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Canola protein innovation in Canada

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Canola is one of the great agricultural science success stories. This is particularly evident in Canada, where the total economic impact on the Canadian economy from the canola sector averaged C\$29.9 billion per year. At present, canola meal is primarily streamlined into the animal feed market where it is a competitive animal feed source owing to its high protein value. Beyond animal feed lies a potential game-changer with regards to the value of canola meal, and its opportunity as a high-quality food protein source. As consumer trends for plant protein continue to drive the need for more functional and cost-effective food ingredients, demand for canola protein as a food ingredient has increased. Protein Industries Canada is an industry-led, not-for-profit organization created to position Canada as a global source of high-quality plant protein and plant-based co products. Over the past 5 years, Protein Industries Canada has co-invested with companies on projects with the potential to transform the agriculture and food production sector. The presentation will look across the value-chain at Canada's innovations in canola protein and how the next generation of products will make canola even more important globally.

