

CANADA 

**Business
Events**

AGRIBUSINESS

→ Achieving growth,
food security
& sustainability

LEVERAGING ECONOMIC
STRENGTHS TO MEET
WITH PURPOSE IN CANADA

BUSINESSEVENTSCANADA.CA

CANADA IN FOCUS

37.5M
Total Population¹

19.1M
Total Workforce¹

1.3M
Businesses¹

\$2.0T
Total GDP¹

→ Discover Canada for Business Events

Destination Canada's Business Events team is charged with growing Canada's share of international business events by promoting the country's unique meeting, convention and incentive event possibilities.



**CANADA RANKS 1ST
IN THE G7 FOR
QUALITY OF LIFE²**



**CANADA RANKS 2ND IN
THE G7 IN OVERALL BEST
COUNTRY RANKINGS²**



“ Business events play a crucial role in economic growth. When destinations focus on their intellectual assets in a particular industry or sector sphere, they can help local industries accelerate ahead of those in other communities to become leaders in their field. By aligning our strategies with Canada's leading innovation industries, we are creating a thoughtful, community-based approach to business event attraction that unites tourism, industry, academia, government and economic development agencies, lifting up culture, art, community confidence and pride, and ultimately, innovation.”

CHANTAL STURK-NADEAU
Executive Director, Business Events, Destination Canada Business Events

“ There is no substitute for the creativity and energy that ignites when groups of like-minded people come together in the same place. When organizations choose to host their event in one of Canada's centres of excellence they not only gain access to some of the world's safest, greenest, creative, and culturally diverse and dynamic destinations, but they gain access to their industry's thought leaders and innovators. These opportunities not only promote the transfer of knowledge, but they can lead to future collaboration, talent attraction, trade, investment and future leisure travellers. Such is the power of business events as a catalyst for economic nourishment and social and cultural change.”

VIRGINIE DE VISSCHER
Senior Director of Business Development, Economic Sectors, Destination Canada Business Events



OPEN UP TO A HOST OF NEW CONNECTIONS

With **world-class expertise across a spectrum of innovation industries**, Canadian agribusiness hubs are a natural draw for conferences across a wide range of sub-sectors. When combined with Canada's vast landscapes, diverse cities and culture, dynamic culinary and nightlife experiences, and unique opportunities to explore groundbreaking ideas in crop sciences, water conservation, precision agriculture and more, it's easy to understand why organizations the world over are choosing Canadian locations to host their global agribusiness events.

Canadian trailblazers in a host of emerging food sciences **are shaping the future of how food is produced, its role in maintaining human health, and how sustainable food production**

is impacting culture and society. When conference-goers meet in our agribusiness hubs, they can tap into Canada's brain trust, connect with some of our brightest minds, preview made-in-Canada solutions to the world's greatest food security challenges, connect with our thought leaders, and explore Canadian technologies powering the future of food production during B2B exchanges, technical tours and more. And when top performers are recognized and rewarded with Canada's unparalleled destinations and distinctive experiences, they'll return home refreshed and inspired, ready to perform.

Isn't it time for you to meet with purpose in Canada? Connect with us to learn how.
businessevents@destinationcanada.com



#meetincanada
businesseventscanada.ca

1-
2019 Statistics Canada

2-
[usnews.com](https://www.usnews.com)



invest
IN CANADA | investir
AU CANADA

AGRIBUSINESS IN CANADA

Agribusiness is more than the classic notion of agricultural products like fruits and vegetables, grains, meat, eggs and dairy. Within the Canadian government's definition of the agri-food sector, agribusiness also includes fisheries, aquaculture, and food and beverage processing.

Plus, agribusiness includes food retail and wholesale and food services too.

Essentially, if it's from Canada and you can buy and eat it, that's agribusiness.

In fact, sometimes you can't eat it—like corn starch used in airbags, horseradish in diabetic test strips, and oats in shampoo and skin care products—and it's still considered agribusiness.

With one in every eight jobs in Canada found within the agribusiness sector, there are many noteworthy highlights. What follows is a sampling.

PROTEIN INDUSTRIES SUPERCLUSTER

Based in the Prairie provinces, the Protein Industries Supercluster invests in agri-food enabling technologies, including genomics, processing, and information technology (IT).

These targeted investments will increase the value of key Canadian crops, such as canola, wheat and pulses that are coveted in high-growth foreign markets, such as China and India, as well as to satisfy growing markets in North America and Europe for plant-based meat alternatives and new food products.

\$112 B

The agribusiness sector generates more than \$112 billion in GDP a year.

Source: Agriculture and Agri-Food Canada, 2020

#1

Canada is the top exporter to the world of flaxseed, canola, pulses, oats and durum wheat.

Source: Agriculture and Agri-Food Canada, 2020

290,000

Food and beverage processing industry is the largest manufacturing employer in Canada, employing 290,000 Canadians.

Source: Agriculture and Agri-Food Canada, 2020

#3

Canada is the world's third-largest exporter of pork products, after the EU and the US.

Source: Agriculture and Agri-Food Canada, 2020

Building on Canada's worldwide reputation as a leader in agricultural production, this supercluster will make Canada a leading source for plant proteins and, ultimately, feed the world.

NOTABLE AGRIBUSINESS COMPANIES IN CANADA



ORGANIZATIONS ADVANCING CANADIAN AGRIBUSINESS

- Agriculture and Agri-Food Canada Research Centres** manages 20 research centres across the country, aiming to find better agricultural practices and market opportunities through research and innovation.
- FoodTech Canada** is a network of leading innovation and commercialization centres committed to turning research and development into innovative products for the food and bio-products industry.
- Natural Products Canada** connects and supports expertise, resources and investment that bolster commercialization in Canada's natural products industry.



“We investigated many sites – more than 40 sites – and at the end of the day we zoomed in on Portage [in Manitoba] because we found great access to raw materials, a very well educated workforce, access to renewable energy, it's easy to ship from and the really great relationship and business-friendly environment.”

- Jean-Marc Gilson, Roquette CEO

NOTABLE AGRIBUSINESS INVESTMENT ACTIVITY

Global companies recognize Canada's advantages in tackling the challenges of the 21st century economy.

Roquette (France) has invested \$600 million in the world's largest plant dedicated to pea protein processing, in Portage la Prairie, Manitoba, projected to employ 150 staff and be operational at the end of 2020.

J.R. Simplot (USA) announced in 2018 a \$460 million expansion to its Portage la Prairie potato processing plant, increasing its size from 180,000 to 460,000 square feet. Fully operational, the project adds 87 jobs.

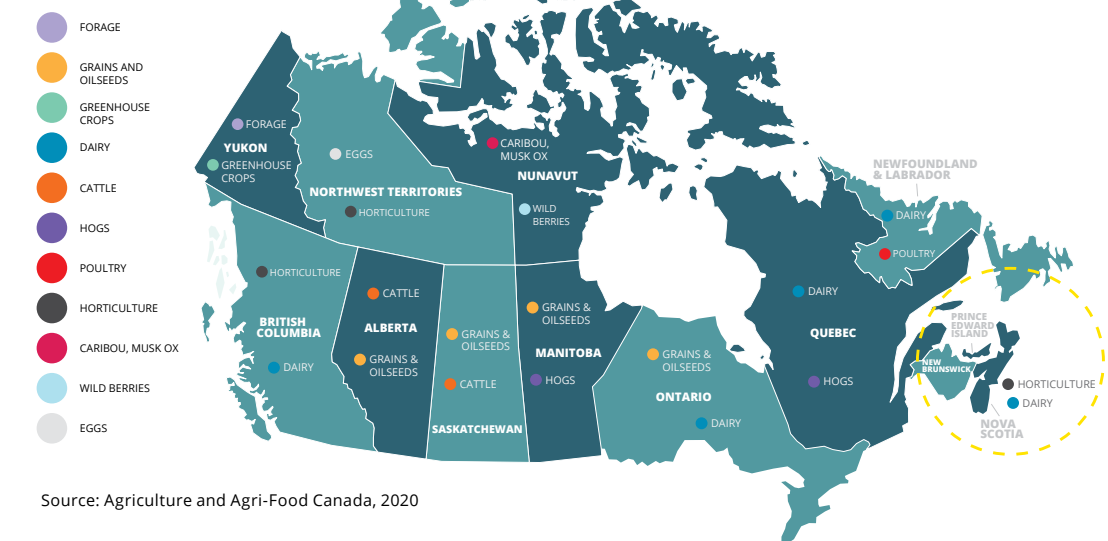
Mondelez (USA) in 2019 invested \$40 million in its Hamilton candy plant, creating 50 skilled

jobs. This is in addition to \$250 million in other Ontario factory investments, including a \$130 million expansion to its East York bakery, announced in 2018, that created 450 jobs.

Protein Industries Canada, **Roquette (France)** and Manitoba-based Prairie Fava in June 2020 unveiled a \$19.2 million investment in a research and development project that will examine nutrition and processing challenges in the prairies and explore the idea of blended pea-fava protein products.

Agrocorp Canada (Singapore) completed work in 2019 on phase 1 of a pea protein extraction plant project in Cut Knife, Saskatchewan.

TOP COMMODITIES BY PROVINCE AND TERRITORY



Source: Agriculture and Agri-Food Canada, 2020

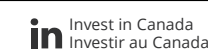
CONTACT



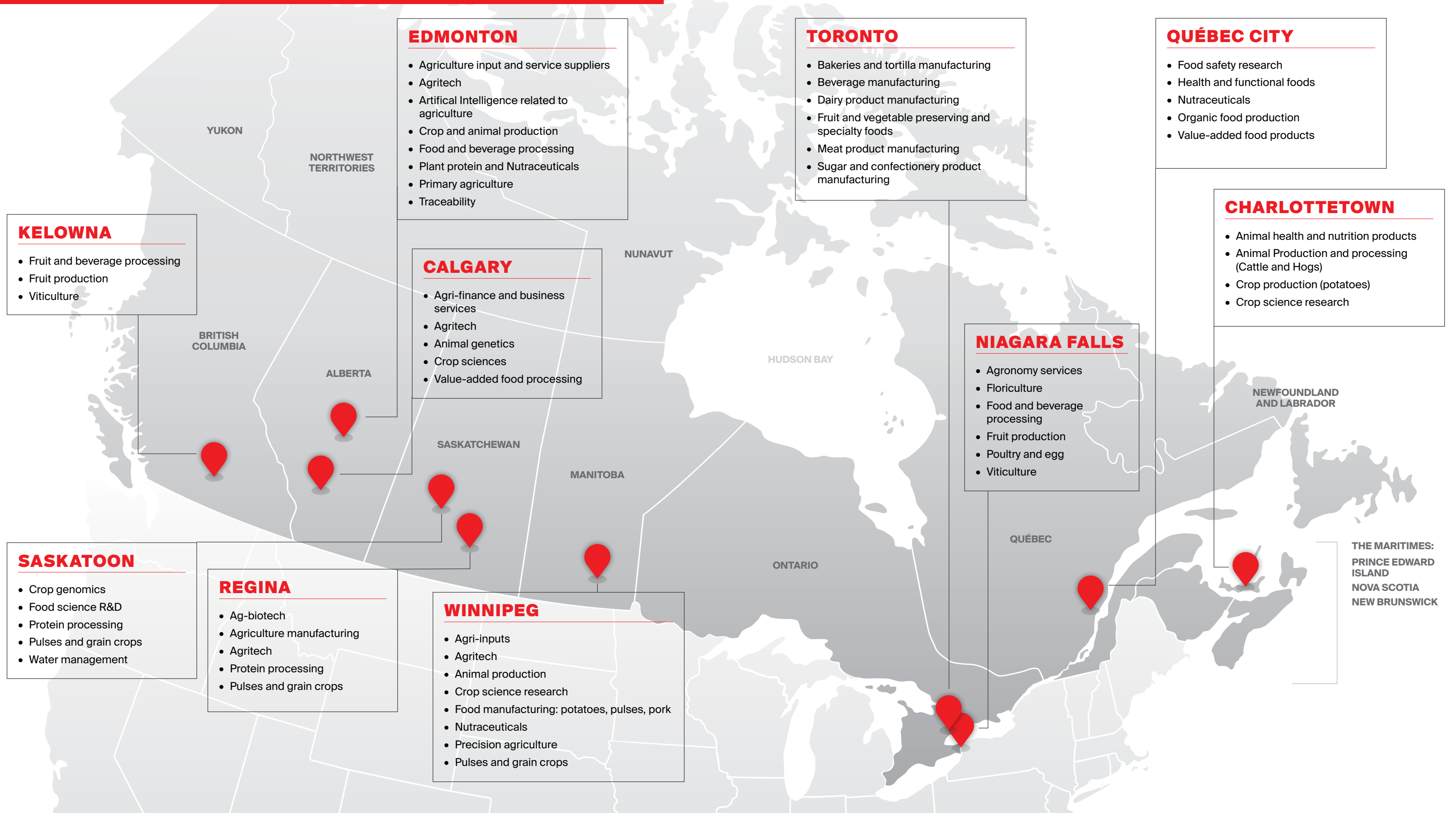
Invest in Canada promotes, facilitates and accelerates foreign direct investment (FDI) into Canada. It is the global investor's primary point of contact. Reach out to speak with a dedicated advisor.

info@invcanada.ca | www.investcanada.ca

Data last updated April 15th 2020, provided by Invest in Canada.



CANADA'S AGRIBUSINESS CENTRES OF EXCELLENCE



SUPERCLUSTERS



When small-, medium- and large-sized companies, academic institutions, and non-profit organizations come together to generate bold ideas, **regional innovation systems are transformed.**

Harnessing the power of collaborative R&D and a \$950M investment by the Government of Canada matched by the private sector unlocks the power of data-driven innovation across a spectrum of industries that make up Canada’s five superclusters: digital technologies, protein industries, advanced manufacturing, artificial intelligence (AI) and oceans.

PROTEIN INDUSTRIES CANADA SUPERCLUSTER

Protein Industries Canada (PIC) is an industry-led non-profit created to position Canada as a global source of high-quality plant protein and plant-based coproducts. Located in Regina, Saskatchewan, PIC works with private-sector industry partners to create co-investment projects with the potential to increase production and processing, develop new and expand existing export markets, and scale Canadian agriculture businesses.

100+ member organizations, including:

- › AGT Food and Ingredients Inc.
- › Botaneco® Inc.
- › Conexus Credit Union
- › Dow DuPont Agriculture
- › Enns Brothers
- › Farmers Edge Inc.
- › ISM Canada Inc.
- › Maple Leaf Foods Inc.
- › POS Bio-Sciences
- › Roquette Agri-Food Canada
- › SeedMaster
- › Sightline Innovation Inc.
- › University of Saskatchewan

CANADA'S DIGITAL TECHNOLOGY SUPERCLUSTER

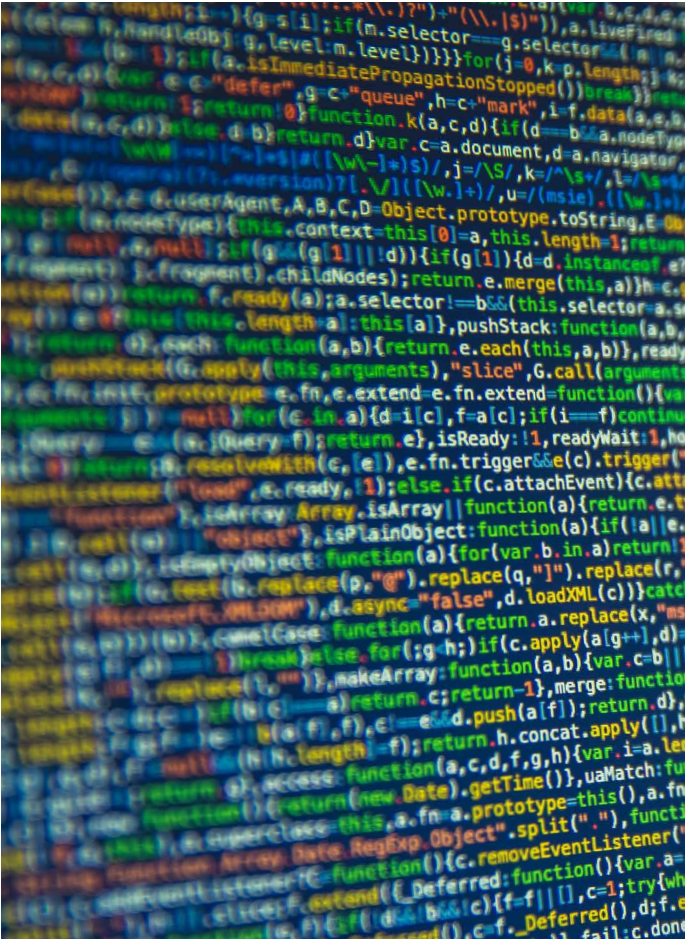
Based in Vancouver, the Digital Technology Supercluster is a cross-industry collaboration of diverse health-care, communications, natural resources, technology and transportation businesses that co-invest in ambitious, business-led R&D projects focused on transformational digital technologies to solve some of industry’s and society’s biggest problems.

This Digital Tech Supercluster project is **using computer power to prevent pests and protect crops.** Led by Terramera (headquartered in Vancouver), the project brings together Sightline Innovation, Compression.ai, BC Cancer Research, Trent University, Simon Fraser University, University of Saskatchewan, Agriculture and Agri-Food Canada, Genome British Columbia and Canada’s Michael Smith Genome Sciences Centre. Using computational biochemistry, genomics, machine learning (ML) and robotics, the team aims to develop new pest and pathogen controls by demonstrating how crops and pests interact with different pesticides, pesticide enhancers and alternatives.

SCALE AI SUPERCLUSTER

A consortium of private entities, research centres, academia and high-potential startups, the Montréal-based Scale AI Supercluster is the central pillar of Canada’s artificial intelligence (AI) ecosystem. Scale AI identifies cross-sector collaborative projects and provides funding and expert guidance to strengthen and improve the productivity of supply chains through the integration and responsible use of AI.

This collaborative project between Ontario Farm Fresh, Local Line and Flanagan Food Services will create an **innovative online platform to significantly reduce distribution costs and enable access to new markets.** Using AI algorithms, the platform will identify co-loads in advance, giving farmers an entirely new logistics model where shipping dates are projected and synchronized months into the future.



CROP SCIENCES & PROTEIN PROCESSING

With a commitment to significant investment in research and development, Canada is at the forefront of innovation in crop sciences and plant-based protein processing. By harnessing the power of plant genetics, novel processing technologies and more, the country’s brightest minds are pushing the boundaries of what’s possible in food production. This is making a difference in Canada and around the world.

→ **Did You Know...**

In 2019, Canada was the third largest wheat exporter in the world.³

Saskatchewan is home to more than 40% of Canada’s cultivated farmland and is the world’s largest exporter of dried peas and lentils.⁴

Canada is at the cutting edge of R&D

21 agriculture and agrifood research centres across Canada.⁴

A University of Saskatchewan-led team says it has cracked the genetic code for 15 different kinds of wheat—a development that could usher in a new era for wheat discovery and breeding.⁵

Vancouver’s Lucent Biosciences and Regina’s AGT Foods have partnered on the fifth approved PIC Supercluster project **to improve the value of fibrous co-products from the pulse processing industry** by transforming them into an organic micronutrient fertilizer, Soileos.

The **Global Institute for Food Security** in Saskatoon is **working to improve drought-, pest- and stress-resistance in crops** by linking specific genes to desired traits.

CONFERENCES

International Wheat Congress	Bridge2Food 12th Plant Protein Ingredients Summit	Bridge2Food 13th Plant Based Foods Summit
2019 Saskatoon, SK	2019 Saskatoon, SK	2019 Calgary, AB

SUCCESS STORIES

In Portage la Prairie, **near Winnipeg, Roquette has invested \$600M to build the world’s largest pea protein processing facility.** The processing plant will process yellow peas into powdered fibres, protein and starch for applications in the pharmaceutical, nutrition and food sectors. Manitoba’s reputation for the efficient processing of pulses and grains has also spurred investment by Paterson GlobalFoods and Merit Functional Foods in new or expanded processing facilities near Winnipeg.⁶

Regina’s **Rebellion Brewing developed the world’s first commercialized lentil beer**—Lentil Cream Ale craft beer—in partnership with AGT Food and Ingredients.

LEADERS



3- FAO, 2019

4- Tourism Saskatoon

5- Protein Industries Canada

6- Economic Development Winnipeg

AGRITECH

Remarkable advances in technology are transforming how food is produced. When it comes to the convergence of technology and agriculture—known as agritech—Canada is leading the charge. Experts and companies across the country are turning to innovative technologies to raise productivity, maximize yield and create a more sustainable future.

→ Did You Know...

The first of its kind in Canada, Ottawa Smart Farm at Area X.O will enable producers and innovators to create, test, demonstrate and commercialize new technologies that address key challenges facing the agriculture and agrifood industry. The emerging solutions will help to improve crop yield and quality; optimize production efficiency and costs; reduce waste and carbon emissions from agricultural operations; enhance food safety and security; and strengthen overall farm management, performance and productivity.

7-
Financial Post

→ Did You Know...

Canadian telecom giant Telus is using its networks to power farming and food technologies such as autonomous tractors and soil sensors. The Telus Agriculture business unit will provide supply chain management and data analytics services to businesses at each level of the food chain.⁷

SUCCESS STORIES

A team of researchers from Prairie Diagnostic Services, University of Saskatchewan, University of Calgary and Agriculture Canada is using **metagenomics, a high throughput sequencing technology, to explore the viruses associated with bovine respiratory disease** in western Canadian feedlot cattle. This research aims to better understand the microbiome of the respiratory tract of cattle and the various viruses associated with respiratory disease.

The Calgary-based **Canadian Agri-Food Automation and Intelligence Network (CAAIN)** brings together technology and agrifood companies focused on creating and integrating automated and digitized solutions in Canada's agrifood sector. Projects focus on using AI, advanced sensor technologies, hyperspectral imaging and blockchain applications to increase the productivity of Canadian agrifood producers.

Edmonton's **LandView Drones is merging AI with agriculture to help farmers monitor the health of their crops**. AI software is also being used to detect potential health issues at large-scale cattle and pig farms.

Saskatoon startup VertiGrain™ is an automated grain sampling and data management system that provides grain information transparency and traceability to increase grower revenues. In 2020 **VertiGrain™ was named one of the Top Six AgTech startups to watch** by Successful Farming magazine.⁸

The ISM Canada Centre of Excellence at the **University of Regina** features the world's first data hub for agriculture, focusing on food traceability solutions.

Winnipeg-based **Farmers Edge™ announced the agriculture industry's first insurtech platform** that combines field-level data, remote sensing, AI-driven models, and secure automation technology designed to deliver new levels of efficiency and transparency for both insurance providers and growers.

Kelowna's **AgriForest Bio-Technologies** produces millions of new and diverse plant groups for the domestic and export markets. Its **applied research and plant tissue culture technology** has led to the commercial production of economically important **fruit trees, as well as grapevine, horticulture and medicinal plants**.⁹

The **VineAlert Program**, developed at **Niagara's** Brock University's Cool Climate Oenology and Viticulture Institute, provides temperature information in real time to grape growers so that they can take measures to protect vines from the damaging effects of severe cold temperatures and frost.¹⁰

Based in Toronto, **Elevate Farms'** novel business model uses **hydroponics and a proprietary automation system, partnered with photobiology and blockchain, to cost-effectively grow leafy green vegetables** such as arugula, kale and basil at mass scale.

LEADERS



8-
Tourism Saskatoon

9-
Tourism Kelowna

10-
Niagara Falls Business Events

NUTRACEUTICALS

Canada is home to an array of organizations that are working to support people in their quest to live healthier lives. From research initiatives aimed at uncovering new knowledge into the role that food plays in our health, to clusters working to fuel the growth of naturally derived products, Canada has established itself as a leader in the nutraceuticals space.

→ **Did You Know...**

The Institute of Nutrition and Functional Foods (INAF) in **Québec City** has assembled the largest team of Canadian researchers dedicated to understanding the complex relationships between foods, food components, nutrition and health, and the role they play in prevention of chronic diseases.

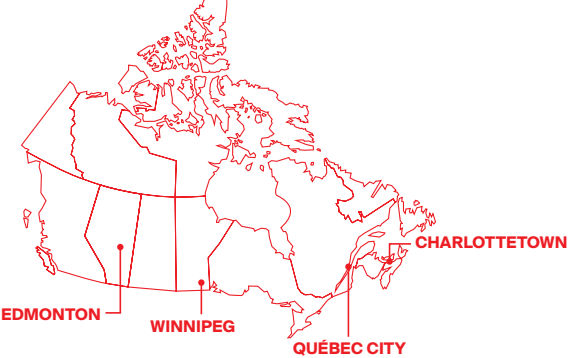
SUCCESS STORIES

CeaPro Inc. is an **Edmonton-based** biotechnology company involved in the development and commercialization of active ingredients derived from oats and other renewable plant resources for the health-care and cosmetic industries.

The **Richardson Centre for Functional Foods and Nutraceuticals** at the University of Manitoba in **Winnipeg** is **an established leader in functional food and nutraceutical research**. The centre contributes to the goal of developing an economically viable functional food industry through its research work, which includes understanding the health benefits of oat and barley beta-glucans on cholesterol levels and the effects of canola and flax oil on cardiovascular health.

In **Charlottetown**, Prince Edward Island, **Honibe®** has **developed the only pure dried honey in the world proven to retain all of honey's naturally occurring health benefits**. Its all-natural lozenges, vitamins and wellness products use unfiltered PEI honey to support health and wellbeing.

LEADERS



VALUE-ADDED FOOD & BEVERAGE PROCESSING

As consumer preferences evolve and demand for food increases, the value-added food and beverage sector is playing an increasingly important role in Canada's economy. Companies across the country are realizing the full potential of Canada's diverse crops and livestock by transforming raw commodities into ready-to-eat manufactured products that are exported to markets around the world.

→ **Did You Know...**

The food and beverage processing industry is the second-largest manufacturing industry in Canada in terms of value of production.¹¹

→ **Did You Know...**

Canadian processed food and beverage products are exported to some 192 countries including the US (72%), China (8%) and Japan (6%).¹¹

SUCCESS STORIES

Sofina Foods, with a processing facility in **Calgary**, is **one of Canada's leading manufacturers of primary and processed protein products**. Manufacturers of pork, beef, turkey, chicken and fish products, Sofina's brands include Lilydale, Janes, Mastro, San Daniele, Fletcher's, Vienna, Riserva and Zamzam.

Winnipeg boasts 189 food and beverage manufacturing companies, including Paterson GlobalFoods (oat processing), Hylife Foods (pig production) and J.R. Simplot (potato processing).

Innodal, in Québec City, is an agrifood company that produces natural antimicrobials for the entire food processing chain. In order to meet the growing demand of industry, Innodal innovates food preservation by designing industrial processes from syntheses created in the laboratory.

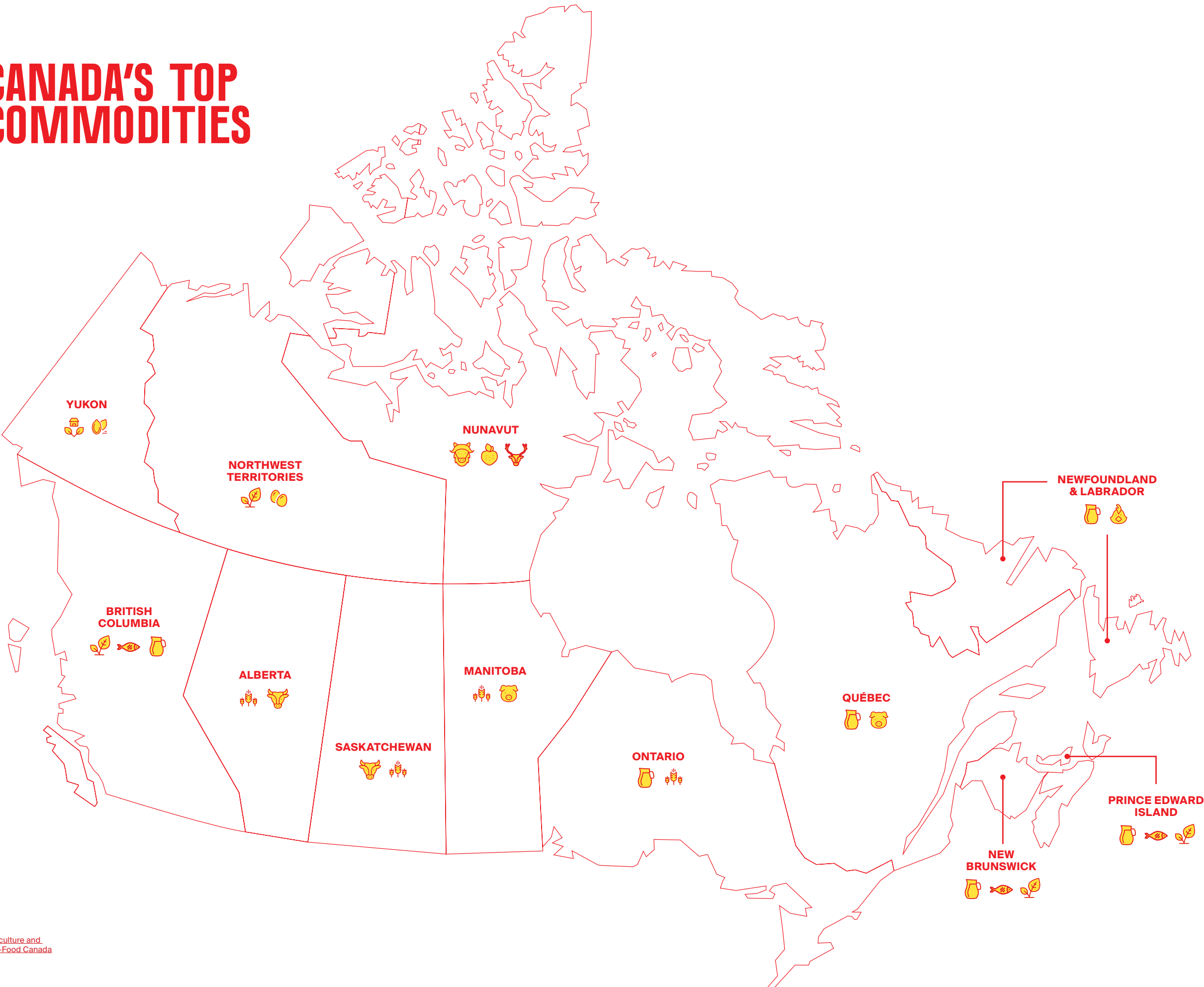
Cavendish Farms®, located on Prince Edward Island, is the **fourth-largest processor of frozen potato products in North America**.

LEADERS



¹¹- Agriculture and Agri-Food Canada.

CANADA'S TOP COMMODITIES



Legend

- | | |
|-------------------|--------------|
| Aquaculture | Eggs |
| Caribou | Hogs |
| Cattle | Horticulture |
| Dairy | Musk Ox |
| Greenhouse Crops | Poultry |
| Grains & Oilseeds | Wild Berries |
| Forage | |



KELOWNA

Ripe with possibilities, Kelowna is rooted in agriculture. One of Canada's sun-kissed wine destinations and a centre of excellence for agriculture, agrifood research, manufacturing production and innovation, Kelowna is a bustling urban centre, surrounded by vineyards, orchards, mountains and lakes, making it a premier destination for conferences, incentive travel programs, and engaging and flavourful culinary and wine experiences.

→ Did You Know...

Food and beverage processing is the second-largest manufacturing sector in BC, contributing \$2.8B in GDP.¹²

SUB-SECTORS

- › Food and beverage processing (fruit)
- › Tree fruit (growing)
- › Viticulture

12-
2016 British Columbia Agri-food
and Seafood Export Highlights

13-
Agriculture and Agri-Food
Canada, BC Wine Facts 2018

CONFERENCES

Canadian Summit on
Climate Action in Food
Systems

| 2019

**12,000 EMPLOYED IN THE
BRITISH COLUMBIA (BC) WINE
INDUSTRY¹³**

**800+ GROWERS IN THE
BC FRUIT TREE INDUSTRY¹⁴**

**642 VITICULTURE
OPERATORS WITHIN
BC'S CENTRAL
OKANAGAN REGION¹⁵**



“Cutting-edge research and innovative growing practices, products and technologies are the grown-in-Kelowna advancements helping address issues related to agriculture and climate change. When organizations choose to meet in the Okanagan they get to experience more than our dynamic culinary and wine scene and our beautiful landscapes; they also gain access to local industry thought-leaders and innovators shaping what we eat and where it's grown.”

CORIE GRIFFITHS
Director Economic Development Commission
Regional District of Central Okanagan

→ Did You Know...

The Okanagan Valley has 84% of BC's total vineyard acreage, with distinct soil and climate conditions that are suited to growing a range of varieties from sun-ripened reds to lively crisp whites.¹⁶

→ Did You Know...

Okanagan College, which offers training in viticulture and horticulture, has partnered with Westbank First Nation to create na'ʔk'wlamən (na - kool - a - min), a 6,000-sq-ft garden that contains more than 50 local Okanagan plants of cultural significance to the syilx people.

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Agriculture & Agri-Food Canada Summerland Federal Research and Development Centre
- › Okanagan College
- › University of British Columbia Okanagan Wine Research Centre

14-
2016 British Columbia Agri-food
and Seafood Export Highlights

15-
Statistics Canada, Business
Counts Survey, December 2017

Conference infrastructure

4,500
GUEST ROOMS

10,219 m²
(110,000 ft²)
TOTAL MEETING SPACE

1,030 Gala
1,305 m²
(14,044 ft²)
AT THE DELTA GRAND
OKANAGAN RESORT

Noteworthy Innovations

In Kelowna, effective, innovative and sustainable sector-wide pest management practices such as the Okanagan-Kootenay Sterile Insect Release Program have reduced pesticide use by 96% throughout various jurisdictions.

Biology Professor Melanie Jones and others at UBC Okanagan are working to identify irrigation practices that can help reduce greenhouse gas emissions while increasing nitrogen and carbon storage in soil.

ACCELERATING INNOVATION

- › Accelerate Okanagan
- › Food Marketing Accelerator Network

COMPANIES

- › BC Tree Fruit Cooperative
- › Bylands Nurseries Ltd.
- › Day's Century Growers
- › Farming Karma Fruit Co.
- › Inovata Foods Corp
- › Mission Hill Estate Winery
- › Natures Formulae
- › Okanagan Spirits Craft Distillery
- › Quails' Gate Vineyards Estate Winery Ltd.
- › Sun-Rype Products Ltd.

16-
Wine Growers British Columbia



© FOODBOOK GmbH



CALGARY

This well-connected distribution hub is a centre of excellence for protein and pulse research, agritech innovation, food safety and traceability, and value-added food-processing expertise. Surrounded by farmland and within close proximity of leading agricultural research institutions, Calgary is home to the world-famous Calgary Stampede. Agriculture has always played a significant role in Calgary’s history and economy, and today this sector continues to evolve thanks to innovative companies creating and applying leading-edge technologies.

SUB-SECTORS

- › Agri-finance and agribusiness business services
- › Agritech
- › Animal genetics
- › Crop sciences
- › Value-added food processing (beef)

17- Canadian Business Counts, Statistics Canada, 2021

18- Canadian Business Counts, Statistics Canada, 2021

19- EY Location Cost Index Study, 2017-18

CONFERENCES

U.S. Grains Council
2023 Annual Board of
Delegates Meeting

| 2023

American Society
of Animal Science
2024 Annual Meeting

| 2024

**77,200 EMPLOYED IN
ALBERTA’S AGRIFOOD
INDUSTRY¹⁷**

**14% OF AGRIBUSINESS-
RELATED COMPANIES IN
ALBERTA ARE LOCATED IN
THE CALGARY REGION¹⁸**

**\$11.6B AGRIFOOD EXPORTS
FROM ALBERTA IN 2019¹⁷**

→ Did You Know...

The \$44M, 1,000-head working ranch at W.A. Ranches offers incredible opportunities for teaching future veterinarians about beef cattle production and health.

→ Did You Know...

The world-famous Calgary Stampede provides a unique agricultural showcase and opportunities for livestock producers to exhibit their animals and promote their industry. Held over 10 days each July, it is advertised as the “greatest outdoor show on earth,” and draws thousands of international visitors to Calgary each summer.

**937 AGRIBUSINESSES
LOCATED IN THE CALGARY
REGION¹⁸**

**#1 MOST COST-
COMPETITIVE CITY FOR
FOOD AND BEVERAGE
PROCESSING¹⁹**

“Agriculture is the backbone of Calgary; it’s one of our top industries and part of our culture, as demonstrated by the annual Calgary Exhibition and Stampede. With proximity to high-value land, a focus on innovation and agribusiness giants such as BASF recently moving their headquarters to Calgary, significant opportunities exist for those meeting here. Meetings & Conventions Calgary is eager to connect event planners with key agribusiness contacts to enhance their meeting or convention.”

DAVID WOODWARD
Executive Director, Tourism Calgary

Noteworthy Innovations

Calgary’s **Decisive Farming** combines precision agronomics, crop marketing and information management services to give farmers a single platform from which to operate their businesses.²⁰

Calgary’s **Verge Technologies**, Provision Analytics and Skymatics are working to improve on-farm logistics and food traceability. By providing transparency through traceability and production methods, Canada will be further positioned as a safe and trusted food supplier.²¹

20- AGFunder News, 2019

21- Invest Alberta

Conference infrastructure

**15,000
GUEST ROOMS**

**2,000 Gala
24,619 m²
(265,000 ft²)
AT BMO CENTRE***

*Expanding 1,000,000 ft² by 2024

**111,484 m²
(1.2M ft²)
TOTAL MEETING SPACE**

**3,600 Gala
11,334 m²
(122,000 ft²)
AT CALGARY TELUS
CONVENTION CENTRE**

COMPANIES

- › NuLeaf Farms
- › Big Rock Brewery
- › Botaneco
- › Canada Malting
- › Lovingly Made Ingredients
- › Provision Analytics
- › Sunterra
- › Telus Agriculture
- › BASF Agricultural Solutions
- › Verge Agriculture

ACCELERATING INNOVATION

- › Creative Destruction Lab (CDL) Rockies
- › Venturepark
- › Canadian Beef Centre of Excellence
- › Zone Startups Calgary

POST-SECONDARY & RESEARCH INSTITUTIONS

Alberta is home to more than 22 facilities that play important roles in agricultural research and innovation, including:²¹

- › Olds College
- › Southern Alberta Institute of Technology
- › University of Calgary



EDMONTON

The size of the Edmonton Metropolitan Region relative to its agricultural access provides a unique advantage. The region has roughly 1.7 million acres of farmland covering 80% of its land. The combination of world-class research facilities and access to high volumes of feedstock provide opportunities in plant protein fractionation, food and beverage manufacturing, and nutraceuticals. The region is closely connected to producers across Canada and its integrated supply chain includes the fastest access in North America to Asia by air and rail to port, making this region highly competitive.

22-
Edmonton Global, 2019

23-
Alberta Agriculture
and Forestry, 2019

24-
BioNeutra

CONFERENCES

RASC 28th Commonwealth Agricultural Conference 2018	Farm Fair International 2021	Canadian Association of Agri-Retailers Conference 2022
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9,761 EMPLOYED IN AGRIBUSINESS AND FOOD PROCESSING IN THE EDMONTON REGION²²

3,693 BUSINESSES IN THE EDMONTON METROPOLITAN REGION'S AGRIBUSINESS SECTOR²²

\$11.6B AGRIFOOD EXPORTS FROM ALBERTA IN 2019²³

SUB-SECTORS

- | | |
|---|--|
| › Agriculture input and service suppliers | › Food wholesalers and retailers |
| › Agritech | › Plant protein and nutraceuticals |
| › AI related to agriculture | › Primary agriculture: grains, oilseeds, pulses and livestock production |
| › Crop and animal production | › Traceability |
| › Food and beverage processing | |

→ Did You Know...

Edmonton is ranked among the top three for Canadian exporters of wheat, canola, oats and barley, and is a centre of excellence for food science research and development, fruit and vegetable preservation and value-added food processing.

“The Edmonton Metropolitan Region's food and agriculture sector has deep roots in and is home to both highly developed and blossoming industries. The city of Edmonton has 35% of the province's best agricultural land, one of the reasons why the city is part of the Protein Industries Canada supercluster. With strong research infrastructure and an expansive pool of talent, the region has revolutionized farming approaches, leading to growth and innovation in the sector. Hosting your meeting or convention in Edmonton will further foster that growth and share in the advancements of the industry.”

ANNA LOOK
Director, Visitor Economy Sales
Explore Edmonton

Noteworthy Innovations

BioNeutra has developed a patented process that leverages manufacturing technology to produce a range of nutraceutical products that function as sugar replacements. Its VitaFiber IMO sugar alternative has just been named the world's top beverage ingredient by FoodBev, a leading food and beverage industry publisher.²⁴

Leveraging the region's leadership in AI/ML, companies are working with the **Alberta Machine Intelligence Institute** (Amii) to develop the vision, robotics and intelligent navigation systems required in autonomous robotic farming equipment.²²

TrustBix is a local Edmonton company that is disrupting traceability in the agriculture space by validating the chain of custody integrity from farm gate to plate (starting with the livestock and meat industry).

#meetincanada businesseventscanada.ca

Conference infrastructure

12,738
GUEST ROOMS

4,700 Gala
12,225 m²
(131,590 ft²)
AT THE EDMONTON
CONVENTION CENTRE

61,858 m²
(665,841 ft²)
TOTAL MEETING SPACE

3,400 Gala
48,495 m²
(522,000 ft²)
AT EDMONTON
EXPO CENTRE

→ Did You Know...

The Edmonton Metropolitan Region is one of the few locations in the world that has never experienced a region-wide crop failure.

COMPANIES

- | | |
|---------------------|-----------------------------|
| › Bioneutra | › Kinnikinnick Foods Inc. |
| › Ceapro | › HQ Fine Foods |
| › Champion Petfoods | › Nabati Foods |
| › Crust Craft inc. | › The Little Potato Company |
| › HQ Fine Foods | › TrustBix |

ACCELERATING INNOVATION

- | | |
|--|--|
| › Agrivalue Processing Business Incubator | › Dupont Pioneer Research Facility |
| › Alberta Innovates Smart Agriculture and Food Program | › Food Processing Development Centre |
| › Bio-Processing Innovation Centre | › InnoTech Alberta |
| › Corteva Edmonton Seed Research Facility | › The Crop Diversification Centre North |
| | › The Public Food Entrepreneur Incubator |

POST-SECONDARY & RESEARCH INSTITUTIONS

- | | |
|--|-------------------------|
| › Northern Alberta Institute of Technology | › University of Alberta |
|--|-------------------------|



© Tourism Saskatoon/Greg Huszar



SASKATOON

Home to leading researchers solving global food security issues, Saskatoon has built a reputation as a world leader in crop production, crop science research and agritech. The city is the beating heart of Saskatchewan culture and food science innovation, where conference organizers can count on a warm reception when the red carpet is rolled out in this prairie city.

SUB-SECTORS

- › Crop genomics
- › Food science R&D
- › Protein processing
- › Pulses and grain crops and production
- › Water management

CONFERENCES

1st International Wheat Congress 2019	Agrifood Innovation Council Grain World Conference 2019
Bridge2Food 12th Plant Protein Ingredients Summit 2019	International Bison Conference 2022

**2,300 EMPLOYED
IN SASKATOON'S
AGRIBUSINESS SECTOR²⁵**

**\$6.9B CONTRIBUTED
TO SASKATCHEWAN'S GDP
IN 2019²⁵**

**300 AGRICULTURE
BUSINESSES²⁵**

Noteworthy Innovations

To help protect Canada's cattle and bison and maintain the country's bovine tuberculosis-free status, scientists from **VIDO-InterVac** and **Parks Canada** are conducting trials of several diagnostic tools, including the innovative Actiphage® blood test developed by the diagnostics company PBD Biotech.²⁶

“Saskatoon research teams are constantly producing breakthroughs in crop genomics, protein processing and water management, which have been essential in feeding the future. Agribusiness has put Saskatoon on the world map by creating a central hub where successful innovation and collaboration has occurred, making this the perfect place to explore business events and investment.”

CANDACE SCHIERLING
Director of Business Development
Tourism Saskatoon

→ Did You Know...

Saskatchewan is home to more than 40% of Canada's cultivated farmland and is the world's largest exporter of dried peas, lentils, mustard, canary seed and flax. The province also supplies nearly one-third of the world's durum wheat and canola oil along with almost half of the world's canola meal.²⁶

→ Did You Know...

Over one-third of Canada's ag-biotech industry is located in Saskatchewan.²⁶

→ Did You Know...

The Saskatoon Region not only provides commodities but is a living lab for testing new agriculture technologies.²⁶

#meetincanada businesseventscanada.ca

Conference infrastructure

5,286
GUEST ROOMS

74,322 m²
(800,000 ft²)
TOTAL MEETING SPACE

1,424 Gala
9,662 m²
(104,000 ft²)
AT TCU PLACE

2,880 Gala
22,296 m²
(240,000 ft²)
AT PRAIRIELAND
PARK TRADE &
CONVENTION CENTRE

COMPANIES

- › Agrimatics
- › Bioriginal
- › Ensero Solutions
- › Nutrien
- › Smart Earth Camelina Corp.
- › VeriGrain Sampling

ACCELERATING INNOVATION

- › Ag-West Bio
- › Co.Labs
- › Genome Prairie
- › Innovation Place
- › Innovation Saskatchewan
- › Saskatchewan Food Industry Development Centre
- › The Omics and Precision Agriculture Laboratory

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Canadian Light Source
- › Crop Development Centre
- › Global Institute for Food Security
- › Global Institute for Water Security
- › National Research Council of Canada Plant Growth Research Facility
- › Saskatchewan Centre for Cyclotron Sciences
- › Saskatchewan Food Industry Development Centre
- › University of Saskatchewan
- › Vaccine and Infectious Disease Organization - International Vaccine Centre (VIDO-InterVac)



REGINA

Edging onto an infinite prairie horizon, Regina is an innovation hub for agritech, ag-biotech, as well as protein and pulse production and processing. Home to one of the world’s largest suppliers of value-added pulses, this prairie city is also home base for the Protein Industries Canada supercluster. There’s a reason Canada’s largest agribusiness tradeshow and exhibition has been staged here for over 40 years—our event pros are happy to fill you in on the secret.

SUB-SECTORS

- › Ag-biotech
- › Agriculture manufacturing
- › Agritech
- › Protein processing
- › Pulses and grain crop production

CONFERENCES

Canadian Western Agribition	Canada’s Farm Show
Annual	Annual

2,483 EMPLOYED IN AGRIBUSINESS²⁷ **\$1.06B AGRIBUSINESS SALES²⁷**

207 AGRIBUSINESS COMPANIES

COMPANIES

- | | |
|--------------------------------|--------------------|
| › AGT Food and Ingredients | › NutraSun Foods |
| › Avena Foods | › Precision AI |
| › Brandt Agricultural Products | › Raven Industries |
| › CanMar Foods | › Viterra Inc. |
| › Farm Credit Canada | |

ACCELERATING INNOVATION

- | | |
|---|----------------------|
| › Cultivator, powered by Conexus Credit Union | › Agtech Accelerator |
|---|----------------------|

POST-SECONDARY & RESEARCH INSTITUTIONS

- | | |
|--|----------------------------|
| › Agriculture and Agri-Food Canada | › Saskatchewan Polytechnic |
| › First Nations University of Canada | › University of Regina |
| › Richardson International - Bennett Research Farm | |

“Regina has all the ingredients for agriculture and food events. The region is rooted in agriculture across the supply chain with experts in hosting two of the best agricultural shows on the planet and home to award-winning volunteers. It’s a recipe for success.”

JOHN LEE
President and CEO
Economic Development Regina

Conference infrastructure

3,800
GUEST ROOMS

65,032 m²
(700,000 ft²)
TOTAL MEETING SPACE

3,132 Gala
4,051 m²
(43,615 ft²)
AT THE INTERNATIONAL
TRADE CENTRE

→ Did You Know...

Regina’s **CanMar Foods** is the largest processor of food-grade flax in North America.

→ Did You Know...

Regina’s Agribition livestock show attracts more than 120,000 visitors annually. The event is an international hub of agriculture excellence, hosting more than 1,250 international guests from over 86 countries.

→ Did You Know...

Canada’s Farm Show attracts more than 30,000 visitors annually to explore dryland farm technology and the latest in innovation with guests from over 50 countries.

Noteworthy Innovations

AGT Food and Ingredients is one of the world’s largest suppliers of value-added pulses, staple foods and food ingredients. Its high-value ingredients are being used in products like Beyond Meat.

The \$4B Diefenbaker Irrigation Project will advance innovation in water technology and create sustainable solutions that allow for the increase and diversity of crop yields.

The **DOT Raven Power Platform** is a world leader in fully autonomous farm equipment.

Brandt Agricultural Products’ smart factory is developing new technology and solutions to support Canadian original equipment manufacturers.

²⁷⁻
Economic Development Regina



WINNIPEG

For more than 140 years, Winnipeg has served as the gateway to western Canada and a hub for agricultural activities, including health and functional food research and innovation, value-added food processing, advanced crop research and precision agriculture. The city is home to the Canadian Grain Commission, which is responsible for establishing and maintaining Canada's grain quality standards, as well as the Canadian International Grains Institute, providing pre-market and in-market technical support for the Canadian grain sector.

CONFERENCES	
Agricultural Manufacturers of Canada, Annual Conference and Tradeshow	Canadian Association of Agri-Retailers, CAAR Conference
2018	2019
Potato Association of America, 103rd Annual Meeting	Egg Farmers of Canada, Annual Summer Meeting
2018	2022

**13,800 EMPLOYED
IN AGRIBUSINESS
IN THE WINNIPEG
METROPOLITAN AREA²⁸**

**1,865 AGRIBUSINESS
COMPANIES IN THE WINNIPEG
METROPOLITAN AREA²⁸**

**24 RESEARCH AND
DEVELOPMENT CENTRES**

**\$6,011B MANITOBA
AGRIBUSINESS REAL GDP²⁸**

Noteworthy Innovations

A team of **University of Manitoba** researchers, led by food engineer Dr. Filiz Koksel, is among a select group of international scientists awarded grants from the non-profit Good Food Institute to explore plant-based and cell-based meat processing. The project will identify the optimal processing conditions for plant-based meats, research that will be critical to the food manufacturing industry as it seeks innovative techniques to create nutritious and appealing protein-rich plant foods.

Nestlé is collaborating with **Burcon NutraScience** and **Merit Functional Foods**, two key players in the development and production of high-quality plant proteins, to leverage Nestlé's expertise in plant-based foods and beverages with Burcon NutraScience's proprietary plant protein extraction and purification technology, and Merit's state-of-the-art plant protein production capabilities.

“Having over 1,800 agribusiness establishments at your fingertips and seven post-secondary educational institutions supporting this sector generates opportunities for strong programming and knowledge-sharing opportunities for delegates.”

DAYNA SPIRING
President and CEO
Economic Development Winnipeg

Conference infrastructure

**7,100
GUEST ROOMS**

**56,000 m²
(604,000 ft²)
TOTAL MEETING SPACE**

**9,000 Gala
24,526 m²
(264,000 ft²)
AT RBC CONVENTION
CENTRE**

→ Did You Know...

Winnipeg is a hub of agribusiness academia, offering more than 20 post-secondary programs devoted to agriculture, food and animal sciences, agroecology and agribusiness development.

→ Did You Know...

Over **\$1.5B** has been invested in the Manitoba agrifood sector since 2016.

SUB-SECTORS

- › Agri-inputs and technologies
- › Animal production (hogs)
- › Crop science research
- › Food manufacturing: potatoes, pulses, pork
- › Nutraceuticals
- › Precision agriculture
- › Pulses and grain crop production

ACCELERATING INNOVATION

- › Canadian Association of Agri-Retailers
- › Canola Council of Canada
- › Cereals Canada/Canadian International Grains Institute
- › Enterprise Machine Intelligence and Learning Initiative
- › Pulse Canada

COMPANIES

- › AGI Westeel
- › BeeMaid Honey
- › Cargill
- › Farmers Edge
- › G3 Canada
- › Maple Leaf Consumer Foods
- › Parrish & Heimbecker
- › Paterson GlobalFoods
- › Richardson International

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Canadian Centre for Agri-Food Research in Health and Medicine
- › Agriculture and Agri-Food Canada
- › Canadian International Grains Institute
- › Canadian Malting Barley Technical Centre
- › Food Development Centre
- › Prairie Agricultural Machinery Institute (Portage la Prairie)
- › Prairie Research Kitchen and Paterson GlobalFoods Institute, Red River College
- › Richardson Innovation Centre
- › University of Manitoba



TORONTO

A centre of innovation in food and beverage processing and manufacturing, Toronto is celebrated for its eclectic global cuisine and entrepreneurial spirit. Combined with neighbouring Guelph and Waterloo, the Toronto Region, with 60,000 workers, is the largest food and beverage cluster of any major urban region in North America. In Toronto, conference organizers can tap into the industry’s knowledge capital, conduct technical tours, and exchange best practices with some of the brightest minds in Canadian food and beverage.

→ **Did You Know...**

The Toronto Region is surrounded by some of the most fertile agricultural land and innovative food producers in Canada. Ontario’s \$41B food and beverage manufacturing industry is a farm-to-table supply chain that includes processing, packaging, specialized storage and transportation.²⁹

CONFERENCES	
SUBWAY® Global Convention 2019	International Association of Food Protection Annual Meeting 2023

**60,000 EMPLOYED
IN FOOD AND BEVERAGE
MANUFACTURING IN THE
TORONTO REGION³⁰**

**1,400+ FOOD AND
BEVERAGE MANUFACTURING
COMPANIES IN THE TORONTO
REGION, INCLUDING MAJOR
INTERNATIONAL PLAYERS³⁰**

**\$21B ANNUAL FOOD
AND BEVERAGE SALES IN
THE TORONTO REGION**



“Toronto is a part of the largest food and beverage cluster in North America and is at the heart of innovation in the agribusiness sector. With access to 60,000 sector-related professionals, industry leadership, sponsors and game-changing practices, meetings benefit from what’s happening in Toronto.”

TARA GORDON
Vice President, Global Sales and Services
Destination Toronto

Noteworthy Innovations

Area startup **We the Roots** is collaborating with the University of Guelph and chefs at some of the city’s most high-profile caterers and restaurants using Canadian Space Agency technology to grow high-quality herbs and greens at its vertical farm operation in Toronto.³⁰

Toronto-based **Unbun Foods** takes wheat off the table with its certified keto- and gluten-free foods, supplying stores and restaurants with grain-free alternatives.³⁰

Toronto startup **Flashfood** helps grocery giants reduce waste and lower carbon footprints with an app to sell end-date, perishable items.³⁰

Conference infrastructure

**36,000
GUEST ROOMS**

**55,741 m²
(600,000 ft²)
AT THE METRO TORONTO
CONVENTION CENTRE**

**3,260,000+ m²
(50,000+ ft²)
TOTAL MEETING AND
EXHIBITION SPACE
AT FOUR MAJOR
CONVENTION CENTRES:
› METRO TORONTO
CONVENTION CENTRE
› EXHIBITION PLACE
› THE INTERNATIONAL
CENTRE
› TORONTO CONGRESS
CENTRE**

SUB-SECTORS

- › Bakeries and tortilla manufacturing
- › Beverage manufacturing
- › Dairy product manufacturing
- › Fruit and vegetable preserving and specialty foods
- › Meat product manufacturing
- › Sugar and confectionery product manufacturing

ACCELERATING INNOVATION

- › District Ventures Kitchen
- › Food Innovation Hub
- › Food Innovation & Research Studio
- › Nutrition Discovery Labs
- › W. Galen Weston Centre for Food
- › YSpace Food Accelerator

COMPANIES

- › Campbell Company of Canada
- › Dr. Oetker
- › Kraft Heinz Company
- › Lactalis Canada
- › Maple Leaf Foods
- › Mondelez International
- › Nestlé Canada
- › Sofina Foods
- › Unilever Canada
- › Wrigley Canada

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Centennial College
- › Durham College
- › George Brown College
- › Ryerson University
- › Seneca College
- › York University

29-
Toronto Global

30-
Destination Toronto



NIAGARA REGION

A unique microclimate, an abundance of growers and producers, and a wealth of research institutes combine to make the Niagara Region, at the westernmost tip of Ontario’s famed Golden Horseshoe, a leader in agrifood, tree fruit and floriculture production. Framed by rolling farmland, the Niagara Escarpment and world-famous Niagara Falls, this innovation hub is a natural draw for events keen on tapping into the latest advancements in precision farming and cool climate oenology.

20,000+ EMPLOYED IN NIAGARA’S AGRIBUSINESS SECTOR³¹

\$1.4B AGRICULTURE GDP

60+ FOOD PROCESSING COMPANIES³¹

Noteworthy Innovations

The **Canadian Grapevine Certification Network** located in the Niagara Region is working with growers across Canada to cultivate virus-free vines, assess grapevine cold hardiness, optimize production, and research water and nutrient management strategies.

Brock University has 19 biology professors who do agriculture-related research including molecular biology, biochemistry, viticulture, oenology, sensory sciences, genetics and entomology.

Vineland Research and Innovation Centre has over 20 agricultural science on-site PhDs dedicated to horticulture science and innovation delivering innovative products, solutions and services through a national network to advance Canada’s research and commercialization agenda.

CONFERENCES

International Cool Climate Wine Symposium

| 2022

200+ GREENHOUSES³¹

97 WINERIES³¹

1,800 FARMS AND OVER 215,000 ACRES OF FARMLAND (2016)³¹

“The Canadian Greenhouse Conference has for the past 10 years, attracted attendees and exhibitors from North America and Europe to Niagara Falls, Ontario. Niagara Falls is a logical choice to host a premier event supporting commercial production of all crops grown in controlled environments, including flowers, small fruits and berries and vegetables. A wealth of industry expertise and new innovation takes place at Niagara College and the Vineland Research and Innovation Centre with its state-of-the-art greenhouses and novel community partnerships.”

CAROL PUPO, B.A. Sc., CEM
Canadian Greenhouse Conference
Executive Coordinator

→ Did You Know...

Agriculture is an important sector in Niagara both culturally and economically. Niagara has long been known as an agricultural powerhouse in Ontario, specifically for tender fruit and floriculture production. In recent years, the region continues to diversify and produce higher-value agricultural outputs.

→ Did You Know...

Niagara is largest wine-producing region in Canada, making up 80% of Canada’s total grape and wine production.³²

businesseventscanada.ca

#meetincanada

³²⁻
[Canadian Grapevine Certification Network](#)

Conference infrastructure

14,000 GUEST ROOMS

54,980 m² (591,810 ft²) TOTAL MEETING SPACE

4,760 Gala 27,685 m² (298,000 ft²) AT SCOTIABANK CONVENTION CENTRE

SUB-SECTORS

- › Agricultural logistics and transport
- › Agronomy services
- › Beverage processing
- › Floriculture
- › Food processing
- › Fruit
- › Poultry and egg production
- › Viticulture

ACCELERATING INNOVATION

- › Niagara College Greenhouse Technology Network
- › Vineland Research & Innovation Centre

COMPANIES

- › Andrew Peller Limited
- › Bayview Flowers
- › E.D. Smith Foods
- › Freeman Herbs
- › Henry of Pelham Family Estate Winery
- › Hendriks Greenhouses
- › Jeffery’s Greenhouses
- › Priva
- › St. David’s Hydroponics
- › Valleybrook Gardens Ltd.

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Brock University
- › Niagara College Canada
- › Niagara Parks Botanical Gardens and School of Horticulture

³¹⁻
[Niagara Canada](#)



QUÉBEC CITY

Historic Québec City, with its world-class research institutions and regional food innovation clusters, is leading the charge to understand complex relationships between foods, food components, nutrition and health, and the role they play in prevention of chronic diseases. Gaining access to such specialized expertise is a key draw for international events to the region.

SUB-SECTORS

- › Food safety research
- › Health and functional foods
- › Nutraceuticals
- › Nutrition and prevention of chronic diseases
- › Organic food
- › Value-added food products

33-
Mapaq 2019

34-
Canadian Grapevine.
Certification Network

CONFERENCES

The International Conference
Insects to Feed the World

| 2022

BÉNÉFIQ - International
Rendez-vous on Health Food
and Ingredients

| 2022

**46,200 EMPLOYED IN
THE QUEBEC CITY REGION
AGRIBUSINESS SECTOR³³**

**464 FARMS AND 271
FOOD-PROCESSING
BUSINESSES IN THE GREATER
QUÉBEC CITY REGION³⁴**

\$2.4B REVENUE³⁴

→ Did You Know...

The Québec City Region is home to major food processors, several medium-sized food-processing companies and an innovative startup ecosystem. **Créneau d'excellence Aliments Santé**, Québec's food and nutrition cluster, uses innovative technology solutions to support the creation of new health foods and improve existing foods' nutritional value.³⁵

→ Did You Know...

GastronomiQc Lab, a joint initiative between Université Laval and the Institut de tourisme et d'hôtellerie du Québec (ITHQ) fosters innovation to position Québec gastronomy on the international scene.

“Food processors and scientists have worked hard to develop communication pathways to ensure that applied research addresses specific product development needs. I also believe that Québec City has an efficient ecosystem that works dynamically together, allowing national and international events to be successfully held in Québec thanks to our business, research and academic landscape. Creativity, collaboration and disruptive applied science are outstanding ingredients of success for innovative and cutting-edge nutrition and food product development.”

JULIE DAIGLE
Executive Director
Créneau d'excellence Aliments Santé

Noteworthy Innovations

Hortau irrigation technology supports growers' yield while reducing water and energy usage. By tracking soil tension, a direct measurement of precisely how much water is available to the plant, Hortau technology allows growers to anticipate plant stress and irrigate as needed to prevent damage. This ensures optimal crop growth while reducing water use, energy consumption and environmental impact.³³

→ Did You Know...

Research from the **Université Laval's Food Quality Observatory** contributes to the improvement in the quality and accessibility of the food supply so that making healthy, nutritious food choices is available to all.

businesseventscanada.ca
#meeincanada

35-
Créneau d'excellence Aliments
Santé, 2021

Conference infrastructure

**17,250
GUEST ROOMS**

**73,860 m²
(795,000 ft²)
TOTAL MEETING SPACE**

**3,830 Gala
28,000 m²
(300,000 ft²)
AT QUÉBEC CITY
CONVENTION CENTRE**

ACCELERATING INNOVATION³⁵

- › Ag-Bio Centre
- › Consortium for Industrial Bioprocess Research and Innovation
- › Créneau d'excellence Aliments Santé
- › Mycélium
- › Natural Product Canada
- › Québec Agrifood Innovation Centre

COMPANIES

- › Agropur
- › Biscuits Leclerc
- › Boulangerie St-Méthode
- › Diana Food Canada
- › Exceldor
- › Fruit d'Or
- › Kerry Foods
- › Nestlé Health Science | Atrium Innovations
- › Theobroma Chocolat

POST-SECONDARY & RESEARCH INSTITUTIONS

- › Dairy Science and Technology Research Centre
- › Institute for Nutrition and Functional Foods
- › National Institute of Scientific Research
- › Québec Industrial Research Centre
- › Québec Research and Development Centre
- › TransBIOtech (Biotechnology Research and Technology Transfer Centre)
- › Université Laval
- › Université du Québec



CHARLOTTETOWN

Charlottetown, on Prince Edward Island, is the gateway to Canada’s Food Island. Surrounded by rolling farmland and the Atlantic Ocean, the city is the hub for research and innovation in crop sciences and animal health, and the testing and commercialization centre for new food products. When business events attendees gather here they not only enjoy the bounty of the island and the surrounding sea, but they can network with a growing community of food producers, scientists and food and beverage entrepreneurs.

SUB-SECTORS³⁶

- › Animal health and nutrition products
- › Animal production and processing (cattle and hogs)
- › Crop production (potatoes)
- › Crop science research

³⁶⁻
PEI Census of Agriculture, 2016

³⁷⁻
Meetings and Conventions
Prince Edward Island

CONFERENCES

International
Shellfish Festival

| 2021

International Potato
Technology Expo

| 2022

International
Society for
Horticultural
Science

| 2022

**~9% PEI’S WORKFORCE
EMPLOYED IN THE
AGRICULTURE, FISHING AND
FORESTRY SECTORS**

**1,353 FARMS ENGAGED
IN GROWING CROPS AND
RAISING LIVESTOCK³⁶**

→ Did You Know...

Prince Edward Island has the highest rate of dairy production per capita and is second only to Wisconsin in all of North America.

→ Did You Know...

Almost 43% of the total land on PEI represents farmland—nearly 600,000 acres. No wonder PEI is the ideal location for companies engaged in farm-level research and innovation.

→ Did You Know...

PEI is known as “Canada’s Food Island” thanks to the abundance and variety of crops, beef and seafood harvested here. Canada’s Food Island Culinary Trail and Dining Guide lists some of PEI’s most unique and flavourful culinary attractions.

³⁸⁻
Gross Domestic Product by
Industry, 2020

“PEI, Canada’s Food Island, is home to iron-rich soil and clean waters that produce some of the world’s finest foods. Our PEI Food Cluster and PEI Bioscience Cluster create a strong ecosystem of leaders in product innovation and research. Our collaborative island culture creates the perfect destination and with the help of the team at Meetings and Conventions PEI, you will discover Canada’s Food Island.”

BRYAN INGLIS
Food Island Partnership

Noteworthy Innovations

Agriculture & AgriFood Canada’s Charlottetown Research and Development Centre is capitalizing on the region’s unique characteristics by developing composting methods that use seafood waste as a crop nutrient and soil amendment source.

Prince Edward Island Certified Beef is a premium beef brand that is uniquely “PEI.” All animals sold under the brand must be born, raised and processed on PEI. The brand returns premium prices to the island’s cattle producers and helps solidify PEI’s foothold in the niche market of premium beef.³⁹

businesseventscanada.ca

#meetincanada

³⁹⁻
islandbeef.ca

Conference infrastructure

1,500
GUEST ROOMS

18,116 m²
(195,000 ft²)
TOTAL MEETING SPACE

1,344 Gala
4,645 m²
(50,000 ft²)
AT THE PEI
CONVENTION
CENTRE

ACCELERATING INNOVATION

- › BioFoodTech Centre
- › Canada’s Smartest Kitchen
- › Food Island Partnership
- › LaunchPad
- › Natural Products Canada
- › PEI Agriculture Sector Council
- › Center for Aquaculture Technology

COMPANIES

- › Amalgamated Dairies Limited
- › Canadian Cove Mussels
- › Cavendish Farms
- › Cows, Inc.
- › Honibe®
- › Purity Dairy
- › Raspberry Point Oysters

POST-SECONDARY & RESEARCH INSTITUTIONS

- › National Research Council of Canada Aquatic and Crop Resource Development Research Centre
- › Agriculture and Agri-Food Canada Charlottetown Research and Development Centre
- › Agriculture and Agri-Food Canada Crops and Livestock Centre
- › Holland College
- › University of Prince Edward Island

WHY CANADA FOR AGRIBUSINESS CONFERENCES?

Leadership across the spectrum of agricultural production, processing and manufacturing not only makes Canada a competitor on the world stage, but an innovation leader. **Business events, like agribusiness, accelerate progress and provide a platform for a year's worth of business to take place over the course of just a few days.** Such events lead to the innovation and reinvention so critical to economic recovery for businesses and the communities in which they operate and meet.

Business events are **a fundamental source of learning, research and information sharing**—all critical to the advancement of crop science and food security. While business events may drive knowledge sharing and engagement, purposeful collaboration is a hallmark of Canadian culture. **Canadian researchers, and their scientific advancements, ensure the food produced in Canada is of high quality, safe and more sustainably produced.** Their work is reshaping the future of food production and food systems.

Business events allow communities of researchers, entrepreneurs and others to come together in one place at one time.

International business events are magnets for content-hungry individuals and for those with investment resources.

Impressed by Canadian infrastructure, talent and ready access to key markets, **the largest agribusiness companies in the world are expanding or relocating to Canada to conduct research and manufacture their products.** These local subject-matter experts can enhance speaker schedules and help champion events to grow membership and revenues.

Business events have the power to inspire the next generation, fuelling innovation. Today's advancements in precision agriculture, soil science, crop genomics and agritech will transform the way the world grows, harvests and consumes food. Many of the **emerging technologies driving the industry forward are being developed in Canada.**

As emerging technologies become more accessible to food producers and manufacturers, event organizers are looking to Canadian innovation and cultural hotspots like Toronto and Calgary to host agribusiness events, farming exhibitions and food festivals.

Such events **become the launch pad or testing ground for new products**, creating real-time feedback from consumers.

Business events drive change and transform societies. From the technologies used to power precision farming, to the growth of consumer interest in plant-based proteins, to the rising demand for more sustainably produced food, opportunities and challenges across the agribusiness sector have been discussed at business events across the world. Having those discussions in Canadian innovation hubs puts delegates in direct contact with innovators, researchers and some of the brightest minds in the industry.

Canada's dynamic cities and urban innovation centres may be a natural draw for business events, but they also provide international travellers with a taste of Canadian culture, cuisine and our vast, dramatic landscapes, **fuelling the desire to return with family and friends for future leisure travel.**

CANADA: A NATURAL REWARD FOR TOP AGRIBUSINESS PERFORMERS

A place not just to explore—but to connect, celebrate the extraordinary and realize the potential within us. Around the globe, agribusiness organizations, researchers and food producers are redefining the meaning of sustainable food production and reshaping the way the world eats. Recognizing their teams' efforts in Canada will leave an indelible mark on the heart of their organizations. Let Canada show you the way.



LOOKING FOR MORE INSPIRED INCENTIVE IDEAS?
Connect with us to learn more.

→ businesssevents@destinationcanada.com

RAISE YOUR GLASS IN CELEBRATION OF YOUR TEAM'S ACCOMPLISHMENTS. **Niagara Falls** and **Kelowna** are two of the country's most productive, picturesque wine regions—both exceptional locations in which to reward and recognize your top performers.



GET RODEO READY. Western heritage, wide-open skies, roping, wrangling and racing demonstrations: a tradition hundreds of years in the making. Celebrate your team and western Canada's rodeo roots in the heart of cowboy country between **Banff** and **Calgary**.



SWING FOR THE TREES. Canada's distinctive collection of golf courses are framed against some of the country's most iconic destinations: **Whistler**, **Victoria**, **Banff**, **Tremblant Resort**, and throughout **Nova Scotia** and **Prince Edward Island**. The fact that these resorts are within close proximity of our food and agribusiness innovation hubs is merely coincidental.

GO WILD. Canada's **Hudson Bay** is ranked one of the world's best places to see polar bears in the wild. Too wild? Try photo safaris to witness the awe of the aurora borealis—Canada is also ranked one of the best places in the world to witness the Northern Lights—this only-in-Canada event pairs history and nature with delicious cuisine and spirits.



WELCOME TO THE EAST SIDE. A hidden gem on the edge of the Atlantic, you'll find adventures that embrace the land, the sea, and history: from iceberg spotting to sighting whales and puffins, or true east coast pub crawls and dine arounds—each unique **Newfoundland** experience connects incentive winners with Newfoundlanders who are delighted to welcome you here.

TASTE SWEET REWARDS. The "*Cabane à sucre*," a tradition born of sugar maple trees and ingenuity, is a "sugar shack" experience deeply rooted in **Québec** culture. More than a centuries-old French-Canadian method of making maple syrup, it's an opportunity for incentive groups to become immersed in local culture, create community over a shared meal, and celebrate their successes in traditional French-Canadian style.





NO ONE KNOWS CANADA LIKE WE DO

Destination Canada's Business Events Team offers in-depth knowledge of Canada. Our team can help you deliver compelling content audiences want to consume when they meet in Canada. Connect with us for solutions and support on the fundamentals of meeting in Canada, including where to meet and recommended innovation hubs best suited to your specific event. Allow us to make introductions to our cross-country network of meeting and event partners, agribusiness experts, leaders and innovators, and those who can help champion your event, augment your program, grow your membership and event audiences, and deliver a return on your event investment.

Consider Destination Canada your first point of contact when considering Canada for your event.

FIND OUT MORE

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