

CANADIAN
FOOD INNOVATION
NETWORK



OUR HEALTHY FOOD FUTURE

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Who We Are



The Canadian Food Innovation Network (CFIN) is a national non-profit, member-based organization that's stimulating transformative and transferrable innovation across the Canadian food sector.



We connect the Canadian food ecosystem to fresh insights, ideas, and technologies to elevate their business and increase their innovation capacity.

Three Things you need to know about CFIN



Our members care about using innovation to grow food manufacturing, foodservice and food retail businesses.



Through people and technology, we provide ideas, information and match-making that increases innovation capacity in the food sector.



Our team is distributed nation-wide and brings innovation support to all regions, commodities and types of businesses working post farm gate to all the way to the dinner plate.

Our Work Brings Us Insight



Funding Programs

We provide funding to Canadian food innovators that are developing solutions related to:

- Smart Product & Process Development
- Food Ecosystem Sustainability
- Agile & Safe Supply Chains.



Community Creation

We unite professionals working in the food ecosystem to catalyze connections, facilitate partnerships, and stimulate innovation



Project Insights

311+

Applicants



\$13.5M

In project funding

\$251M

Total Funding Requested



51

Projects Funded

Data as of August 1, 2023



We Have Canada's Biggest Food Business Focus Group



What is Food as Medicine?

American Society For Nutrition says:

Food as medicine, also known as “food is medicine,” sits at the crossroads of nutrition and healthcare. It may take many forms, including medically tailored meals, medically tailored groceries, and produce prescription programs.

[Source: Nutrition.org](https://www.nutrition.org)



Personalized Nutrition and Improving Human Health Through Food



INNOVATION BOOSTER



8 projects to be funded



CFIN and industry each investing \$654, 531



Full announcement on October 24th





Where should industry & academia focus their innovation efforts?

*Health is a much more important topic in food retail today and for good reason:
Consumers have placed it front and center:*

In 2022, US sales for food and beverage as a medicine increased 19% year over year, compared to 9% in 2019

The Silver Segment

- 703 million persons aged 65 years or older
- This number is projected to double by 2050
- 78% Of Canadians want to age at home
- 31.5% of women and 19% of men over aged 65 live alone in Canada

Source Newswire April 2021



Silver Segment Main Points

- Texture needs
- Food waste
- Ergonomics
- Palate changes
- Sodium
- Sugar
- Immunity
- Digestive health



Baby Food And Beyond – Eating For Longevity And Life Stages

According to the United Nations, 140 million babies are born each year wouldn't it be great if all of them ate the right food from the start?





What's happening in the marketplace?

Let's take a look!

The Grocery Store Takes On a Larger Role



Loblaws' acquisitions and investments document an evolution from a grocery company to a healthy lifestyle company



2001

2013

2016

2020

2022



Can I Claim This?

- Insurance companies and governments are supporting companies who are trying to make eating healthfully easier
- US Govt. committed \$8 billion to the "food is medicine" movement in Sept 2022
- \$2.5 billion will be invested in startup companies addressing food and nutrition insecurity



Immunity Boosters



Global Immunity Market

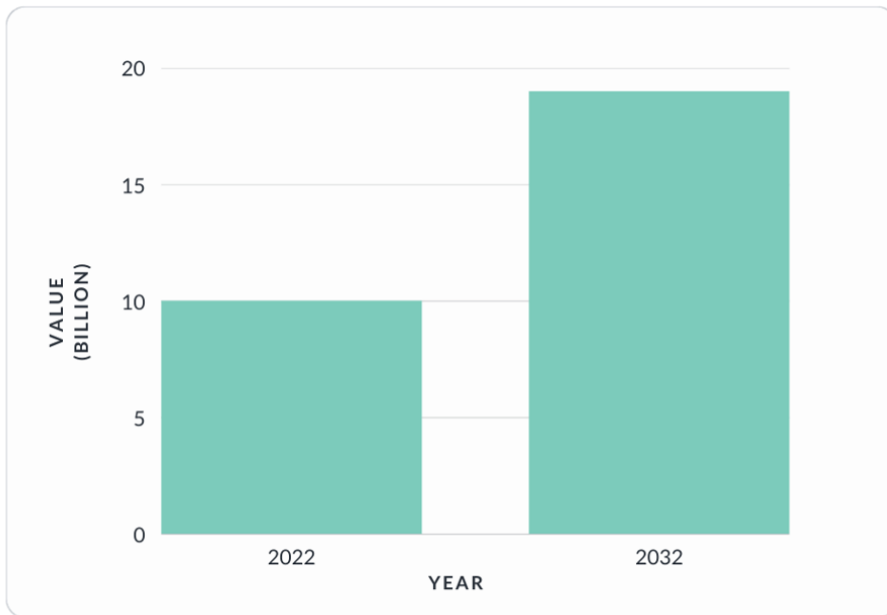
Projected Growth



Source ReportLinker



Immunity Boosting Products You Can Try Now



The compound annual growth rate for immunity boosting products is projected to be more than 6.5%



Four Sigmatic Chaga Mushroom Elixir



Stonyfield Organic Daily Probiotics Yogurt



So Good, So You Immunity Beverages



Adopting Adaptogens

Feel good foods and drinks that reduce the effects of stress, anxiety and fatigue are gaining popularity with consumers



*David's Tea
Superfood Latte Powder*



*Auralis
Brewed Botanical Tonic*



Gut Health By The Numbers

Consumers

- **80%** of consumers have adopted "food as a medicine"
- **70%** of the immune system is located in the gut, where diverse bacteria is best (UCLA Health)
- Almost **25%** of consumers say digestive health is the most important aspect of their overall health
- The hashtag "#guthealth" has **+2.2B views** on TikTok

The Market

- **\$44.4BUSD** value of global digestive health products market in 2022 Global sales
- **\$79.2B USD** projected market size by 2030



**Prebiotic
Fruit + Veggie
Puree**



Kefir

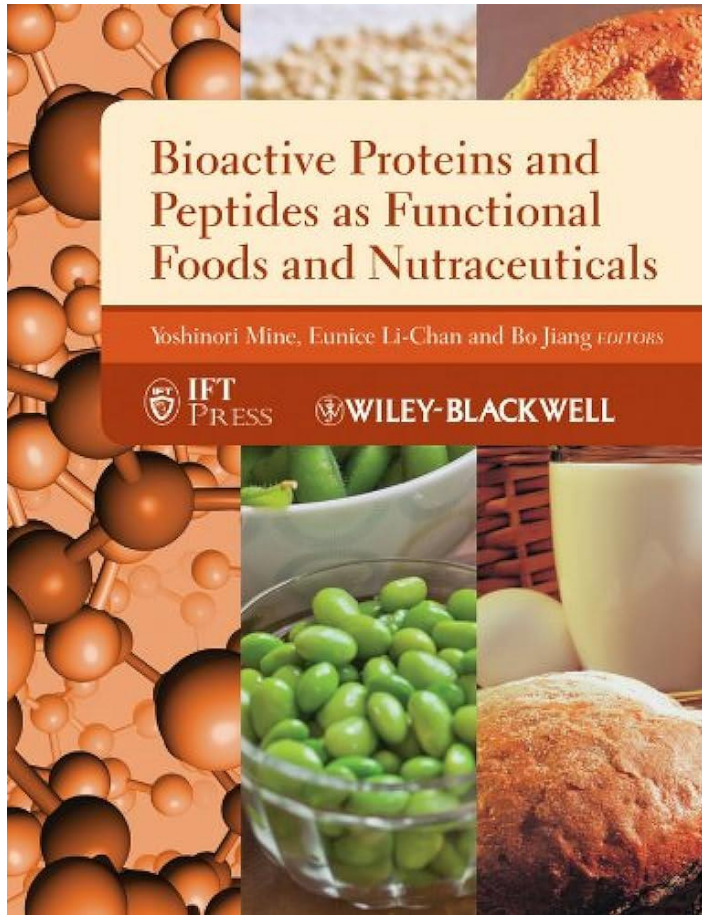


**"Gut-Loving"
Porridge**



Kimchi

On The Horizon: Peptides Are Trending Up



321glo
Collagen Protein Cookies



Within Us
Coconut Creamer + Collagen



Gldn Hour
Collagen Sparkling Water



Nutrigenomics –Diet Has Impact On Genetics

WHAT DO HONEY BEES EAT? *Complete Guide To a Bee's Diet*



NECTAR

Honey bees absorb nectar from flowers to make honey. They do this by storing the nectar in their stomach and then passing it from worker to worker until the water diminishes and they are left with honey. Then, it is stored in the honeycomb.



POLLEN

Pollen is a great source of carbohydrates, protein, and vitamin B. These are essential for honey bees to properly develop in order to work for the survival of their colony.



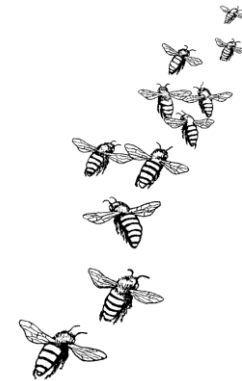
HONEY

Honey is essential to the survival of a bee hive as honey provides them with 80% of the sugars they nutritionally require. Honey is often stored for the winter to feed the colony when worker bees cannot forage.



ROYAL JELLY

Royal jelly is a honey bee secretion that is used in the nutrition of larvae and adult queen bees. It is secreted from the glands in the hypopharynx of nurse bees, and fed to all the larvae in the colony.



All bees are born genetically identical but by feeding Queen Bees a specialized diet lacking certain nutrients, she develops ovaries, lays eggs and grows bigger in size than her hive mates.

Nutrition Needs And DNA: NUTRIGENOMIX

NUTRIGENOMIX









- They offer comprehensive tests for health & wellness, athletic performance, and fertility to better guide nutrition needs and recommendations
- Their DNA collection kits test how an individual's genes impact weight loss & body composition, nutrient metabolism, heart health, performance, fertility, food intolerances, and eating habits

Comprehensive Medical Approach



Gini Health's Modern Clinic - First of its kind

We are re-imagining a new kind of healthcare with our modern and smart clinics to make it a great care experience.

-  Best super specialty and internal medicine doctors in the region
-  Nutrition and Exercise studio for health education
-  Paperless and Smart experience
-  Predictable Cost, No surprises
-  More Time with the doctor and care team
-  Comprehensive in house Testing
-  No Wait Time
-  Single Point of Care

Source Gini Health

Nutrition Needs And DNA: HABIT



- Habit Food, Personalized believes in the power of personalized support to provide individuals with a tailored guide to nutrition, health and wellness
- They offer at-home testing kits that provide insights on personal needs to make the proper recommendations that are unique to each individual



DIGITAL TWINS for Preventative Health Wins

BIOTWIN

Portail
TwinMe



- Uses cutting-edge artificial intelligence, untargeted biomarkers, and biometrics to construct a virtual model of an individual's health profile
- Aligns biological profiles with diseases, aiming for early detection and tailored treatment optimization



The Livy Method - A New (Canadian) Approach to Weight Loss

Livy Method Facts & Figures

- 31,000 members doing current program
- +\$6 million estimated yearly revenue from diet, books, and maintenance program

Differentiators

- Nutrient dense diet plan
- Frequent eating keeps blood sugar stable and digestive system busy
- No processed foods
- Daily community support

Address why the body is feeling the need to store fat

Help the body to focus specifically on fat loss

Create the environment so the body can get the fat out

Bioavailability: P&P Optica



P&P Optica

- proven automated solution for safety and quality inspection in meat processing plants that assesses the chemical composition of products in-line, in real time
- Today their system searches for density contaminants (plastic, cardboard, wood, rubber and more) but they aspire to being able to measure macro nutrients in real time and by the batch.



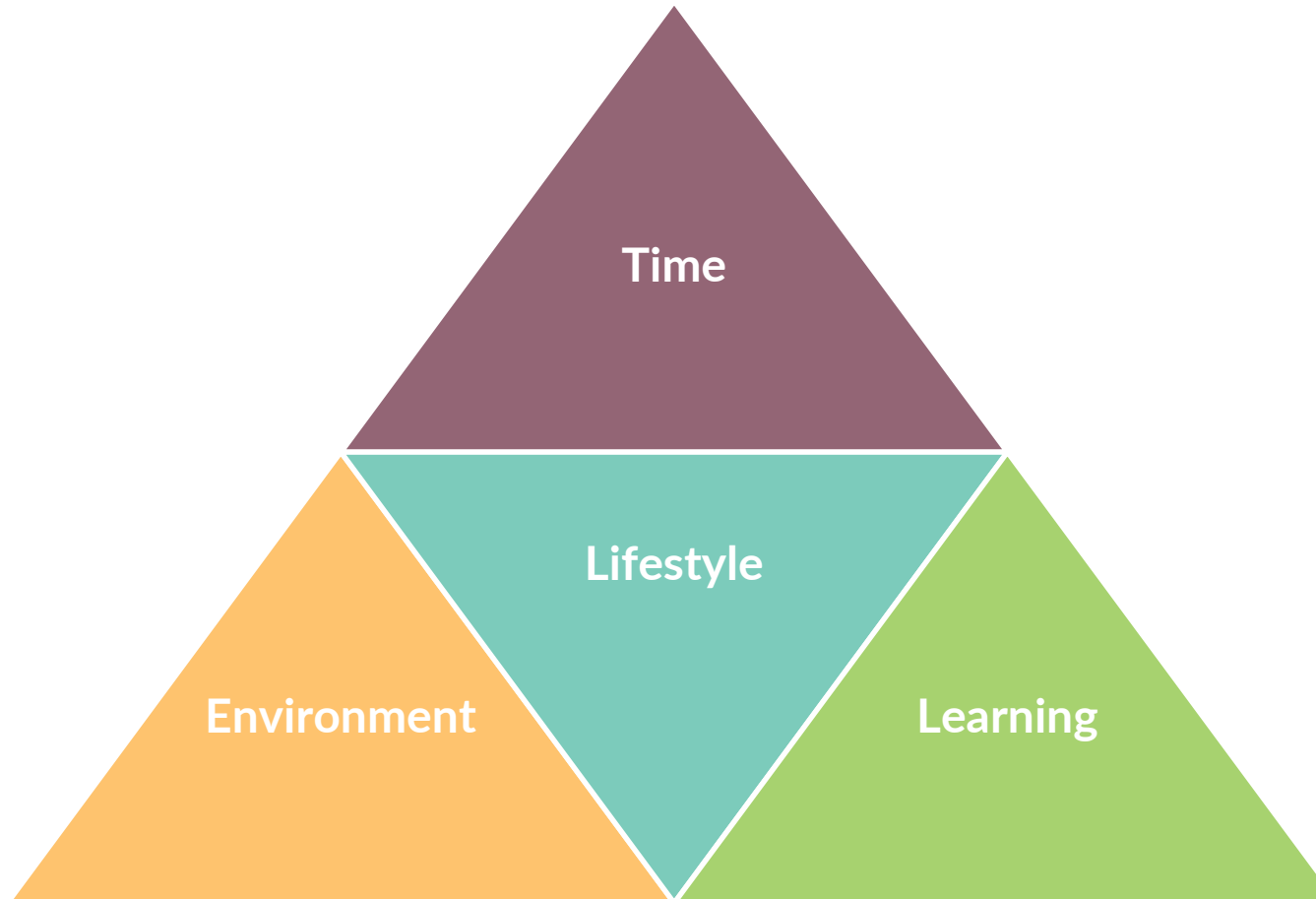
***P&P Optica's Inspection
Technology in Action!***



What Could Possibly Go Wrong?

Large gaps still exist when it comes to what we know about the relationships among our eating patterns, our genes, and the way these two factors interplay with our other individual behaviors and our environments

Precision Nutrition Faces Multiple Barriers To Success



Cost Sensitivity

- 93% of Gen X are more likely to try a restaurant that offers discounts (*Unidays*)
- 62% of consumers have reported a noticeable rise in the cost of their food and beverages (*Food in Canada*)
- Avg Canadian family of 4 needs \$16,288 per year for groceries in 2023 (+\$1,065 from 2022) (*Agri-Food Analytics Lab at Dalhousie University*)



A Cautionary Tale

San Francisco City Attorney Dennis Herrera sent a letter to Kellogg's warning such claims "*a potential violation*" of California's Unfair Competition Law, which may "*undermine critical public health efforts to prevent the spread of [H1N1 virus] that the President has declared to be a national emergency*"

Source: Delish 2009



Bioavailability Should Not Be A Leap Of Faith



Consumers Equate Clean With Healthy

Novel ingredients with difficult to pronounce names may have trouble getting into consumer pantries.

Source Newswire April 2021



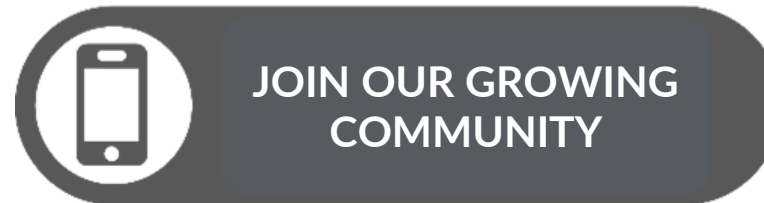
Connect With Dana



Connect With CFIN



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FREE
MEMBERSHIP

CANADIAN
FOOD INNOVATION
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THANK YOU!

