

CANADA\*

# AGRIBUSINESS

| Business  
Events



Your guide to Canada's centres  
of excellence, sector innovations  
and economic strengths for  
business events

**Where bright ideas come to life**  
[businesseventscanada.ca](http://businesseventscanada.ca)



# CANADA IN FOCUS

Canada  
in Focus

- Why Canada
- Global Innovation Clusters
- Sub-Sector Spotlight
- Centres of Excellence
- Incentive Rewards



Vancouver, British Columbia

## Choose Canada for Business Events

“Canada is a land of innovation – and our centres of excellence in the sectors shaping the world have elevated the global perception of Canada as industry leaders. This intellectual capital, combined with our vibrant urban centres, welcoming nature, global perspectives and cooperative approach, makes us a top choice for international business events.

We have a wealth of knowledge to share with the world – and our sector brochures show why, providing the latest insights into our thriving industry hubs, transformative Global Innovation Clusters and trailblazing sub-sectors. This sector expertise can supercharge agendas, build enduring connections and spark innovative ideas – creating unforgettable conferences that inspire attendees, spark breakthroughs and leave a truly lasting legacy.”



**Virginie de Visscher**  
Executive Director, Business Events,  
Destination Canada

Canada  
in Focus

- Why Canada
- Global Innovation Clusters
- Sub-Sector Spotlight
- Centres of Excellence
- Incentive Rewards





**41M**  
TOTAL POPULATION

**20.5M**  
TOTAL WORKFORCE

**2nd**  
LARGEST COUNTRY  
IN THE WORLD

**10th**  
LARGEST ECONOMY  
IN THE WORLD

**1<sup>st</sup>**  
IN THE G7 FOR  
**Quality of life**

**Social purpose**

**Open for business**

Sources: Statistics Canada, World Bank, 2023 Best Countries rankings

Canada  
in Focus

- Why Canada
- Global Innovation Clusters
- Sub-Sector Spotlight
- Centres of Excellence
- Incentive Rewards



Charlottetown, Prince Edward Island

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.



Meet with Purpose in Canada

Canada is a global leader in agribusiness – and we can’t wait to share our knowledge with you. Across the country, functional foods (nutraceuticals), plant-based protein, precision agriculture, food and beverage processing, agricultural input, and animal and crop production sub-sectors are thriving, while our Global Innovation Clusters are generating bold new ideas to build the agriculture of tomorrow. Canadian visionaries are pushing the industry forward in groundbreaking, unconventional directions and agribusiness hubs from coast to coast to coast are attracting the world. Whatever your agribusiness business event – from a cutting-edge conference for agricultural leaders to an extraordinary incentive reward for a hardworking team – you’ll find inspiration here.

Isn’t it time for you to meet with purpose in Canada?  
Connect with us to learn how.

[businessevents@destinationcanada.com](mailto:businessevents@destinationcanada.com) →

Canada  
in Focus

- Why Canada
- Global Innovation Clusters
- Sub-Sector Spotlight
- Centres of Excellence
- Incentive Rewards



# WHY CANADA

## FOR AGRIBUSINESS CONFERENCES?



Canada is the world's 8th largest exporter of agri-food, fish and seafood products — exporting to more than 200 countries in 2023. Meanwhile, our \$3.5-billion federal, provincial and territorial Sustainable Canadian Agricultural Partnership (CAP) through 2028 is strengthening Canada's competitiveness, innovation and resiliency even further. This **leadership** in agribusiness, combined with our commitment to sustainability, not only makes Canada a global competitor, but an innovation leader, accelerating progress and inspiring the new ideas so critical to building the agribusiness sector.



Supported by **Agriculture and Agri-Food Canada's Strategic Plan for Science** and some of the world's brightest minds in the field, Canada is a natural draw for business events dedicated to the advancement of agri-tech. Researchers and entrepreneurs who meet do so surrounded by the groundbreaking work of Canada's national agriculture and agri-food research centres and innovative agri-tech businesses.



Canada  
in Focus

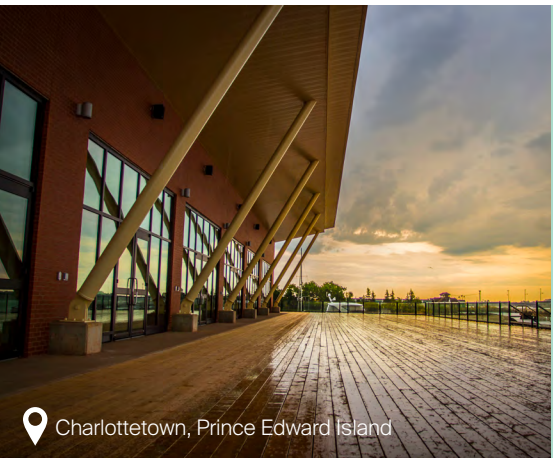
Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



Business events are a fundamental source of **research, learning and knowledge sharing** and in Canada, our radical openness means this kind of collaboration comes naturally. Organizations that meet here gain access to Canadian innovation and thought leadership through speakers and keynotes for conferences, business-to-business exchanges, site tours and sharing of best practices.



Canada's agriculture and agri-food system employs 2.3 million people and provides one in nine jobs across the country. From Cargill, Richardson and ADM to Nutrien, Viterra and MacDon Industries, the architects of the agribusiness of the future live, work and play here. Their **depth of knowledge** not only helps draw internationally renowned conferences to Canada, but also helps to build and maintain productive networks that can generate economic benefits such as talent attraction for organizers, host industry champions and host destinations.



Business events have the power to **inspire the next generation**, who want to make a positive difference and create innovative solutions to today's problems. In Canada, our national Global Innovation Clusters are fuelling the next generation of agribusiness startups on their quest for these solutions, providing the perfect ecosystem for your own trailblazers to find inspiration, transform the sector — and shape the future.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# CANADA'S AGRIBUSINESS CENTRES



Canada  
in Focus

## Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

Canada  
in Focus

## Why Canada

Global Innovation  
Clusters

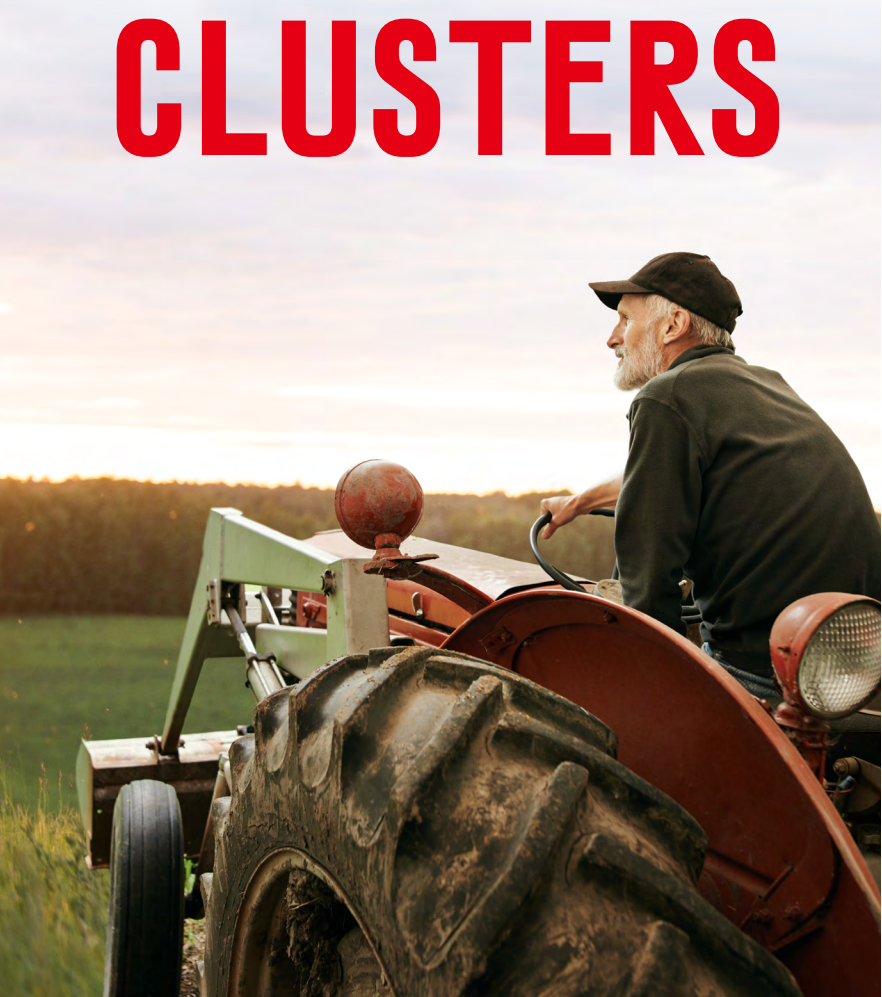
Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# GLOBAL INNOVATION CLUSTERS



Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

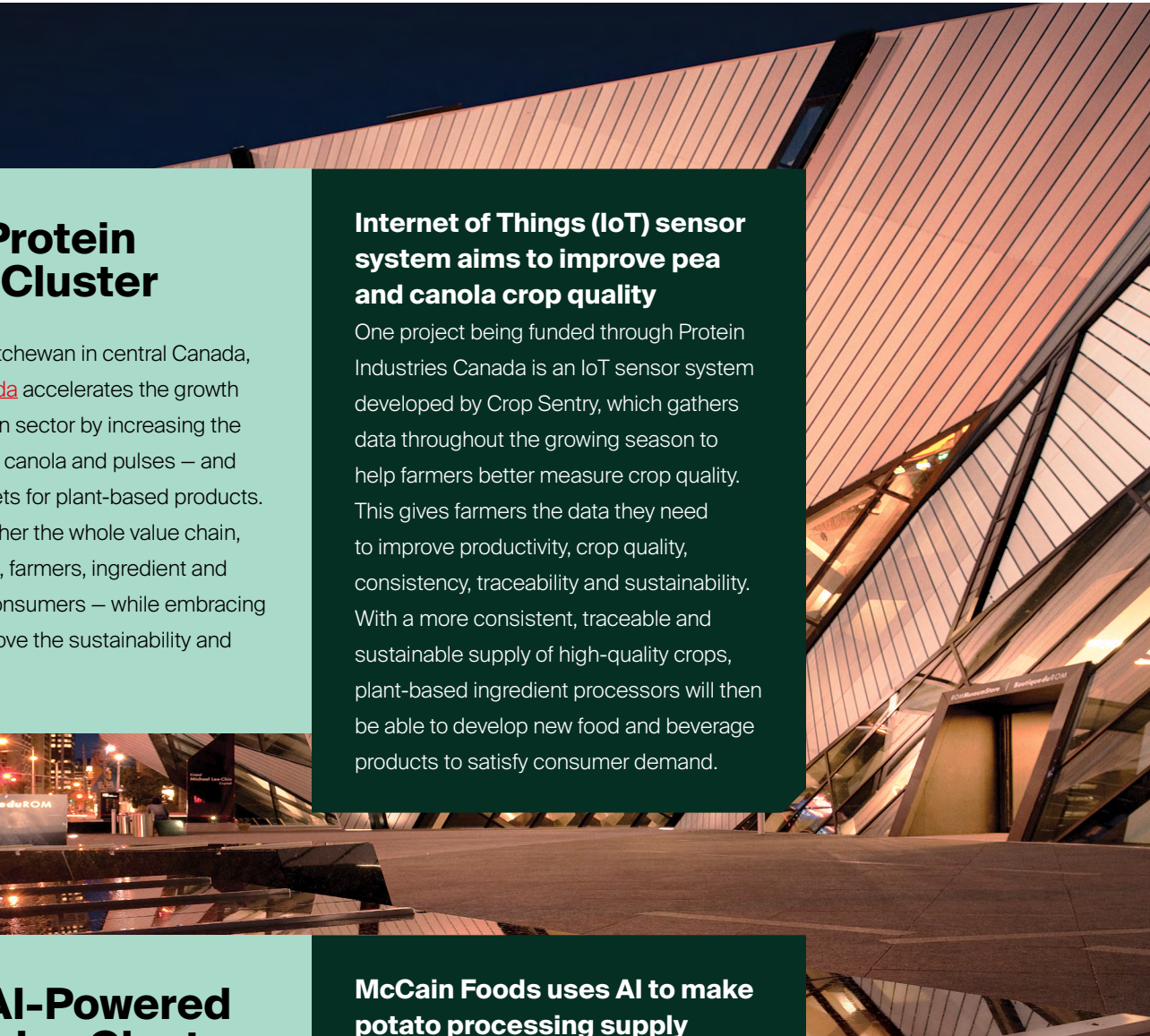
Incentive Rewards

When companies of all sizes, academic institutions and not-for-profits come together, they generate bold new ideas. Ideas that wouldn't have otherwise come to light. That's why the Government of Canada has invested nearly \$2 billion in our five [Global Innovation Clusters](#): digital industries, protein industries, advanced manufacturing, scale AI and ocean.

Canada's Global Innovation Clusters demonstrate our commitment to growing agribusiness innovation ecosystems and promoting investment in development and commercialization. We are collaborating to deepen the impact of agribusiness and acting as a catalyst for skills and talent development across the sector. Ultimately, we are expanding the global presence of our agribusiness sector and want to share this wealth of knowledge with the world. We welcome organizations meeting here to leverage that knowledge, create global partnerships and empower us all to shape the future together.

## Canada's Protein Industries Cluster

Based in Regina, Saskatchewan in central Canada, [Protein Industries Canada](#) accelerates the growth of Canada's plant-protein sector by increasing the value of key crops — like canola and pulses — and serving emerging markets for plant-based products. The cluster brings together the whole value chain, including seed genetics, farmers, ingredient and food processors, and consumers — while embracing new technology to improve the sustainability and traceability of our food.



## Internet of Things (IoT) sensor system aims to improve pea and canola crop quality

One project being funded through Protein Industries Canada is an IoT sensor system developed by Crop Sentry, which gathers data throughout the growing season to help farmers better measure crop quality. This gives farmers the data they need to improve productivity, crop quality, consistency, traceability and sustainability. With a more consistent, traceable and sustainable supply of high-quality crops, plant-based ingredient processors will then be able to develop new food and beverage products to satisfy consumer demand.

## Canada's AI-Powered Supply Chains Cluster (Scale AI)

Based in Montréal, the [Scale AI Cluster](#) is bringing together the retail, manufacturing, transportation, infrastructure, healthcare and information and communications technology (ICT) sectors together to accelerate the integration of intelligent supply chains, scaling large and small organizations along the way. A consortium of private entities, research centres, academia and high-potential startups Scale AI is the central pillar of Canada's AI ecosystem.

## McCain Foods uses AI to make potato processing supply chain more sustainable

SCALE AI is investing with McCain Foods Limited — the world's largest manufacturer of frozen potato products — in a project that uses artificial intelligence and machine learning to address pain points of the potato processing supply chain. The project aims to minimize spoiled potatoes from growers, detect and reduce potential waste, increase productivity and quality, ensure the smooth and efficient operation of production lines and identify problems.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards





## Canada’s Digital Technology Cluster

Based in Vancouver, the [Digital Technology Cluster \(DIGITAL\)](#) accelerates the development and adoption of digital innovations as a catalyst to grow Canadian companies, advance human and environmental health and build an inclusive, skilled workforce for the digital world. It has developed a robust and engaged ecosystem of collaborators, attracting members from the areas of digital health, natural resources and environment, and workforce development.

## Supporting Canadian and Ukrainian farmers with the world’s first interactive operational planning platform for autonomous agriculture

The world’s first Standard Data Platform for Autonomous Agriculture, funded by DIGITAL, uses data and digital tools to create a digital version of the farm and growing season, so farmers can better plan operations and reduce carbon footprint. So far, the platform has detected scorch virus on blueberry farms in British Columbia, saving hundreds of thousands of dollars, contributed to a Food Asset Map in Abbotsford, British Columbia, exploring the potential of vertical agriculture, and enabled Ukrainian farmers to plan and operate safely and efficiently during the 2022-2023 planting, growing and harvesting season.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT

## Functional Foods (Nutraceuticals)

### Hotspots

- › Charlottetown
- › Edmonton
- › Québec City
- › Winnipeg

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 of 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.

### Noteworthy Innovations

Graduates of the Food Science and Technology program at **Québec City**’s Université Laval try to imagine what food might look like in the future. According to Julien Chamberland, assistant professor in the Faculty of Agricultural and Food Sciences, “What we’re asking them to do is to make a new product, something that doesn’t exist on the shelves.” In **Edmonton**, BioNeutra’s VitaFiber IMO sugar alternative was named the world’s top beverage ingredient in 2020 by FoodBev, a leading food and beverage industry publisher.

At the Institute of Nutrition and Functional Foods (INAF) in **Québec City**, nearly 775 scientists are dedicated to research and innovation in the field of food and health.

### Did You Know?

**Manitoba Harvest**, with bases in **Winnipeg** and near **Montréal**, is the world’s largest hemp food products manufacturer to grow, make and sell its own line of hemp food products.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Plant-Based Protein

**Hotspots**

- › Calgary
- › Edmonton
- › Saskatoon
- › Winnipeg

As the global population continues to rise and environmental and health concerns grow, the world is changing its eating habits and demand for plant-based protein is increasing. Canada produces an abundance of high protein crops and has become a global leader in protein fractionation and plant-based food. As a result, over the next 10 years, plant-based protein is expected to contribute billions of dollars to Canada’s economy from primary sources like pulses, soybean, canola and hemp.

**#1**  
EXPORTER OF DRY PEAS  
AND LENTILS

**61%**  
CANADIANS  
INCORPORATING  
PLANT-BASED FOODS  
INTO THEIR DIETS

**\$350  
million**  
CANADIAN GOVERNMENT  
INVESTMENT TO SUPPORT  
THE GROWTH OF THE  
PLANT-BASED INGREDIENT  
AND FOOD INDUSTRY

Source: National Research Council, Plant-Based Foods of Canada

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



**Did You Know?**

In **Portage la Prairie** near **Winnipeg**, Roquette is the world’s largest pea protein facility.

## Conferences

Plant Forward is the first-ever international event series showcasing Canada’s plant-based ingredient and food supply and innovation to delegates from around the world.

2022, 2024 Toronto, Ontario

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Precision Agriculture

- Hotspots**
- › Calgary
  - › Charlottetown
  - › Edmonton
  - › Kelowna
  - › Saskatoon
  - › Winnipeg
- Around the globe, precision agriculture is supporting farmers in their efforts to preserve valuable resources while providing more protection against diseases and insects – leveraging machine learning and artificial intelligence to reimagine how we feed the world. Through the Sustainable CAP and DIGITAL, Canada is investing in cutting-edge technology and precision ag innovations to optimize efficiency, yields and sustainability.

## Noteworthy Innovations

In 2022, IRDA researchers in **Québec City** and Canadian growers developed the world’s first system of precision fruit tree farming technologies and techniques to support sustainability.

Environmental Material Science in **Saskatoon** is developing a novel soil sensor that will provide real-time measurement of moisture and nitrogen in the root zone.

## Did You Know?

The Living Labs-Atlantic project on **Prince Edward Island** brings together farmers, scientists, government and partners to develop soil health and water quality solutions in the real world.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



## Conferences

The **24<sup>th</sup> International Farm Management Congress** focused on “Resilience Through Innovation” and new managerial, technological, business, financial and resource models.

*2024 Saskatoon, Saskatchewan*

Canada in Focus

Why Canada

Global Innovation Clusters

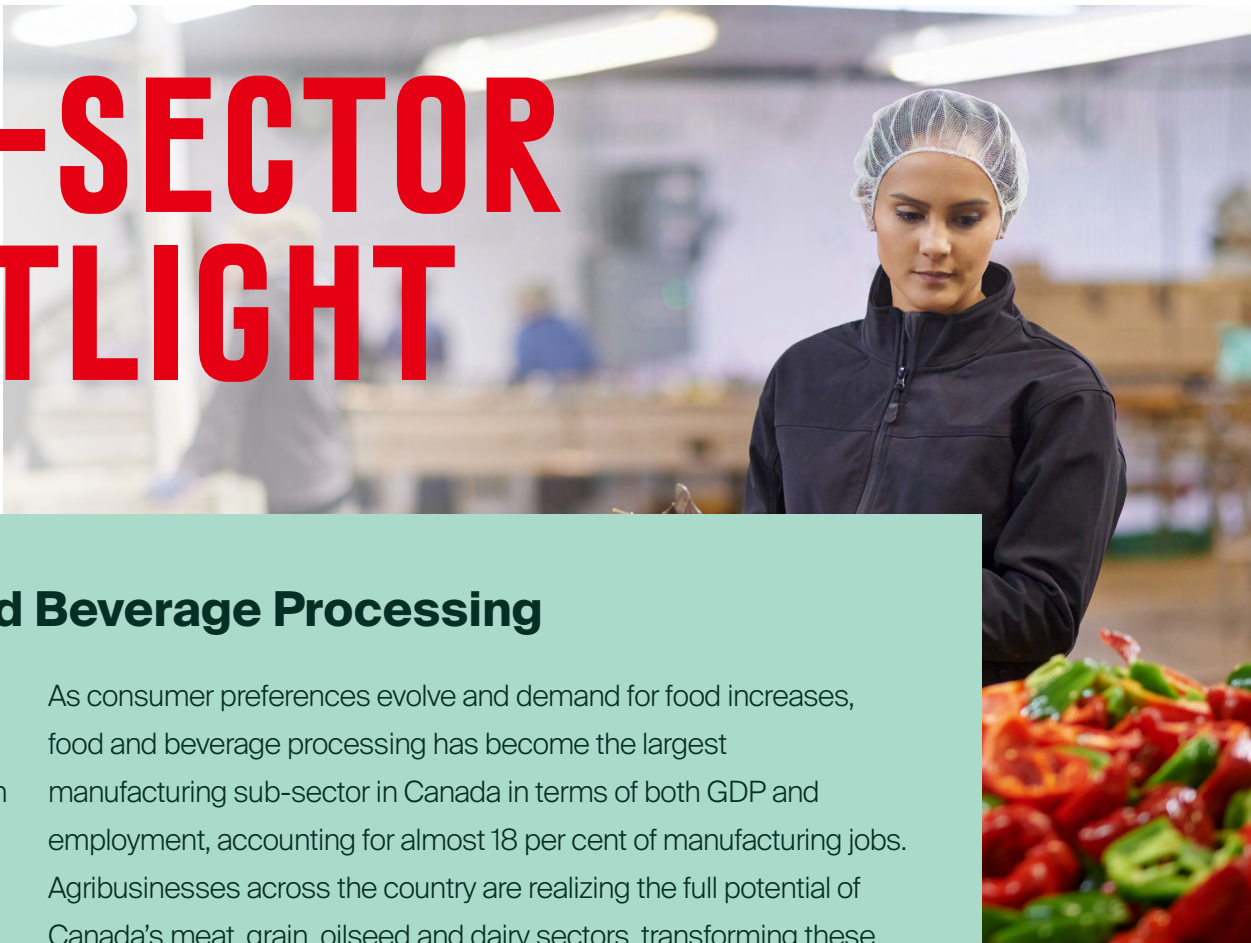
Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Food and Beverage Processing

### Hotspots

- › Calgary
- › Charlottetown
- › Edmonton
- › Kelowna
- › Niagara Falls
- › Québec City
- › Saskatoon
- › Toronto
- › Winnipeg

As consumer preferences evolve and demand for food increases, food and beverage processing has become the largest manufacturing sub-sector in Canada in terms of both GDP and employment, accounting for almost 18 per cent of manufacturing jobs. Agribusinesses across the country are realizing the full potential of Canada's meat, grain, oilseed and dairy sectors, transforming these raw commodities into delicious products for export around the world.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

**\$167.5 billion**  
FOOD AND BEVERAGE PROCESSING  
SALES IN 2023

**300,000**  
EMPLOYEES

**8,500**  
FOOD AND BEVERAGE PROCESSING  
ESTABLISHMENTS  
WITH EMPLOYEES

**70%**  
OF ALL PROCESSED FOOD AND BEVERAGE  
PRODUCTS AVAILABLE IN CANADA



### Did you know?

**GastronomiQc Lab**, a joint research and development unit of Université Laval and l'Institut de tourisme et d'hôtellerie du Québec, fosters innovation in the gastronomic sciences.

### Noteworthy Innovations

According to the International Federation of Robotics, the food and beverage processing sector is the second-largest manufacturing market for robotics in Canada.

Maple Leaf Foods' Bacon Centre of Excellence in **Winnipeg** covers 46,450 square metres and is the firm's primary hub for bacon production and innovation to meet growing demand.

### Conferences

The **International Association for Food Protection Annual Meeting** explores the latest food safety science, emerging food safety issues and innovative food protection solutions.  
*2023 Toronto, Ontario*

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Agricultural Input

- Hotspots**
- › Calgary
  - › Edmonton
  - › Québec City
  - › Saskatoon
  - › Winnipeg

The agricultural input (or farm input) sub-sector is naturally crosscutting, encompassing everything needed to support and enhance crop and livestock farming – including seeds, livestock, feed, pesticide, fertilizers, machinery, fuel, tools and buildings. Around the world these industries are facing the ongoing challenge of the need for greater sustainability and food security. In Canada, these industries are leading the way in finding innovative solutions to these challenges – to make farming more local, more secure and more sustainable.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

**60,000**  
EMPLOYEES IN THE SEED  
INDUSTRY

**76,000**  
JOBS IN THE FERTILIZER  
INDUSTRY

**\$23  
billion**  
ANNUAL CONTRIBUTION  
OF FERTILIZER INDUSTRY  
TO CANADA'S ECONOMY

Sources: Government of Canada, Fertilizer Canada

## Noteworthy Innovations

Titan Clean Energy Projects in **Saskatchewan** is developing a fluid catalytic cracking technology for converting canola and other ag residues into renewable diesel, biocarbon and fertilizer.

In **Winnipeg**, award-winning MacDon exports innovative farming equipment – such as the FlexDraper harvesting machine specially designed for uneven terrain – to 60 countries.

## Did You Know?

Future Energy Park in **Calgary** will be North America's largest bio-ethanol plant to use non-food grade waste wheat to produce renewable natural gas, ethanol and cattle feed.

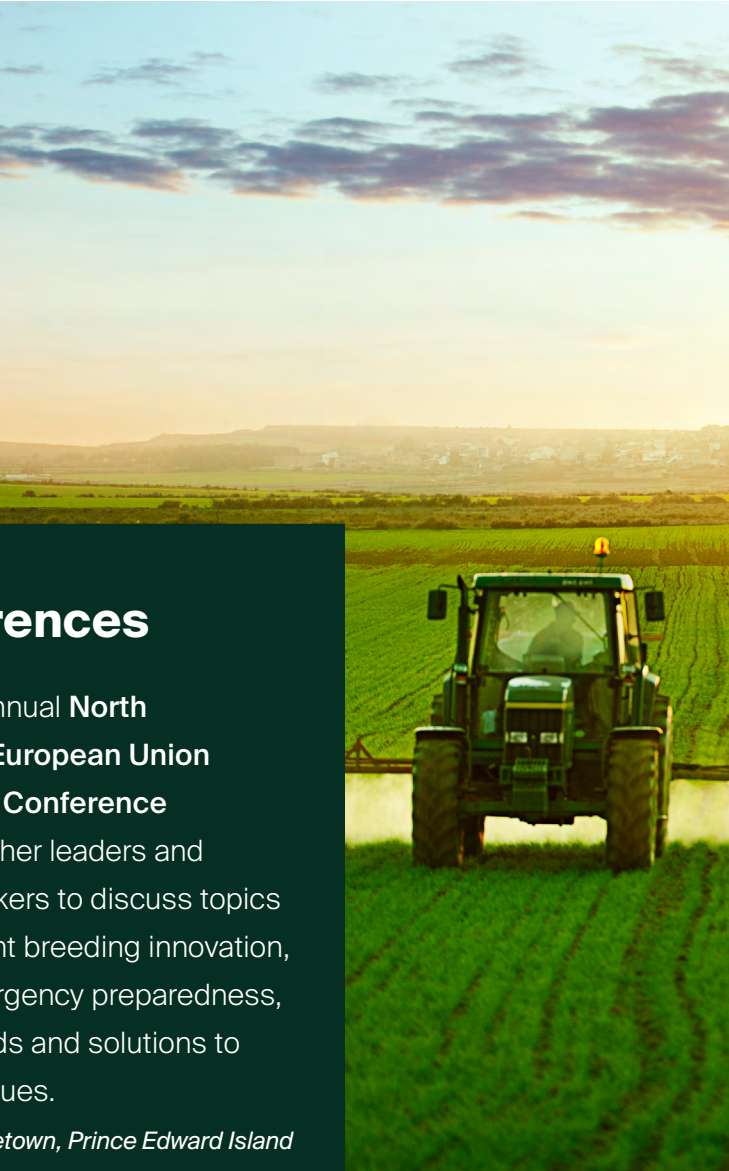
## Conferences

The semi-annual **North American/European Union Agriculture Conference** brings together leaders and decisionmakers to discuss topics such as plant breeding innovation, animal emergency preparedness, market trends and solutions to pressing issues.

*2023 Charlottetown, Prince Edward Island*

The **2023 International Federation of Agriculture Journalists Conference** brought together agricultural communicators and photographers to report and compare knowledge, as well as strengthen relationships with domestic associations, trade bodies and sponsors.

*2023 Calgary and Olds, Alberta*



Canada  
in Focus

Why Canada

Global Innovation  
Clusters

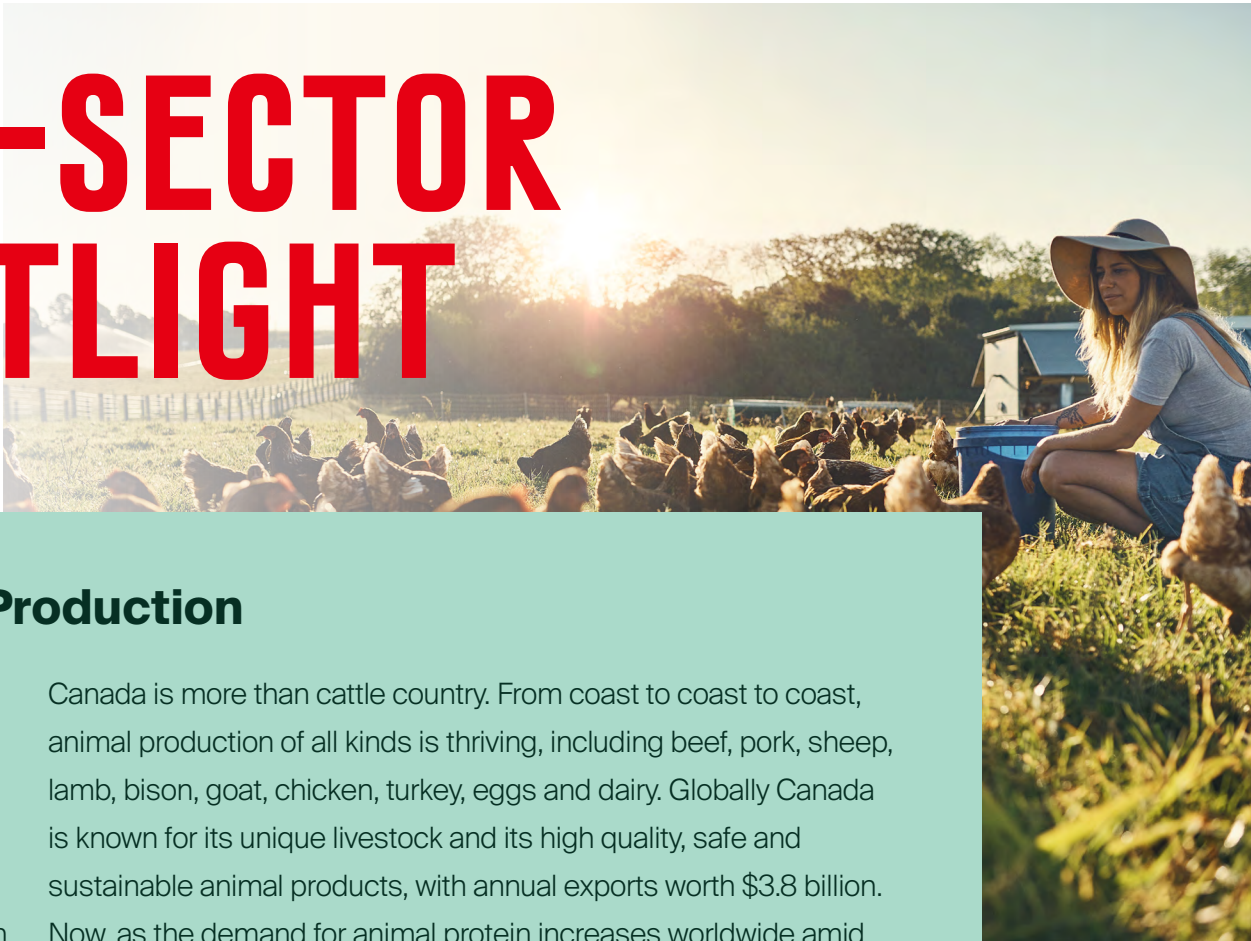
Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Animal Production

### Hotspots

- › Saskatoon
- › Winnipeg
- › Niagara Falls
- › Québec City
- › Charlottetown

Canada is more than cattle country. From coast to coast to coast, animal production of all kinds is thriving, including beef, pork, sheep, lamb, bison, goat, chicken, turkey, eggs and dairy. Globally Canada is known for its unique livestock and its high quality, safe and sustainable animal products, with annual exports worth \$3.8 billion. Now, as the demand for animal protein increases worldwide amid concerns about the environmental impact of animal agriculture, Canada is driving the innovation needed to tackle these challenges.

106,700  
EMPLOYEES

76,796  
FARMS

\$37.3  
billion  
REVENUE GENERATED

Sources: Government of Canada

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

## Noteworthy Innovations

TrustBix in **Edmonton** is a data management company working to track cattle through the entire supply chain from farm to table, with the philosophy to “trust more and waste less.”

Infinite Harvest Technologies in **Niagara Falls** uses larvae to process organic waste into carbon offsets and organic fertilizer, then harvests the insects as ingredients for animal feed.

## Independent Research Centre

The Canadian Beef Centre of Excellence in Calgary is a globally recognized leader of innovation, training, education and culinary expertise in beef and veal products.

## Did You Know?

Every July, the world-famous **Calgary Stampede** provides a unique agricultural showcase and opportunities for livestock producers to exhibit their animals and promote their industry.



## Conferences

The 4th **Insects to Feed the World Conference** featured Le Marché des Insectes Comestibles, showcasing edible insects for 12,000 members of the public.  
*2022 Québec City, Québec*

The **International Bison Convention** is held every 10 years for producers, chefs, consumers, researchers, conservationists, marketers and policy makers to celebrate the rich history and future of the bison industry.  
*2022 Saskatoon, Saskatchewan*

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# SUB-SECTOR SPOTLIGHT



## Crop Production

### Hotspots

- › Kelowna
- › Saskatoon
- › Winnipeg
- › Niagara Falls
- › Québec City
- › Charlottetown

Canada’s crop production is a cornerstone of the nation’s agriculture sector and a crucial part of the global food supply chain. With vast arable lands stretching from the Prairies to the Maritimes, the country has 37.5 million hectares of farmland dedicated to growing crops like wheat, canola, barley, pulses and potatoes. Canada is one of the world’s leading exporters of grain, supplying more than 87 countries, driven by innovative farming techniques and sustainable practices.

114,800  
JOBS

17,433  
HORTICULTURE FARMS

2nd  
LARGEST PRODUCER OF  
MALT BARLEY

65,135  
PRINCIPAL FIELD CROP  
FARMS

90%  
OF THE WORLD’S MUSTARD  
IS GROWN IN CANADA

1st  
BIGGEST EXPORTER  
OF DURUM WHEAT

Source: Government of Canada, Agriculture and Agri-Food Canada

Canada  
in Focus

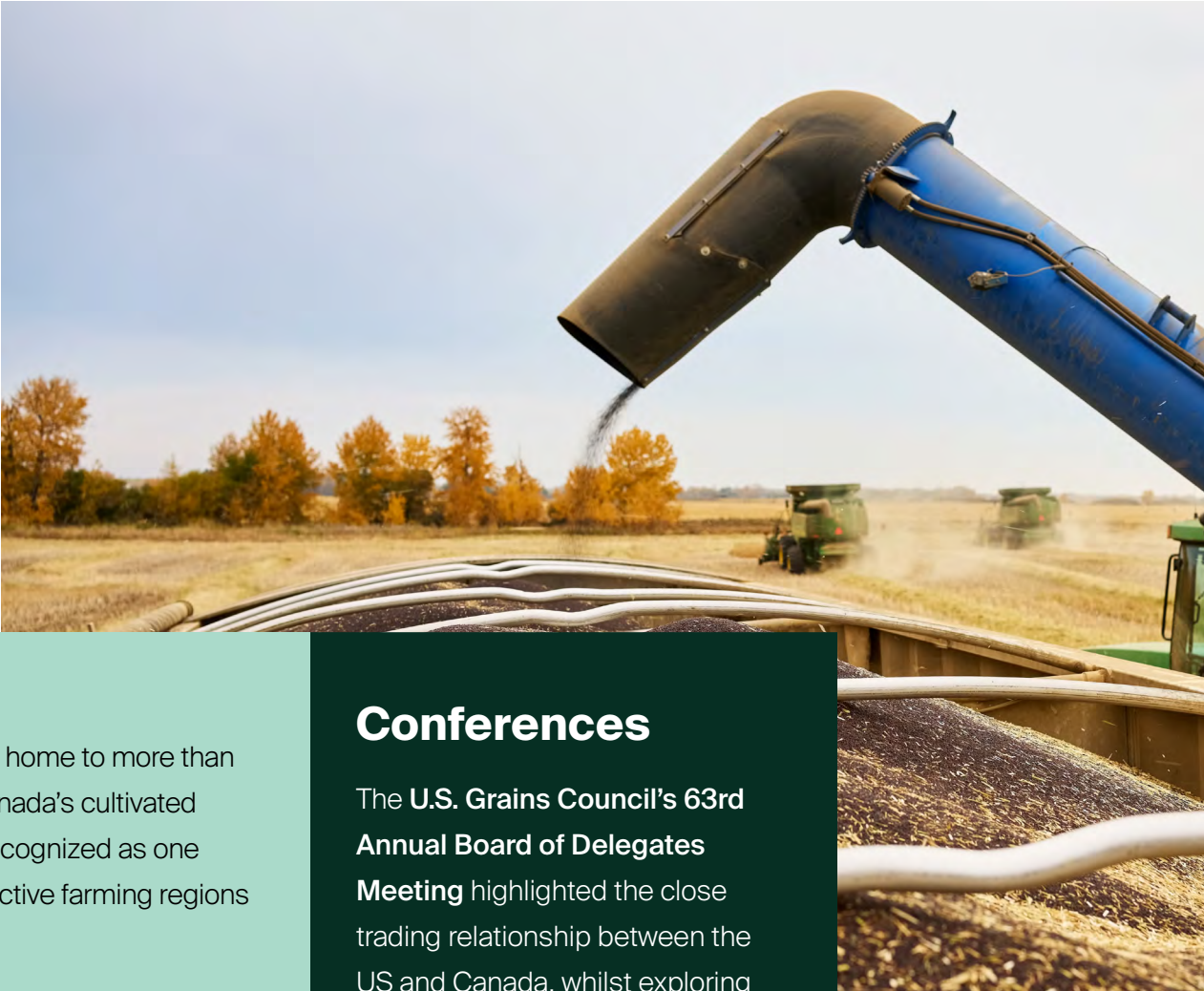
Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



### Did You Know?

**Saskatchewan** is home to more than 40 per cent of Canada’s cultivated farmland and is recognized as one of the most productive farming regions in the world.

### Noteworthy Innovations

IRDA researchers in **Québec City** are running regional demonstration plots to share new pest management techniques with apple growers to reduce environmental impact. Covering 464 square metres, **Toronto’s** Living Earth Farms is one of the largest microgreen farms in Canada, combining organic farming methods with cutting-edge technology.

## Conferences

The **U.S. Grains Council’s 63rd Annual Board of Delegates Meeting** highlighted the close trading relationship between the US and Canada, whilst exploring new industry challenges.  
*2023 Calgary, Alberta*

The 2024 **International Potato Technology Expo** drew a record 3,114 delegates, including growers, processors and agronomists to view the latest farming and processing innovations.  
*2024 Charlottetown, Prince Edward Island*

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# KELOWNA

**4,942**  
AGRICULTURAL EMPLOYEES  
IN CENTRAL OKANAGAN

Source: Invest Kelowna

**807**  
FARMS IN CENTRAL  
OKANAGAN

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

Nestled on the glittering Okanagan Lake and ripe with possibilities, Kelowna is rooted in agriculture. One of Canada’s sun-kissed wine destinations, the city is a centre of excellence for agriculture, agrifood research, manufacturing production and innovation. A bustling urban

centre, surrounded by vineyards, orchards, mountains and lakes, Kelowna is a premier destination for conferences, incentive travel programs, and engaging and flavourful culinary and wine experiences in the Central Okanagan regions.



## Noteworthy Innovations

In 2023, BC Food & Beverage awarded **Kelowna’s** Farming Karma the Circularity Award in honour of their commitment to minimizing waste and promoting reuse, repair, and recycling.

Lomi in **Kelowna** designed the world’s first Smart Waste kitchen composter, a food recycler which transforms food scraps into natural fertilizer, all at the push of a button with no mess.



## Companies

- › [CedarCreek Estate Winery](#)
- › [50th Parallel Estate](#)
- › [Quail’s Gate](#)
- › [Mission Hill](#)
- › [Off the Grid Organic Winery](#)
- › [Summerhill Pyramid Winery](#)
- › [Jealous Fruits](#)
- › [Farming Karma](#)
- › [Sunrype](#)



## Independent Research Centres

The Summerland Research and Development Centre (Summerland RDC) is one of 20 Agriculture and Agri-Food Canada (AAFC) research and development centres.



## Sub-Sectors

- › Precision Agriculture
- › Food and Beverage Processing
- › Crop Production



## Post-Secondary Institutions

- › University of British Columbia Okanagan

## Did you know?

British Columbia’s **Okanagan Valley** has 226 licensed grape wineries.



“Let’s be honest, there is no lakefront city in the world like Kelowna. We are not an emerging international destination... we have arrived.”

**CURTIS KROUZEL AND SHERI-LEE TURNER-KROUZEL**  
Proprietors, 50th Parallel Estate

## Conference Infrastructure

### Guestrooms

**495**

Downtown

**4,500**

Citywide

### Delta Hotels Grand Okanagan Resort

**325** sq m

**35,000** sq ft

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards





69,000

AGRI-FOOD EMPLOYEES  
IN ALBERTA

Sources: Statistics Canada, Government of Alberta

5,864

AGRI-FOOD BUSINESSES  
IN ALBERTA

The Western spirit that helped build Calgary is very much alive and well. You hear it in the music. You see it in the streets. You experience it every July at the world-famous Calgary Stampede. You see it in the architecturally spectacular expansion to the BMO Centre – Western Canada’s largest convention centre. And you feel it in

the entrepreneurial attitude. It’s why Calgary has Canada’s highest per capita head office and small business concentration in Canada.

Did you know?

The University of **Calgary**’s Simpson Centre for Food and Agricultural Policy’s new Ag Literacy research program aims to transform how society interacts with the food system.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



Noteworthy Innovations

GoodLeaf Farms’ new 8,900-square-metre facility in **Calgary** is one of Canada’s largest commercial vertical farms, producing 900,000 kilograms of leafy greens annually.



Companies

- › [AdFarm](#)
- › [BASF Agricultural Solutions](#)
- › [Bayer Crop Science](#)
- › [Big Rock Brewery](#)
- › [Canada Malting](#)
- › [Corteva Agriscience](#)
- › [Decisive Farming by TELUS Agriculture](#)
- › [Harmony Beef](#)
- › [JBS Canada](#)
- › [NuLeaf Farms](#)



Independent Research Centres

Fuelled by \$370 million from the **Alberta** government, RDAR (Results Driven Agriculture Research) is powering more than 400 producer-led projects.



Conferences

The 2024 **Annual Meeting of the American and Canadian Societies for Animal Science** shared the latest in animal agriculture and celebrated 99 years of Canadian animal science. *2024 Calgary, Alberta*



Sub-Sectors

- › Plant-Based Protein
- › Precision Agriculture
- › Food and Beverage Processing
- › Agricultural Input



Post-Secondary Institutions

- › The University of Calgary
- › Olds College of Agriculture and Technology



“Agriculture has long been a leading economic driver in Alberta. The Calgary region’s leadership in agriculture is evident in its foundational knowledge, deep talent and commitment to sustainable broadacre and livestock production, world-class research, and the development of a thriving agtech and business ecosystem. This ecosystem presents direct access to industry experts, farmers and businesses, all of which provide invaluable insights into the challenges, growing opportunities and trends shaping the sector.”

MARLISE HUNTER

Director of Platform, Tall Grass Ventures, a venture capital firm based in Calgary, Alberta, investing in the future of agriculture and food.

Conference  
Infrastructure

Guestrooms

4,700

Downtown

15,000

Citywide

Calgary TELUS  
Convention Centre

11,334 sq m

122,000 sq ft

BMO Centre

46,452 sq m

500,000 sq ft

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# EDMONTON

69,000

AGRI-FOOD EMPLOYEES  
IN ALBERTA

Sources: Statistics Canada, Government of Alberta

5,864

AGRI-FOOD BUSINESSES  
IN ALBERTA

Edmonton is Canada’s northernmost metropolis in the prairie heartland of Alberta, where bison roam in Elk Island National Park and a swath of parkland unfurls from the winding North Saskatchewan River. On the biggest stages of sports and business, Edmonton comes to play and punches above its weight, with strengths in the fields of artificial intelligence, sustainable energy, life sciences, agribusiness and advanced manufacturing.

### Did you know?

In 1999, **Edmonton's** Kinnikinnick gluten-free bakery built the world’s first gluten-free website, as well as one of the internet’s first e-commerce platforms for home delivery.

The Agri-Food Discovery Place (AFDP) at the University of Alberta supports research into meat safety and science, functional food, animal nutrients and fermentation.

NAIT’s Applied Research Centre for Culinary Innovation, specializing in plant-based foods, unites food science with artistry to create new sustainable products, ingredients and recipes.



### Noteworthy Innovations

In **Edmonton**, Future Fields is developing a novel bioreactor technology which produces recombinant protein, that can be used to make cultivated meat, vaccines and medicine.



### Companies

- › [BioNeutra](#)
- › [COSCIENS Biopharma](#)
- › [Kinnikinnick Foods](#)
- › [The Little Potato Company](#)
- › [TrustBix](#)
- › [Aliya's Foods](#)
- › [Siwin](#)



### Independent Research Centres

The Bio-Processing Innovation Centre in Edmonton works in tandem with researchers and companies to convert agriculture and forestry biomass into value-added products.



### Conferences

For 50 years, the annual **Farmfair International** has been one of Canada’s largest agricultural shows and Alberta’s largest beef cattle show, as exhibitors gather to showcase top livestock to producers, ranchers and buyers.

*Since 1974 Edmonton, Alberta*



### Sub-Sectors

- › Functional Foods (Nutraceuticals)
- › Plant-Based Protein
- › Precision Agriculture
- › Food and Beverage Processing
- › Agricultural Input



### Post-Secondary Institutions

- › The University of Alberta
- › Northern Alberta Institute of Technology (NAIT)
- › Olds College of Agriculture and Technology



“Experience a showcase of agrifood innovation in the Edmonton region, where breakthroughs in agriculture and food technology work to redefine sustainability. Our innovation centres are collaborative hotbeds of creativity, supporting the development of products that tackle global challenges. Being centred in the Canadian Prairies, hosting business events here allows you to tell the story of food production from farm to plate.”

**MATTHEW LABINE**

Business Development Lead, Agri-Food – Northern Alberta Institute of Technology (NAIT)

## Conference Infrastructure

Guestrooms

3,197

Downtown

13,000

Citywide

Edmonton Expo Centre

48,495 sq m

522,000 sq ft

Edmonton Convention Centre

13,416 sq m

144,406 sq ft

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# SASKATOON

2,300  
EMPLOYEES

Source: Statistics Canada

494  
AGRIBUSINESSES

Endlessly inviting. Spirited. Youthful and ever-changing. Fuelled by creative spirit, Saskatoon is in the midst of an urban rebirth, 6,000 years in the making. The beating heart of Saskatchewan culture and scientific innovation, you can count on a warm reception when the red carpet is rolled out on these northern prairies. Here, creative conference organizers embrace research centres, groundbreaking arts, ancient cultures and inventive cuisine to create memorable, immersive delegate experiences.

Did you know?

The University of **Saskatchewan**'s Kernen Crop Research Farm hosts ecological studies, grazing studies, crop breeding, crop production, and crop and weed management research.

The University of **Saskatchewan**'s Global Institute for Water Security, in partnership with institutions across Canada, has launched the Global Water Futures Observatories (GWFO), a national scientific freshwater observation network for Canada's critical freshwater systems.

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



Noteworthy Innovations

The Global Institute for Food Security at the University of **Saskatchewan** is working with industry to develop a state-of-the-art detection system using AI, drones and satellite imagery to help farmers identify and treat herbicide-resistant weeds — protecting quality crops.



Companies

- › [Federated Co-Operatives Limited](#)
- › [Nutrien](#)
- › [Sunrise Foods International](#)
- › [HPS Food & Ingredients](#)
- › [Smart Earth Camelina](#)
- › [Bioriginal](#)
- › [Agtron Enterprises](#)



Independent Research Centres

The Saskatoon Research and Development Centre (Saskatoon RDC) is one of Agriculture and Agri-Food Canada's (AAFC) network of 20 research and development centres.

Innovation Saskatchewan's Agtech Growth Fund funds the commercialization of digital solutions to support precision agriculture, smart farm tools, traceability and animal health.



Conferences

**Ag in Motion** is the largest outdoor farm expo in Western Canada. In 2024, the show welcomed a record 607 exhibitors, plus 30,805 international guests from Kazakhstan, Ukraine, Ethiopia, South Africa, Germany, France, Pakistan, the United States and more.

*Annually in Saskatoon, Saskatchewan since 2015*



Sub-Sectors

- › Plant-Based Protein
- › Precision Agriculture
- › Food and Beverage Processing
- › Agricultural Input
- › Animal Production
- › Crop Production



“Speaking from experience as past host of an agricultural meeting, we are proof that Saskatoon offers an incredibly distinct and unique location to host events. Surrounded by agriculture and people who understand the needs of the agricultural community, Saskatoon is an ideal location.”

**DR. STEVE JONES**  
(Retired) Unit Head, Canadian Food Inspection Agency

Conference  
Infrastructure

Guestrooms  
**1,956**  
Downtown

**5,400**  
Citywide

**World Trade Center of  
Saskatoon – Prairieland Park**  
**22,296** sq m  
**240,000** sq ft



Post-Secondary Institutions

- › University of Saskatchewan

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# WINNIPEG

25,421  
EMPLOYEES IN MANITOBA

Source: Statistics Canada

412  
BUSINESSES IN 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 Cereals Canada, supporting the Canadian cereals value chain, focusing on trade, science and sustainability.

**Did you know?**  
**Winnipeg** is home to the Canadian Science Centre for Human and Animal Health, the only Level 4 bio-containment lab in the country. The Canadian Centre for Agri-Food Research in Health and Medicine in **Winnipeg** investigates the benefits of nutraceuticals, functional foods and natural health products. At TerraByte at the University of **Winnipeg**, researchers are focused on applying machine learning to agriculture, training deep neural networks on high quality plant image data.

- Canada in Focus
- Why Canada
- Global Innovation Clusters
- Sub-Sector Spotlight
- Centres of Excellence
- Incentive Rewards

**Noteworthy Innovations**  
Little Brown Jug in **Winnipeg** is one of the first breweries in Canada to install carbon-capture technology, allowing carbon dioxide from the fermentation process to be re-used.

- Companies**
- › [Sapphire Springs](#)
  - › [O Foods](#)
  - › [Paterson GlobalFoods](#)
  - › [Hylife](#)
  - › [Richardson International](#)
  - › [Parrish & Heimbecker](#)
  - › [BeeMaid Honey](#)
  - › [BrettYoung](#)

**Independent Research Centres**  
Winnipeg's Cereal Quality Laboratory is one of four Morden Research and Development Centre facilities in Manitoba, focusing on sector stability and long-term competitiveness.

The Manitoba Food Development Centre offers laboratory and pilot scale research to agri-food businesses to innovate and commercialize sustainable plant and animal proteins.

The Canadian Malting Barley Technical Centre provides expertise and applied research to the entire malting barley value chain at their state-of-the-art malting plant and pilot brewery.

**Conferences**  
The **2023 Dairy Farmers of Canada's Annual General Meeting** focused on working together to make a positive impact on climate change, food security and economic growth. *2023 Winnipeg, Manitoba*  
The **Egg Farmers of Canada** represents more than 1,200 regulated egg farmers and manages the eggs supply, promotes eggs and develops egg farming standards in Canada. *2022 Winnipeg, Manitoba*



## Conference Infrastructure

Guestrooms  
**1,900**  
Downtown

**7,600**  
Citywide

**RBC Convention Centre**  
**24,526** sq m  
**264,000** sq ft

- Sub-Sectors**
- › Functional Foods (Nutraceuticals)
  - › Plant-Based Protein
  - › Precision Agriculture
  - › Food and Beverage Processing
  - › Agricultural Input
  - › Animal Production
  - › Crop Production

- Post-Secondary Institutions**
- › University of Manitoba
  - › University of Winnipeg

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



# TORONTO

64,000+

EMPLOYEES IN FOOD AND BEVERAGE PROCESSING

Sources: City of Toronto, Toronto Global

1,400+

FOOD AND BEVERAGE MANUFACTURING COMPANIES

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards

A centre of innovation in food and beverage processing and manufacturing, Toronto is celebrated for its eclectic global cuisine and entrepreneurial spirit. Waves of immigration over the last 50 years have made Toronto the biggest city in Canada and the fourth biggest on the

continent. More than 200 languages are spoken in the city, and nearly 45 per cent of Toronto residents speak something other than English or French at home. As one of the fastest-growing tech markets and the second-largest finance hub in North America, Toronto is attracting the world.



## Noteworthy Innovations

Toronto startup Flashfood helps grocery stores reduce waste and lower their carbon footprints with an app that helps them sell excess perishable items.



## Companies

- › [Coca-Cola Canada](#)
- › [Diageo Canada](#)
- › [Fiera Foods](#)
- › [Labatt Brewing](#)
- › [Lactalis Canada](#)
- › [Nestlé Canada](#)
- › [Sofina Foods](#)
- › [Unilever Canada](#)



## Sub-Sectors

- › Food and Beverage Processing



## Post-Secondary Institutions

- › University of Toronto
- › Toronto Metropolitan University
- › York University

## Did you know?

The **Toronto** Region is one of the largest food and beverage clusters in North America.



“My travels take me all over the globe and when I tell folks I’m from Toronto, they sing our culinary praises. The diversity that defines our city immerses us in the food and beverage innovation we sometimes take for granted. I see so much creativity at the intersection of cultural cuisine and local ingredients.”

DONNA DOOHER

Owner of Mildred’s Temple Kitchen, Toronto

## Conference Infrastructure

Guestrooms

36,000+

Citywide

Metro Toronto Convention Centre

65,032 sq m

700,000+ sq ft

Exhibition Place

114,456 sq m

1.2 million+ sq ft

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



# NIAGARA FALLS

**24,073**  
AGRICULTURE JOBS

Sources: Niagara Economic Development

**1,651**  
FARMS AND AGRICULTURAL  
OPERATIONS

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

Every minute, 168,000 cubic metres of water rush over the Falls, generating enough power to heat and light 3.8 million homes. This dynamic energy can be felt throughout the Niagara region, where smart factories are redefining how we feed the world – right on the US border. With more than 5,000 hectares of vineyards and more than 100 wineries, this is one of the largest and most diverse viticultural areas in Canada.

## Did you know?

**Niagara** is responsible for 90% of grape production in Ontario and is the largest wine producing region in Canada, making up 80% of Canada's total grape and wine production.

In **Niagara-on-the-Lake**, the Food and Beverage Innovation Centre (FBIC) at Niagara College offers a full suite of services, from new recipe development to shelf-life testing and nutritional labelling, pairing industry partners with faculty members, graduates and students.



## Noteworthy Innovations

Infinite Harvest Technologies in **Niagara Falls** uses larvae to process organic waste into carbon offsets and organic fertilizer, then harvests the insects as ingredients for animal feed.



## Companies

- › [Hendriks Greenhouses](#)
- › [Westbrook Greenhouse Systems](#)
- › [Freeman Herbs](#)
- › [United Floral Distributors](#)
- › [Linwell Gardens](#)
- › [Bayview Flowers](#)
- › [Spring Valley Gardens](#)
- › [St. David's Hydroponics](#)
- › [Andrew Peller Limited](#)
- › [Henry of Pelham Family Estate Winery](#)



## Independent Research Centres

Innovation at Niagara's **Vineland Research and Innovation Centre** is focused on biological crop protection, consumer, sensory and market insights, crop enhancement and adaptation, horticultural technology solutions, and plant responses and the environment.



## Conferences

The 2023 **Wholesale Florist and Florist Supplier Association's Developmental Experience** (DevX) showcased the floral distribution chain and taught practical skills.  
*2023 Niagara Falls, Ontario*

The **10th Annual Advancing Women in Agriculture Conference East Conference** brought together 400 female Canadian agribusiness entrepreneurs, representatives, students, producers and professionals from 170 organizations to network and learn from each other.

*2023 Niagara Falls, Ontario*



## Sub-Sectors

- › Food and Beverage Processing
- › Animal Production
- › Crop Production



"Niagara Falls is a natural choice for the agricultural communities to come together and meet for innovation and education. The agricultural industry is vital to the economic strength and wellbeing of the region. With Niagara being a leader in the viticulture and tender fruit sectors of the industry, when you combine that with the expertise and programs associated with Niagara College, Brock University, and Vineland Research and Innovation Centre, the pieces start to fall into place as to why Niagara Falls is the perfect choice for your next event. Beyond the breakout sessions and keynotes in stunning, unique and natural settings, attendees will be entertained endlessly with our best-in-class attractions and well-rested in our wonderful accommodations."

**JANICE THOMSON**

President and CEO, Niagara Falls Tourism

## Conference Infrastructure

Guestrooms

**5,000**

Downtown

**14,000+**

Citywide

**Niagara Falls Convention Centre**

**27,685** sq m

**300,000** sq ft

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



## Post-Secondary Institutions

- › Brock University
- › Niagara College



# QUÉBEC CITY

42,200  
BIO-FOOD  
INDUSTRY JOBS

Source: Gouvernement du Québec

1,025  
FARMS

228  
FOOD PROCESSING  
COMPANIES

Québec City has been charming visitors with its unique brand of *joie de vivre* since the city was incorporated in 1608 as the capital of French-speaking Canada. Nowadays, the five universities and 16 colleges in the greater Québec City area give it Canada's highest ratio of researchers per capita — turning it into an emerging hub in cutting-edge fields.

Forty per cent of the jobs created in the city over the past decade are knowledge-based, boosting Québec City's standing in life sciences, finance/insurance and green technology.

**Did you know?**  
In Québec City, the **Food and Nutrition Industrial Cluster** connects Québec's bio-food industry to develop and commercialize innovative, healthy, value-added food products.

**Noteworthy Innovations**  
Québec City's Research and Development Institute for the Agri-Environment (IRDA) is developing a profitable organic production method for the out-of-soil cultivation of long cane Tulameen raspberries in high tunnels. At the Institute of Nutrition and Functional Foods (INAF) in Québec City, nearly 775 scientists are dedicated to research and innovation in the field of food and health.

- Companies**
- › [Chocolats Favoris](#)
  - › [Nutriart](#)
  - › [Laura Secord](#)
  - › [Alex Coulombe](#)
  - › [Breton Tradition 1944](#)
  - › [Fruit D'Or](#)
  - › [Leclerc Foods](#)
  - › [Olymel](#)
  - › [R-Biopharm](#)
  - › [Saputo](#)

**Independent Research Centres**  
The Québec Reference Centre for Agriculture and Agri-food (CRAAQ) is focused on knowledge sharing through its network of more than 450 agribusiness stakeholders. The Research and Development Institute for the Agri-Environment (IRDA) supports the development of sustainable agriculture in Québec by fostering innovation and partnerships.

**Conferences**  
The 5th World Congress on Agroforestry featured researchers, farmers and First Nations representatives, building a bridge between research, policy making and field application. 2023 Québec City, Québec

- Sub-Sectors**
- › Functional Foods (Nutraceuticals)
  - › Food and Beverage Processing
  - › Agricultural Input
  - › Animal Production
  - › Crop Production



“The advantage of Québec City for the Québec RE3 Conference was its central location for easy access to the various restoration sites in the field and the willingness to demonstrate the knowhow of Québécois. With 23 on-site field tours offered throughout the province, participants were able to understand the context of the projects better to adapt the techniques to their own realities.”

**LINE ROCHEFORT**  
Québec City's Ambassadors' Club Member and President of the Québec RE3 Organizing Committee

## Conference Infrastructure

Guestrooms  
**5,000+**  
Downtown

**17,250**  
Citywide

**Québec City Convention Centre**

**27,340** sq m

**294,290** sq ft

**Post-Secondary Institutions**  
› Université Laval

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

**Centres of  
Excellence**

Incentive Rewards



# CHARLOTTETOWN

14,253

EMPLOYEES IN SEAFOOD, AGRICULTURE, AND FOOD AND BEVERAGE MANUFACTURING

Sources: Innovation PEI

891

BUSINESSES WITH EMPLOYEES IN FORESTRY, AGRICULTURE, FISHING, HUNTING

90

COMPANIES IN THE FOOD PRODUCTION SECTOR

1,195

FARMS

Nestled off Canada's East Coast, Prince Edward Island (PEI) and its capital Charlottetown are found in the centre of the Maritime provinces. Known as Epekwitk by the Mi'kmaq

First Nations Peoples who live there, the island has long held significance. The concept of Canada as a country was first proposed at the Charlottetown Conference in 1864 and prime growing conditions for just about anything has made PEI a hub of agribusiness in Canada. Since then,

it has become a place to enjoy a taste of island life, the warmest waters north of Florida – and the fastest growing provincial economy in Canada.

### Did you know?

**Prince Edward Island** is renowned for its mussels, producing 22,730 tonnes of mussels each year, accounting for 80% of Canada's mussel production.

In 2023, **Prince Edward Island** produced more than 1.3 million metric tonnes of potatoes – one fifth of all Canadian potatoes grown that year – on a seeded area of 34,000 hectares.

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



### Noteworthy Innovations

In 2023, the **Prince Edward Island BioAlliance** became the first economic cluster in North America to receive gold label recognition from the European Secretariat for Cluster Analysis.



### Companies

- › [Cavendish Farms](#)
- › [Veseys Seeds](#)
- › [Amalgamated Dairies Limited](#)
- › [Atlantic Beef Products](#)
- › [Cows Creamery](#)
- › [Honibe](#)
- › [Jasper Wyman & Son](#)
- › [The Handpie Company](#)
- › [Allan Equipment Manufacturing](#)
- › [Vanco Farms](#)



### Independent Research Centres

PEI's BioFoodTech provides Atlantic Canada's food entrepreneurs with the space, equipment, knowledge and support they need to start and build their businesses.

The **Charlottetown** Research and Development Centre, established in 1909, is one of Agriculture and Agri-Food Canada's (AAFC) 20 research and development centres.

The proprietary SMART process at Canada's Smartest Kitchen in **Charlottetown** offers market-validated food and beverage product development for startups and multinationals.



### Conferences

The **Potato Association of America's 107th Annual Meeting** showcased cutting-edge research on production, biology and use for private and public researchers and growers. *2023 Charlottetown, Prince Edward Island*



### Sub-Sectors

- › Functional Foods (Nutraceuticals)
- › Precision Agriculture
- › Food and Beverage Processing
- › Animal Production
- › Crop Production



“PEI, Canada's Food Island, is home to iron-rich soil and clean waters, and produces some of the world's finest foods...Our food and bioscience clusters create a strong centre of agritech and food science excellence, allowing us to be leaders in agricultural and food product innovation and research. Our collaborative island environment creates the perfect agribusiness meeting destination.”

**BRYAN INGLIS**

CEO, Food Island Partnership

## Conference Infrastructure

Guestrooms

1,022

Downtown

1,500

Citywide

**Prince Edward Island Convention Centre**

4,645 sq m

50,000 sq ft

Canada in Focus

Why Canada

Global Innovation Clusters

Sub-Sector Spotlight

Centres of Excellence

Incentive Rewards



### Post-Secondary Institutions

- › University of Prince Edward Island
- › Holland College



# WHY CANADA FOR AGRIBUSINESS INCENTIVE REWARDS



Niagara Falls, Ontario

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards

In Canada, our legendary incentive experiences offer true transformation, captivating and motivating teams from far and wide, applauding and rewarding employees across industries.

With diverse cosmopolitan cities, a kaleidoscope of rich cultures, and our mountain, coastal and spa resorts, Canada is the perfect place for growth and enrichment. Here, wide-open spaces inspire awe, open hearts build belonging, and open minds spark new ideas.

Here are four unforgettable experiences handpicked for agribusiness top performers, to help you blow away your team – and the competition.

## Rider Pride Tailgate Party

Regina, Saskatchewan

Team pride runs deep in Saskatchewan. The province's Canadian football team, the Roughriders, may be small, but they're mighty – the second smallest franchise in North American pro sports wins first prize for heart. Cheer on the guys in green at a prairie tailgating BBQ, rub shoulders with do or die fans, cheerleaders and retired players, sample cold craft beer and pitchfork fondue, then catch the latest game. Go Riders, go!

[Learn more →](#)

## Get Hooked

Trout Rock Lodge, Northwest Territories

Floatplane service from Yellowknife to Trout Rock Lodge may only take a few minutes, but your top performers will feel days away from civilization at the only fishing lodge on the North Arm of the deepest lake in North America. Lake trout are a bonus, but everyone comes for the trophy pike pushing more than a metre (or 40 inches) long. Delicious shore meals serve up bragging rights. You are off the grid here, and that's the best part of all.

[Learn more →](#)

### Looking for more inspired incentive ideas?

[businesssevents.destinationcanada.com/en-ca/plan/incentive](https://businesssevents.destinationcanada.com/en-ca/plan/incentive) →

## Going for Gold

Whistler, British Columbia

Give your team a taste of Olympic achievement at this unique experience inspired by the 2010 Winter Games. Bobsledding with a trained pilot at 130 kilometres per hour (80 miles per hour) is off the chart. Going head-first on a skeleton sled makes for an unforgettable experience. A biathlon event at Olympic Park features skeet shooting, snowshoe relays and a ski jump demo. After a day of Olympic adrenaline, your team is sure to be invigorated.

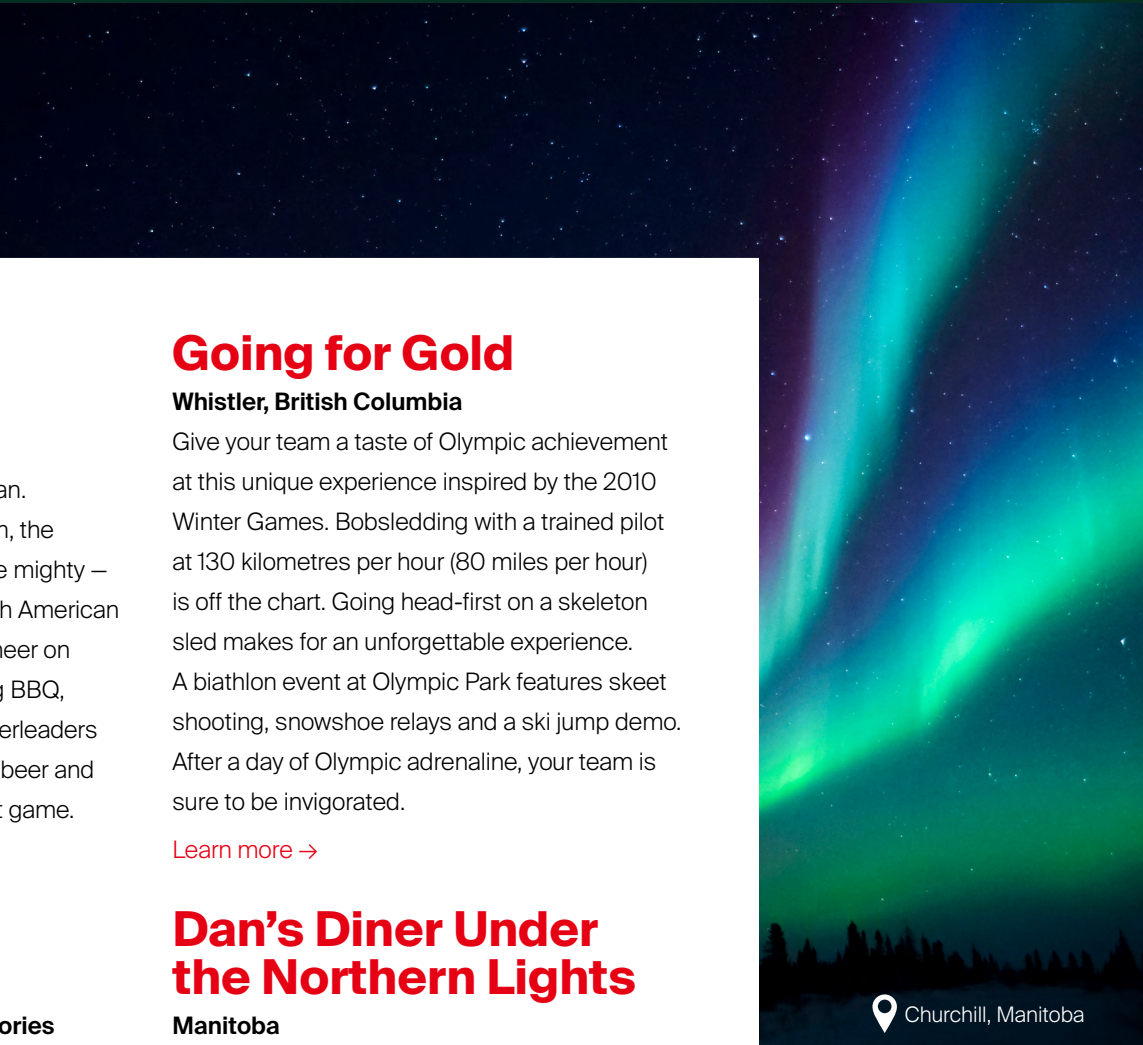
[Learn more →](#)

## Dan's Diner Under the Northern Lights

Manitoba

Take a Tundra Buggy across the frozen Churchill River for a spectacular dinner under the Northern Lights. A pop-up restaurant in the most unlikely of places, with a chef inspired by Hudson's Bay fur trade and ingredients from that long ago era. Drink in the crisp air and the subarctic landscape, soak up stories of legendary trailblazers, and savour delicious dishes foraged from the land and sea. A once-in-a-lifetime experience for elite performers.

[Learn more →](#)



Churchill, Manitoba

Canada  
in Focus

Why Canada

Global Innovation  
Clusters

Sub-Sector  
Spotlight

Centres of  
Excellence

Incentive Rewards



# VALUE-ADDED AGRICULTURE IN CANADA

Considering investing in Canada's robust agribusiness sector? Discover its innovation, vast export opportunities, and diverse industries spanning food processing to precision agriculture.

## HIGHLIGHTS

**Canada's agribusiness sector** extends beyond traditional agriculture to include fisheries, aquaculture, and advanced food processing. Operating in Canada provides low business costs, vast export opportunities, robust innovation ecosystems, and world-class research facilities.

With one in nine Canadian jobs in agribusiness and increasing interest in value-added agriculture, Canada offers promising opportunities for innovation and investment.

## THRIVING SUBSECTORS

**Food and Beverage Processing:** Canada hosts approximately 8,500 food and beverage processing firms, with 92% employing fewer than 100 people. Exports of these products reached a record \$55.7 billion in 2023, marking a 20.6% increase since 2021. The sector anticipates continued growth of 15% or more in manufacturing outputs from 2020 to 2025, driven by rising consumer demand for premium, locally sourced, and ethically produced goods.

## \$143.8 B

Canada's agri-food system generated \$143.8 billion in GDP in 2023

Source: Agriculture and Agri-Food Canada, 2023

## #1

Canada is home to the world's largest pea protein plant in Portage la Prairie, Manitoba

Source: Roquette, 2021

## #1

Canada – specifically Saskatchewan – is the top exporter to the world of dry peas, lentils, durum, canola oil, canola meal, canary seed and oats

Source: Government of Saskatchewan, 2023

## #1

With approximately 300,000 jobs, the food and beverage processing industry are the largest manufacturing employer in Canada

Source: Statistics Canada, 2023

## #5

Canada is the fifth-largest exporter of agri-food and seafood in the world

Source: Agriculture and Agri-Food Canada, 2022

**Alternative Proteins:** Canada is poised to expand its plant-based food, feed, and ingredient sector to a projected \$25 billion in annual sales by 2035.

**Functional Foods and Nutraceuticals:** Canada's nutraceutical market is projected to grow at a CAGR exceeding 8.7% from 2024 to 2030. Dairy, the largest segment, is expected to achieve a CAGR of over 5.1% from 2024 to 2029.

**Precision Agriculture:** The global precision farming market, valued at \$13 billion in 2023, is set to grow at an 11% CAGR by 2031. This growth is driven by increased adoption of IoT and advanced analytics among farmers.

## PROGRAMS AND INCENTIVES

- **Protein Industries Canada** is a collaboration-focused value chain consortium – and one of five nationwide global innovation clusters – that supports Canada's leadership in plant-based protein ingredients and products.
- **The Scientific Research and Experimental Development (SR&ED)** incentive in Canada, is supported by one of the world's richest innovation funding programs (~\$3 billion annually), providing a 15% non-refundable tax credit at the federal level, complemented by provincial variations.
- **Canada's Accelerated Investment Incentive** allows businesses to write off a significant portion (75% for 2024-2025, 55% for 2026-2027) of eligible machinery and equipment costs used in manufacturing, processing, and renewable energy.
- The **Global Skills Strategy** offers priority processing for work permits to employers seeking highly-skilled global talent. Canada's immigration system is internationally recognized for its flexibility and emphasis on skilled talent.

## INSTITUTIONS

- **Agriculture and Agri-Food Canada** manages 21 research centers across Canada that seek better agricultural practices and market opportunities through research and innovation.
- **Natural Products Canada** supports efforts that bolster commercialization in Canada's natural products industry.
- **The Canadian Agri-Food Automation and Intelligence Network (CAAIN)** accelerates the automation and digitization of Canada's agricultural sector through funding initiatives.
- **The Canadian Food Innovation Network (CFIN)** accelerates innovation in the Canadian food sector to drive the creation of novel food products, processes and systems.

## RECENT INVESTMENT

**DeLaval (Sweden)**, a subsidiary of Tetra Laval (Switzerland), announced an investment of over \$500,000 in a new centre in Peterborough, Ontario to provide training on milking systems and software. (December 2023)

**Farm Health Guardian Ltd. (Canada)** and **Novotechnologies (U.S.)** have formed a joint venture in Guelph, Ontario to bring farm biosecurity technology to pork and poultry producers in North America. (June 2023)

**BioScout (Australia)**, whose disease detection system uses algorithms and AI to track the spread of fungal diseases, has established a new office in Saskatoon. (May 2023)

**Cultivated B (Germany)**, a bioengineering company that develops and produces plant- and cell-based alternative protein sources, opened a manufacturing facility and innovation hub in Burlington, Ontario reflecting an investment of about \$50 million. (October 2022)

**Lactalis (France)**, a subsidiary of **BSA International (Belgium)**, announced the expansion of its plant-based product offering through a \$54 million investment in its Sudbury, Ontario production facility. (August 2022)

**AGCO (U.S.)**, a manufacturer and distributor of agricultural machinery and precision ag technology, announced it acquired Winnipeg-based JCA Industries, a leader in the development of autonomous software for agricultural machines, implement controls and electronic system components. (May 2022)

**Barry Callebaut (Switzerland)** announced an investment of \$140 million to build a new specialty chocolate factory in Brantford, Ontario. (April 2022)

## NOTABLE COMPANIES IN CANADA



## 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](mailto:info@invcanada.ca) | [www.investcanada.ca](http://www.investcanada.ca)



invest  
IN CANADA

investir  
AU CANADA

Invest in Canada  
Investir au Canada

@Invest\_Canada  
@Investir\_Canada

Invest in Canada  
Investir au Canada

#InvestinCanada  
#InvestirauCanada

investcanada.ca  
investircanada.ca

Canada





## 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, recommended innovation hubs best suited to your specific event, 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.

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

Find out more →  
#meetincanada

Contact Destination Canada's Business Events team at  
[businessevents.destinationcanada.com/en-ca/team](https://businessevents.destinationcanada.com/en-ca/team) →

 Twin Falls Lodge, Saskatchewan

NOVEMBER 2024

This brochure is a collaborative effort between Destination Canada, Invest in Canada, Canadian tourism and economic development agencies and partners. All statistics quoted, unless otherwise noted, were as of publication in November 2024. For more information on data and sources, contact Destination Canada Research at: [research@destinationcanada.com](mailto:research@destinationcanada.com)

Canada