - industrial processing capabilities.
- Nutraceuticals can be evaluated for health benefits, rendered for nutritional value and then marketed to consumers for their health benefits.

### INPUTS READILY AVAILABLE

- Notable examples include:
  - Oats – can be rendered in oat beta glucan – a proven nutraceutical used to lower cholesterol and blood pressure.
  - Haskaps – new to North America, but previously grown abundantly in Japan and Siberia, these berries are known for their high antioxidant properties and are beginning to enter the European nutraceutical market in powder form.

### LOGISTICS

- Supported by transportation capacity (rail, air, freight) and trade agreements, the Edmonton region has excellent access to international markets accounting for 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 certified for cold supply chain including nutraceutical and pharmaceutical products.

### INTERNATIONAL REPUTATION

- Market entry can be supported by Canada's powerful regulatory structure as well as its reputation as a nation of "clean, wholesome, and healthy" products.

## ECOSYSTEM SNAPSHOT

### REGIONAL SUCCESSES

- Canadian Oats - produces a variety of oat products capable of being rendered from unrefined oat or oat derivative into oat beta-glucan
- Ceapro Inc. – a local producer of oat beta-glucan in the region

### EMERGING OPPORTUNITY – HASKAPS

- The Edmonton region is home to three commercial haskap orchards. If a processing facility were to be established, the region could reasonably be expected to be the most competitive in the world for haskaps.

Contact Edmonton Global's Perry Eddy to receive a detailed business case and competitiveness scan for nutraceutical investment opportunities in the Edmonton Metropolitan Region.

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