



FOODTECH Canada™
All the ingredients for commercial success

FOODTECH Canada

A resource network for innovation & commercialization





A Canadian Network

FOODTECH integrates a powerful combination of expertise and infrastructure from twelve centres across nine provinces into a seamless system - accessible anywhere in Canada.





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Members

Food Processing Development Centre, Leduc, AB

POS Bio-Sciences, Saskatoon, SK

Saskatchewan Food Industry Development Centre, Saskatoon, SK

Food Development Centre, Portage La Prairie, MB

Canadian International Grains Institute, Winnipeg, MB

Guelph Food Technology Centre, Guelph, ON

Cintech Agroalimentaire, Saint-Hyacinthe, PQ

Merinov, Gaspé, PQ

BioFoodTech, Charlottetown, P.E.I.

Centre for Aquaculture and Seafood Development, St. John's, NL

Canadian Institute of Fisheries Technology, Halifax, NS

Perennia, NS



Our Combined Resources

- 200+ Staff with Technical expertise
PhD, MSc, BSc
- \$100M+ Infrastructure
- \$65M Processing & Analytical
Equipment
- 280,000 ft² Pilot plant and Incubation
facilities





Services

- Product Development & Process Design
- Pilot Plant  Commercial Processing
- Analysis
- Training & Consulting
- Technology Brokering & Market Intelligence
- Applied Research & Development
- Extracting bioactive components
- Creating Industrial bio-products



Proven in Innovation & Commercialization

Each year, centres collectively:

- Work with **800+** companies
- Conduct **\$11M** in industry contracts
- Introduce **200** new products into the marketplace
- Help establish new food businesses
- Train **6,870** people





FOODTECH Vision

Help build a National Innovation Platform for the Food & Bio-product sectors





Innovation

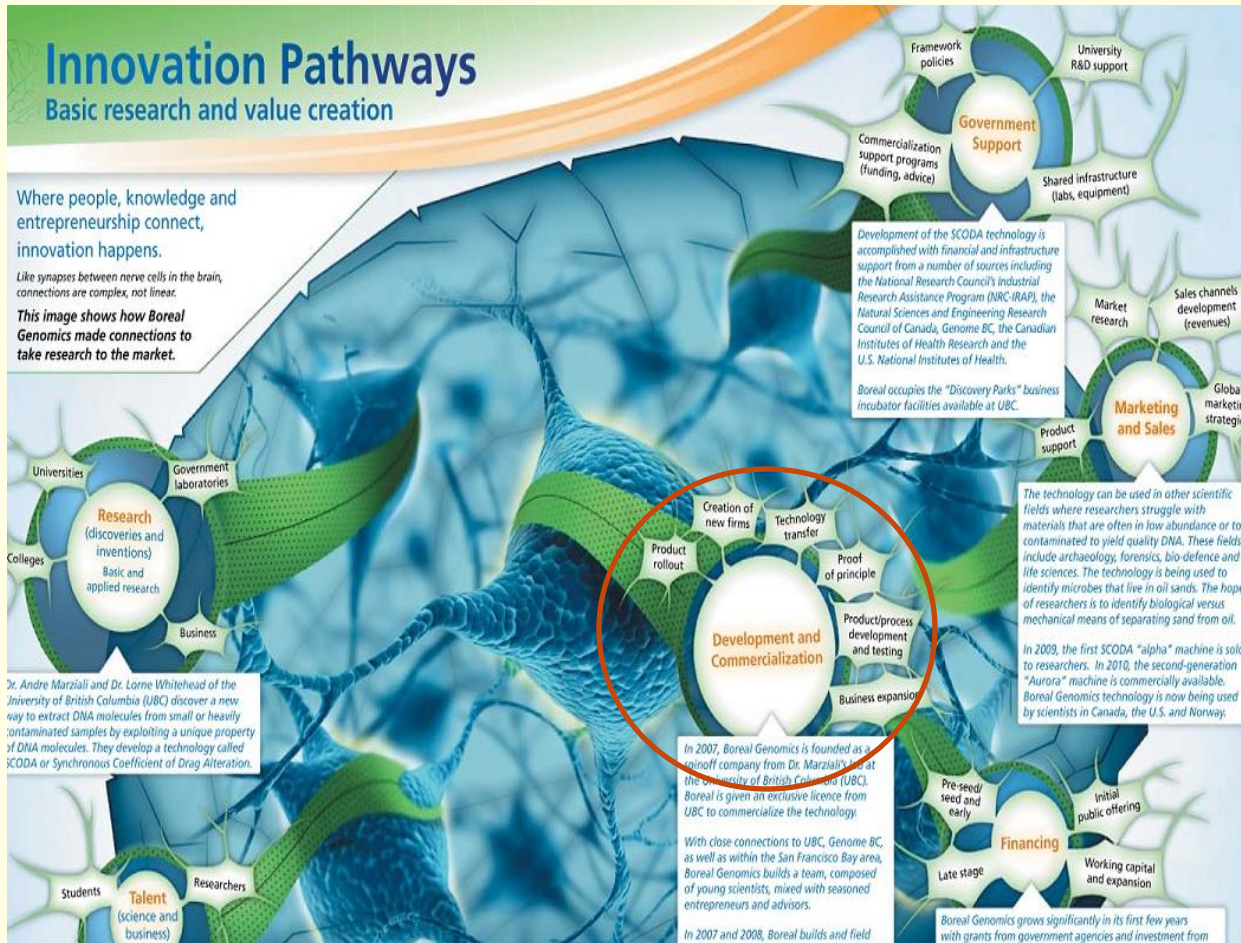
OECD definition of innovation: “the implementation of a new or significantly improved product (good or service), or process, a new marketing method.....”

Innovation = Idea + Execution



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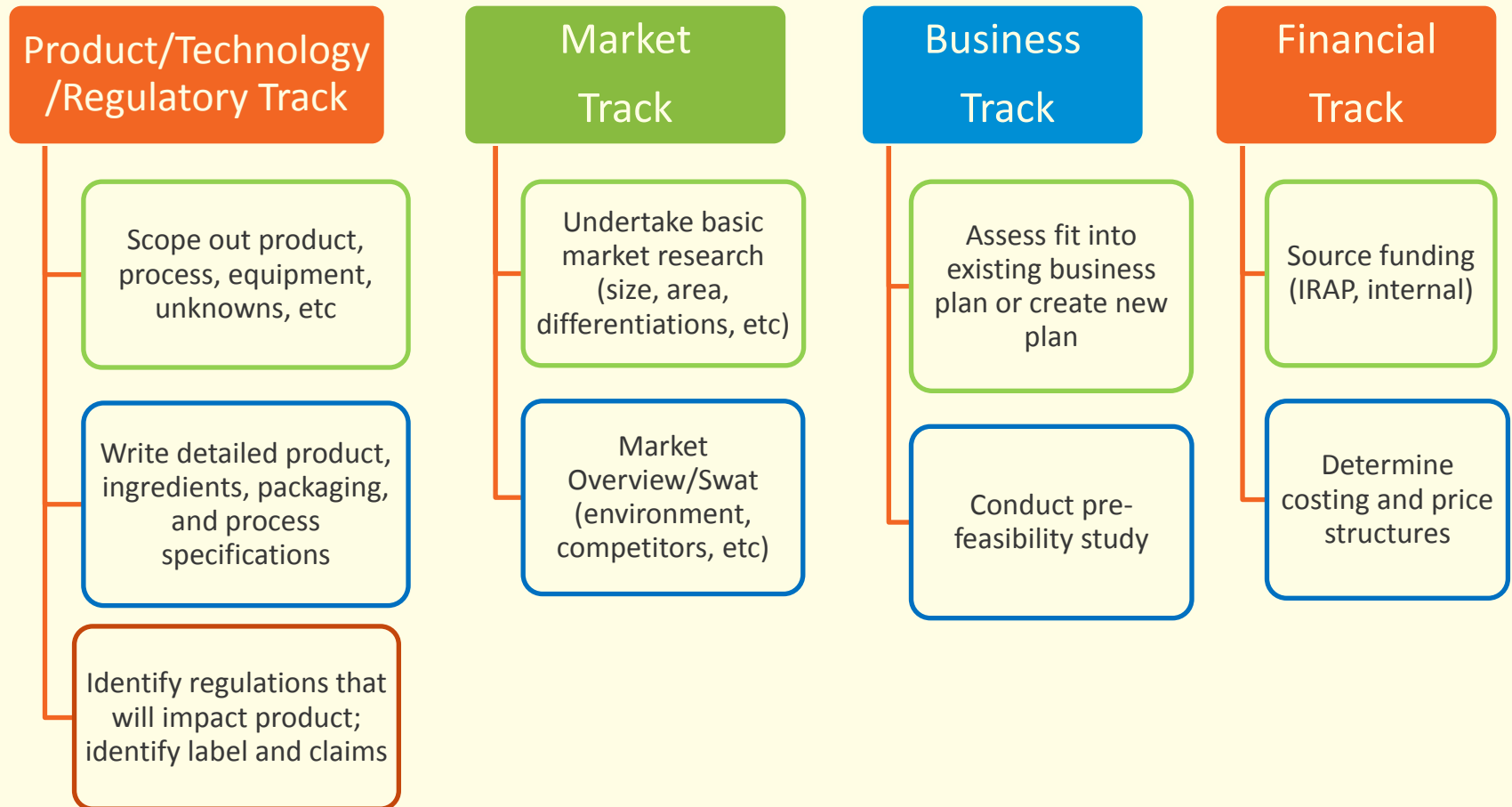
Innovation Pathway



1. Idea (Research/TT)
2. Talent (people)
3. Commercialization
4. Gov't support
5. Marketing
6. Finance

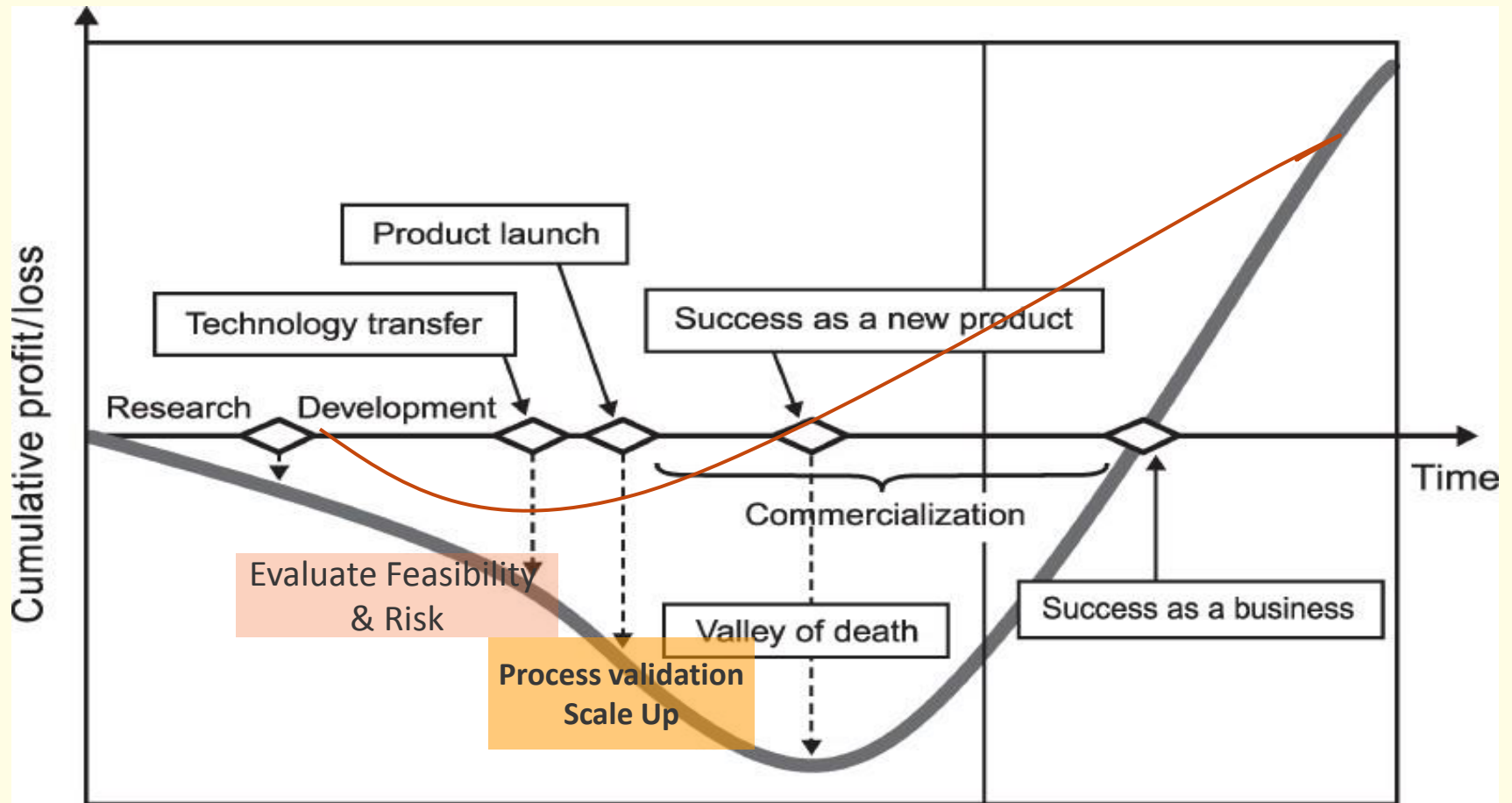


Commercialization Roadmap





Commercialization Road Map





FOODTECH's Collective Support for Industry

1. Improve Capabilities
2. Advocate for Innovation
3. Facilitate Industry Access to Resources
4. Support Industry through multi-centre projects (of national/industry significance, i.e., food safety, regulatory, etc.)
5. Build Partnerships





National Innovation Platform

FOODTECH Canada is a unique model that enables collaboration between individual centres.

FOODTECH Canada can elevate the support provided by individual centres to build a national innovation platform for the sector

FOODTECH Canada can enhance the industry's competitive position through collaborative industry activities.



National Projects

- **Innovation Strategy** which validates needs & builds capacity for the sector, through specific programs, such as:
 - A **Technology Transfer** program to facilitate and support incorporation of technology-based innovations.
 - **Commercial Pathway** support to validate innovations and transform ideas, through later stage scale-up activities.



National Projects to Support Sector

- Enhanced **Technology offerings** providing industry with access to novel, sustainable manufacturing technologies and processing.
- National **Productivity program**, that assesses and recommends actions to improve productivity
- **Collaborative demonstrations based on technology platforms** for industry evaluation; on specific technologies with broad potential applications.



National Projects to Support sector

- **Research to Business (R2B) commercialization model** to build critical linkages between research and industry, with market validation, IP management, and financing.
 - **Commercial validation** activities that decrease risk and provides information on commercial viability to entice industry
 - **Innovation Assessment** program that would evaluate prototypes and research outcomes for market and commercial viability. *Can start with AAFC & AFMnet pilot.*
 - **Innovation & Commercialization Advisors** to maximize innovation opportunities.



National Projects to Support Sector

Addressing **national industry & government priorities**, such as foods for health, which require collaborative research and applied activities:

- Sodium reduction on sub-sector or product basis
- *Listeria* support (Antimicrobial research and Health Canada/CMC codes of practice)
- Formulating for Health (e.g., functional ingredients)

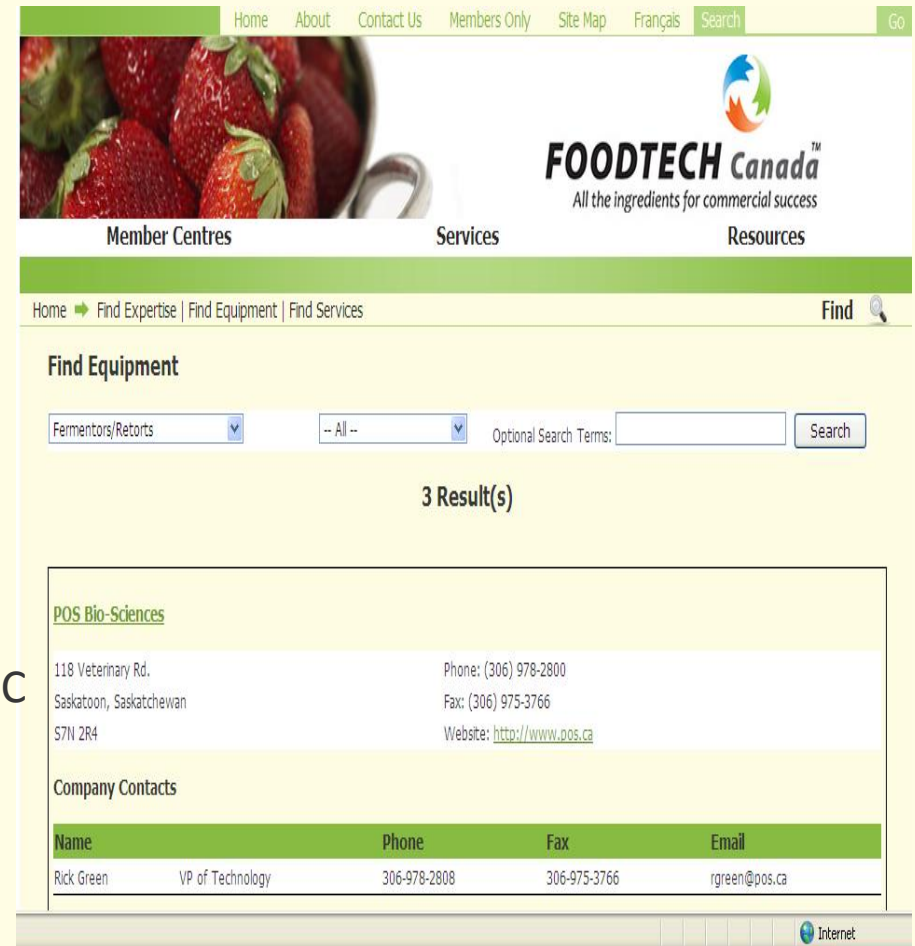


FOODTECH Canada Resources

- Member contacts
- Searchable database:
 - Equipment
 - Services
 - Technical Expertise
- Happenings & News
- Resources (Industry links, networks, Open Innovation & Technology offers)
- Publications & Webcasts (e.g., FCC Concept to Commercialization series)
- Blog: foodtechcan.wordpress.com



@foodtechcan



The screenshot shows the FOODTECH Canada website interface. At the top, there is a navigation menu with links for Home, About, Contact Us, Members Only, Site Map, Français, Search, and Go. Below the menu is a banner image of strawberries in a pan. The main content area is titled "Find Equipment" and features a search form with a dropdown menu for "Fermentors/Retorts", a radio button for "All", and a "Search" button. Below the search form, it displays "3 Result(s)". The first result is for "POS Bio-Sciences" with contact information: 118 Veterinary Rd., Saskatoon, Saskatchewan S7N 2R4, Phone: (306) 978-2800, Fax: (306) 975-3766, and Website: <http://www.pos.ca>. Below this is a "Company Contacts" table.

Name	Phone	Fax	Email
Rick Green	306-978-2808	306-975-3766	rgreen@pos.ca



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Success Stories: Food In Canada- Top 10 Innovators

5 Yomm Beverages Winnipeg, Man. www.yommbeverages.com

Meshack Kusa, a co-founder of Winnipeg-based food processing start-up company Yomm Beverages, says he and his partners, his wife Olga Litovtchelko, and Yetunde and Michael Daramola, are selling a product they truly believe in.

According to Yetunde Daramola, the hibiscus plant, which forms the basis for Yomm Beverages' herbal tea lines, has "tons of health benefits. The hibiscus plant is an antioxidant and also lowers blood pressure," she says.



Meshack Kusa & Olga Litovtchelko

Although largely unknown in the Western World, the leaves of the hibiscus plant have been brewed into teas and drinks and used for medicinal purposes by the peoples of Africa, the Middle East and the Caribbean for a very long time.

Kusa and Litovtchelko are both veterinarians by training. In Winnipeg, they met fellow recent arrivals Michael Daramola, who

had worked in the wireless telecom business, and Yetunde Daramola, who was trained as an engineer.

Today, the partners grow hibiscus on 100 acres of land they own in Nigeria, and have arrangements to buy the product from a number of Nigerian farmers. The idea, Kusa notes, is to contribute both to Canada and Nigeria's economies.

WWW.FOODINCANADA.COM

9 Siwin Foods Ltd. Leduc, Alta. www.siwinfoods.ca

Leduc, Alta.-based Siwin Foods Ltd. is like many small- to medium-size food-manufacturing companies — owner and general manager Qiang Lin saw a void in the marketplace and knew how he wanted to fill it. The company worked with the Food Processing Development Centre, also in Leduc, with a plan to produce authentic Asian food made with Canadian ingredients.



Along with the help of Alberta Pork, that's exactly what the company has done. Today it manufactures five varieties of Potstickers, premium dumplings with pork, chicken and beef; five varieties of dumplings also with pork, chicken and

beef; and four types of sausages and smokies. The company also offers Philippine-style fresh meats.

Lin also saw a niche market for consumers on the go, including students and parents with young families. Siwin targeted these consumers with its Siwin Stir Fry Sizzlers, made with Alberta pork and no added MSG, and available in five flavours. The company's products are found in Sobeys and Save-On Foods throughout Alberta, T&T Supermarkets in Edmonton, and in Calgary Co-op Stores.

According to Lin, what makes Siwin unique is that its products are restaurant quality, allowing it to bring the taste of the Orient to consumers. The recipes are all Asian-style and have been passed on for generations. In fact, says Lin, one of the opportunities he sees is offering premium foods that consumers can serve to impress guests.

So far the response from consumers has been positive. Lin says he does receive feedback from consumers, especially about his Potstickers and Sizzlers. Recently the company has also heard from consumers outside of the province who have come across their products and want to know where to get them at home.

One of the issues the company faces is educating consumers about their products, getting the message out and getting

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Success Stories



World's FIRST innovation of pure dried honey

100% Canadian honey

Awarded Top Food Prize in the World 2010 (SIAL)

Honey Drop® headed to the International Space Station!

...10 years to develop; providing significant technical resources; and securing significant financial resources (government, VC, internal)



Success Stories



*Three
farmers*
CAMELINA OIL



- Camelina oil offers an abundance of Omega-3 and is high in Vitamin E
- ***three farmers*** is committed to adding value 'at home' with the crop being grown and processed in Saskatchewan
- The Food Centre developed their speciality flavours: Roasted Garlic & Chili; and Roasted Onion & Basil
- *many organizations provided assistance including government programs, Saskatchewan Agri-Value Initiative and the Food Industry Development Centre.*



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Thank you on behalf of
FOODTECH Canada
members



Jim Smith, Chair



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