

Protein Industries Canada introduces new program to help Canadian companies

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Protein Industries Canada is announcing a new program to help Canadian companies remain competitive in the wake of the ongoing uncertainty around trade with the US. The \$3 million program will support the development of new, or the reformulation of existing products, for the domestic market.

“Now more than ever, it is vital that we support our Canadian ingredient manufacturers and food processors. Their ability to remain viable is key to Canada’s agriculture and food sector, and Canada’s domestic supply chain,” CEO of Protein Industries Canada Robert Hunter said. “This program will help our manufacturers and processors create or reformulate products for the Canadian market, using Canadian ingredients.”

The Strengthening the Canadian Supply Chain Program will reimburse up to 75 per cent of eligible costs to a maximum project cost of \$200,000. To be eligible, projects must include at least one of the following:

Reformulating products with domestically produced ingredients;

Scale-up and commercialisation work to increase the supply of domestically produced food products to Canadian consumers;
or

Scale-up and commercialisation of domestically produced ingredients to Canadian manufacturers.

As with all Protein Industries Canada investments, projects are required to use Canadian feedstocks or ingredients derived from Canadian crops such as wheat, oats, barley, peas, soy or fava beans. Other emerging crops, such as lupin or hemp, will also be considered.