

New investment to strengthen Canada's soybean market and boost plant-based innovation

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Protein Industries Canada

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Canadian farmers are at the forefront of a new \$4.3 million initiative that will boost the competitiveness of Canada's agriculture and food sector, at home and abroad. Led by NRGene Canada, Pulse Genetics, Hensall Co-op, and Yumasoy Foods Ltd., with support from Protein Industries Canada, the project will strengthen Canada's identity-preserved (IP) non-GMO soybean market and accelerate innovation in plant-based food production. The investment will create new opportunities for farmers, while supporting domestic processing and expanding access to high-value international markets.

"With the support of Protein Industries Canada, one of Canada's five global innovation clusters, this project will expand soybean production across our country, helping to not only create new economic opportunities and a competitive edge for Canadian farmers and producers but also meet the increasing global demand for quality plant-based products," said M^{rs} Janie Joly, Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions. "This is Canadian innovation meeting its purpose at home and on the global stage."

The speciality soybean market is growing, particularly in regions like Asia, where they are used in products such as soya milk and tofu. Over the past several years, Canadian farmers have faced increasing challenges in maintaining their share of this premium export market. With fewer commercial investments in non-GMO varieties, farmers have fewer seed options, especially outside traditional growing zones.