

# Backgrounder – Protein Industries Canada’s Strengthening the Canadian Supply Chain program projects

Protein Industries Canada’s co-investment into five projects with industry partners across Canada’s food and ingredient sector will help create more locally produced products for Canadians and strengthen the domestic food supply chain through the incorporation of new Canadian-grown and -processed protein ingredients.

The projects announced today are:

- Cedar Valley, in Ontario, is reformulating their pita chips to include Canadian pulses. This will help reduce the chips’ oil absorption during production, creating a healthier, more sustainable snack for Canadian families to enjoy. The total investment for this project is \$666,975, with Protein Industries Canada committing \$150,000.
- Earth’s Own Foods, based in British Columbia, is working to transition its soy ingredient sourcing from the United States to Canada, by establishing a fully Canadian soy supply chain. This will enable the company to create a fully Canadian soy-based beverage, providing consumers with a high-protein, Canadian-produced dairy alternative. The total investment for this project is \$222,000, with Protein Industries Canada committing \$150,000.
- Oat & Mill, based in Ontario, is reformulating their oat-based ice cream to use new Canadian protein ingredients. This will allow the company to replace their US-sourced pea protein with a Canadian alternative, supporting local farmers while improving the sustainability of their products. The total investment for this project is \$200,000, with Protein Industries Canada committing \$150,000.
- Prairie Goodness, in British Columbia, is reformulating their lentil-based Chipls to improve their taste and texture. Not only will this improve their product’s quality, it will also help increase demand for Canadian legumes, while providing a healthy snack for Canadian families. The total investment for this project is \$75,650, with Protein Industries Canada committing \$56,738.
- Plant Up, based in Ontario, is scaling and reformulating their fava and pea-based snack puffs. This will allow them to improve the products’ texture, nutrition and production efficiency, boosting the company’s competitiveness and supporting Canadian pulse crops. The total investment for this project is \$144,900, with Protein Industries Canada committing \$108,675.

## Related products

- Today’s news release [can be found on our website](#)
- More information about [the Strengthening the Canadian Supply Chain Program is available here](#)