

LIFE CYCLE CERTIFIED

WATER + ENERGY → FOOD

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SFIN-6009-002 Business and Design Thinking Project 3 Problem Solving

“BY 2050, GLOBAL FOOD DEMAND IS EXPECTED TO RISE BY

+70%

ON THE BACK OF 3,000,000,000 MORE MIDDLE-CLASS CONSUMERS – MOSTLY IN ASIA – WHOSE DIETS ARE SHIFTING TO INCLUDE MORE PROTEIN.”
(PROTEIN INDUSTRIES CANADA, N.D.)

“THE GLOBAL PLANT-BASED PROTEIN MARKET IS ESTIMATED TO GROW

+54%

BY 2023 – TO \$14,800,000,000”

(PROTEIN INDUSTRIES CANADA, N.D.)

BACKGROUND

PLANT-BASED PROTEIN

“One third of greenhouse gas emissions come from agriculture” (Gilbert, n.d.).

AT Karney predicts that by 2040, 60% of protein consumption will be from plant-based alternatives (The Guardian, 2019).

The fact “that Canada currently processes only half of its agricultural output demonstrates the extent to which the food processing sector is underdeveloped” (Senate Canada, 2019, p. 10).

Supercluster strategy: “To remain at the forefront of competition, address key challenges and build a shared advantage, firms must partner in new ways.” (Government of Canada, 2018).



How might we align incentive and environmental opportunity within Canada's value-added plant-protein sector through information brokerage?

PROBLEM STATEMENT

PROJECT GOALS

FINANCIAL ECOLOGICAL RESPONSIBILITY

- Increase sales of Canada's value-added plant-protein products globally
- Increased investment and competitiveness in the value-added plant-protein sector
- Make resource efficiency for companies a KPI through financial incentive of labelling

BEHAVIOURAL ECOLOGICAL RESPONSIBILITY

- Develop a "community of interest" who seeks out labelled products
- Change consumer behaviour to include more plant-protein products

SOCIAL ECOLOGICAL RESPONSIBILITY

- Consider PIC a trusted information source and brand in protein products
- Create jobs in Canada

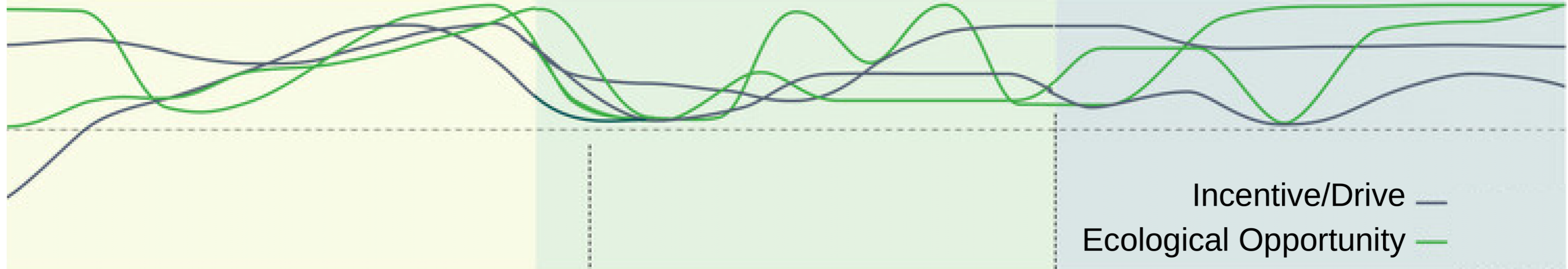
PROBLEM SYNTHESIS

ALIGNING

IDEA

VALUE

SCALE



STAKEHOLDERS



Intrapreneur



Entrepreneur



Investors



Researcher



Consumer

ENVIRONMENTAL LABELS



UNMET NEEDS

IDEA

Education that empowers all stakeholders to be connected innovators.

VALUE

Industry-wide information standards and branding to inform product's ecological impact.

SCALE

Integrate resource conservation as an industry wide KPI.

BARRIERS

- Trade
- Limited Angel / Venture Capital in the Prairies
- Intellectual Property
- Production Consolidation
- Regulations
- **Price Signal Informational Limitations**
- Bounded Rationality
- Representativeness Bias
- Risk Aversion

CRITERIA

ECOLOGICAL/SOCIAL

- Scale of collaboration between industries for ecological efficiencies
- Resource efficiency - matrix of increased output for input
- Product engagement

RESEARCH - > INNOVATION

Increased number of disruptive innovations


INCREASED INVESTMENT

VC and angel investors to make up a larger share of Canada's investment market

GLOBAL RANKING

- Value of total exports
- Position in global agrifoods export ranking

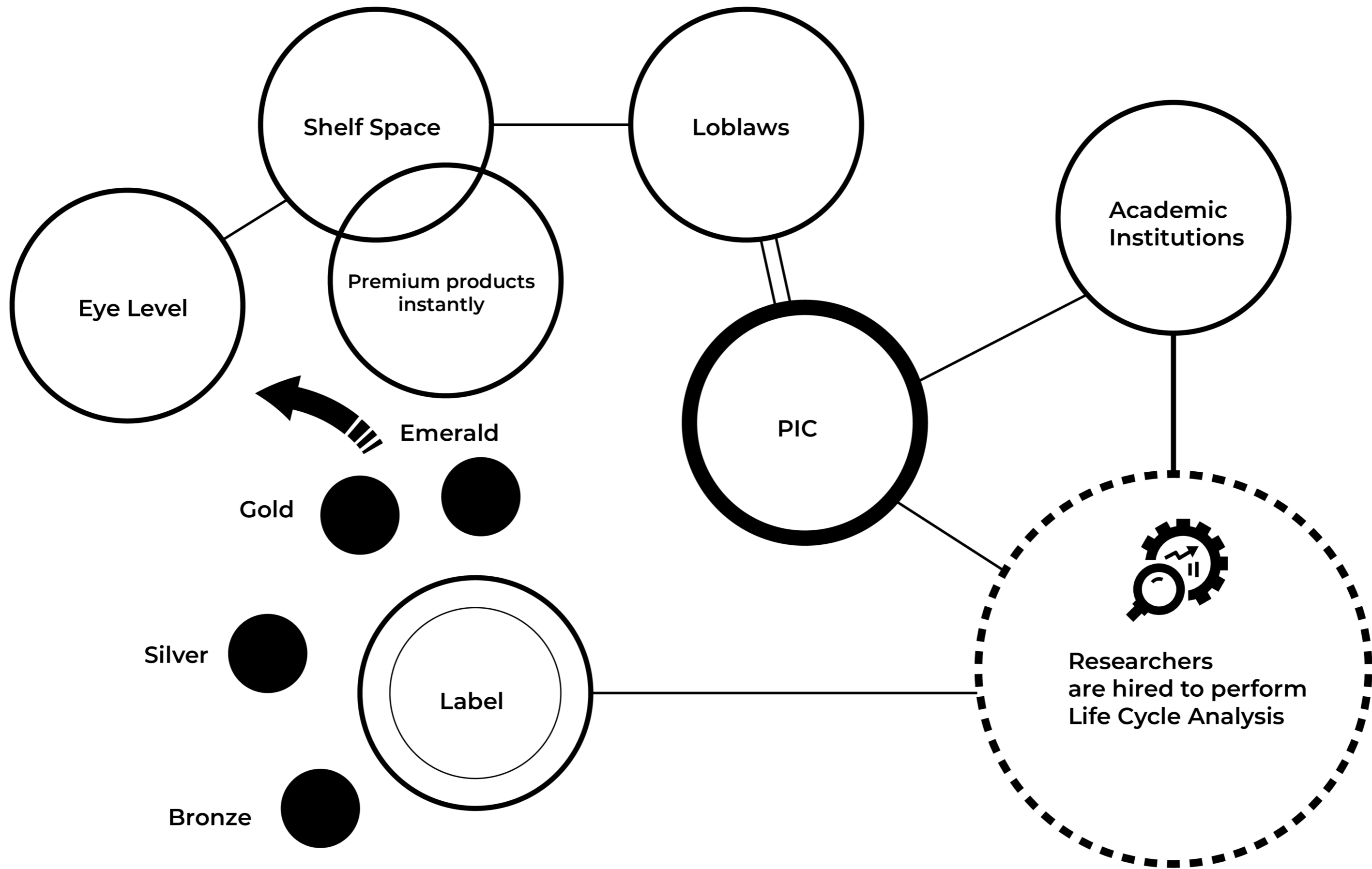
UNLEASHING THE POTENTIAL OF CANADIAN CROPS



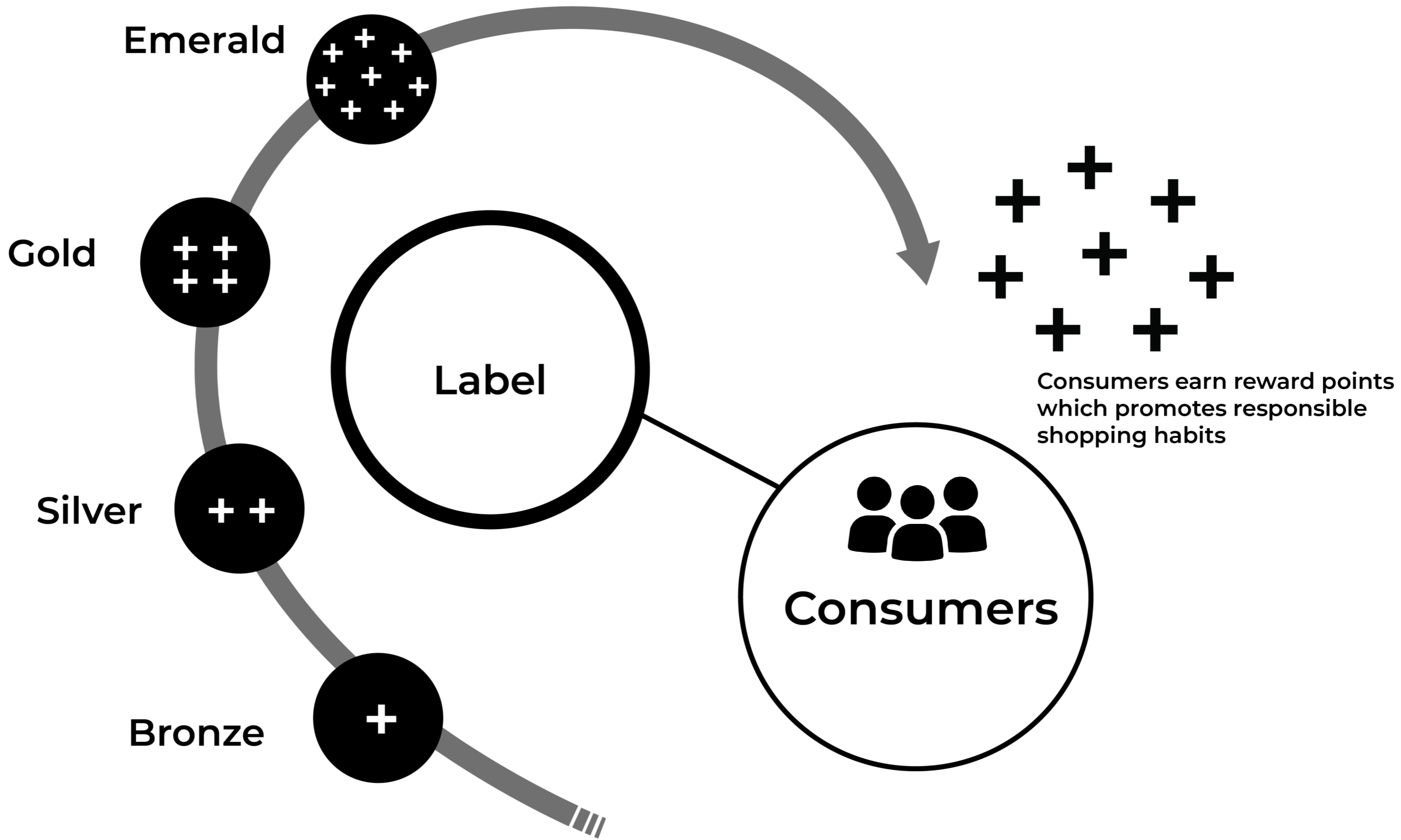
PROTEIN INDUSTRY
SUPER CLUSTER

- The global demand for food is growing, with a specific need for more protein. As a trusted supplier of food and feed, Canada is uniquely positioned to meet this demand.

SYSTEM MAP
RESEARCHERS

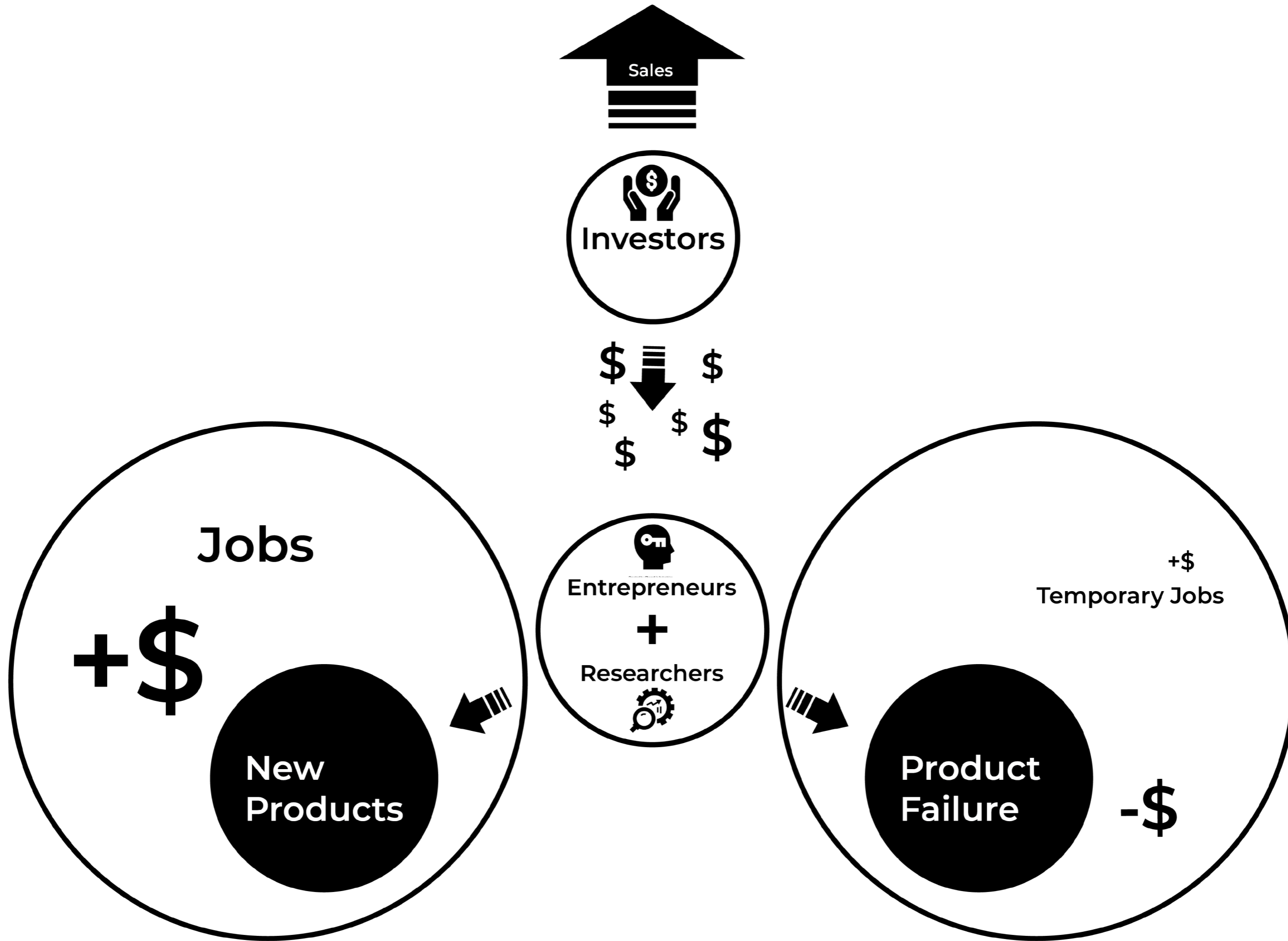


SYSTEM MAP
CONSUMERS



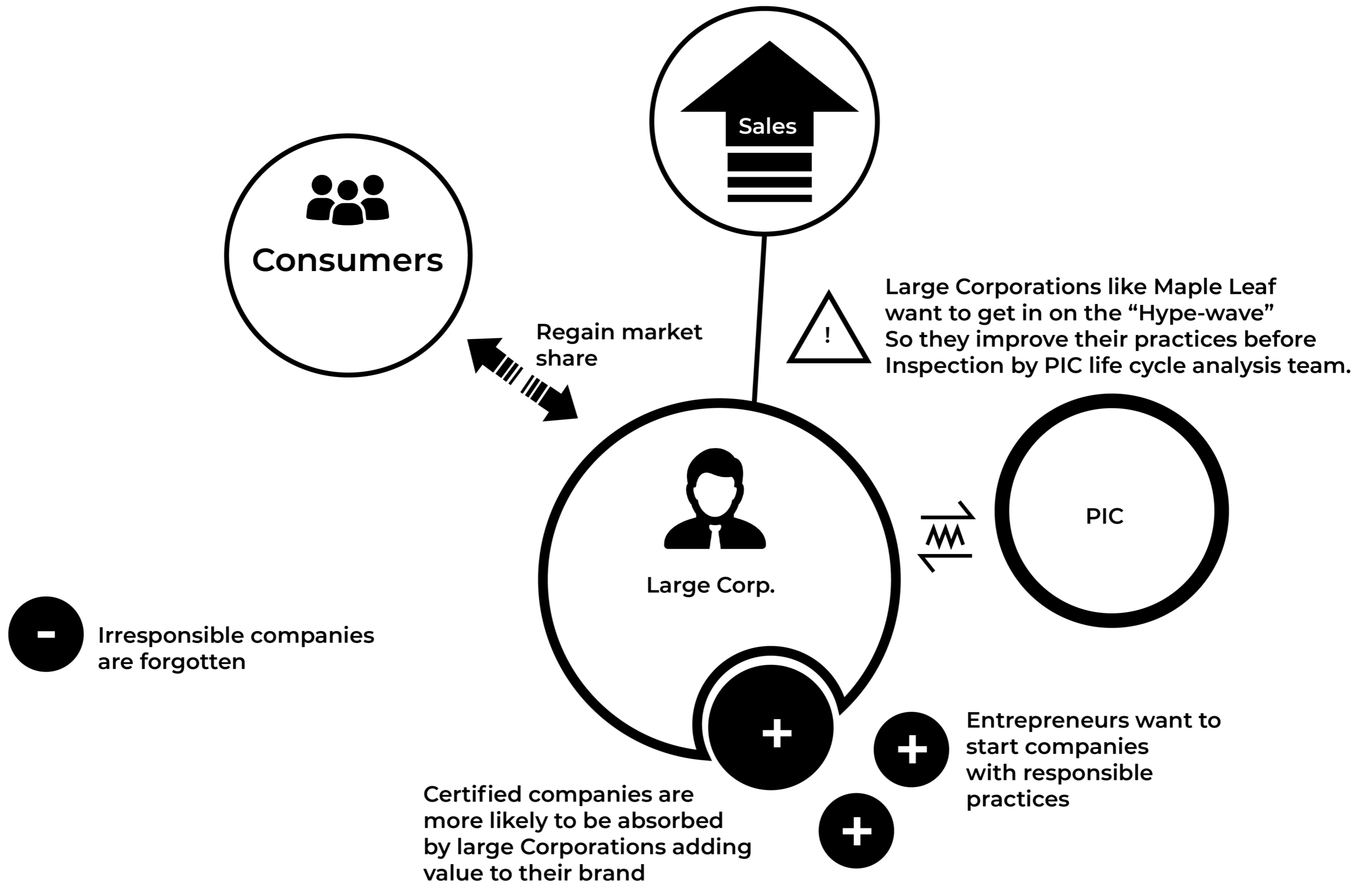
SYSTEM MAP

ENTREPRENEURS+RESEARCHERS



SYSTEM MAP

BIG COMPANY

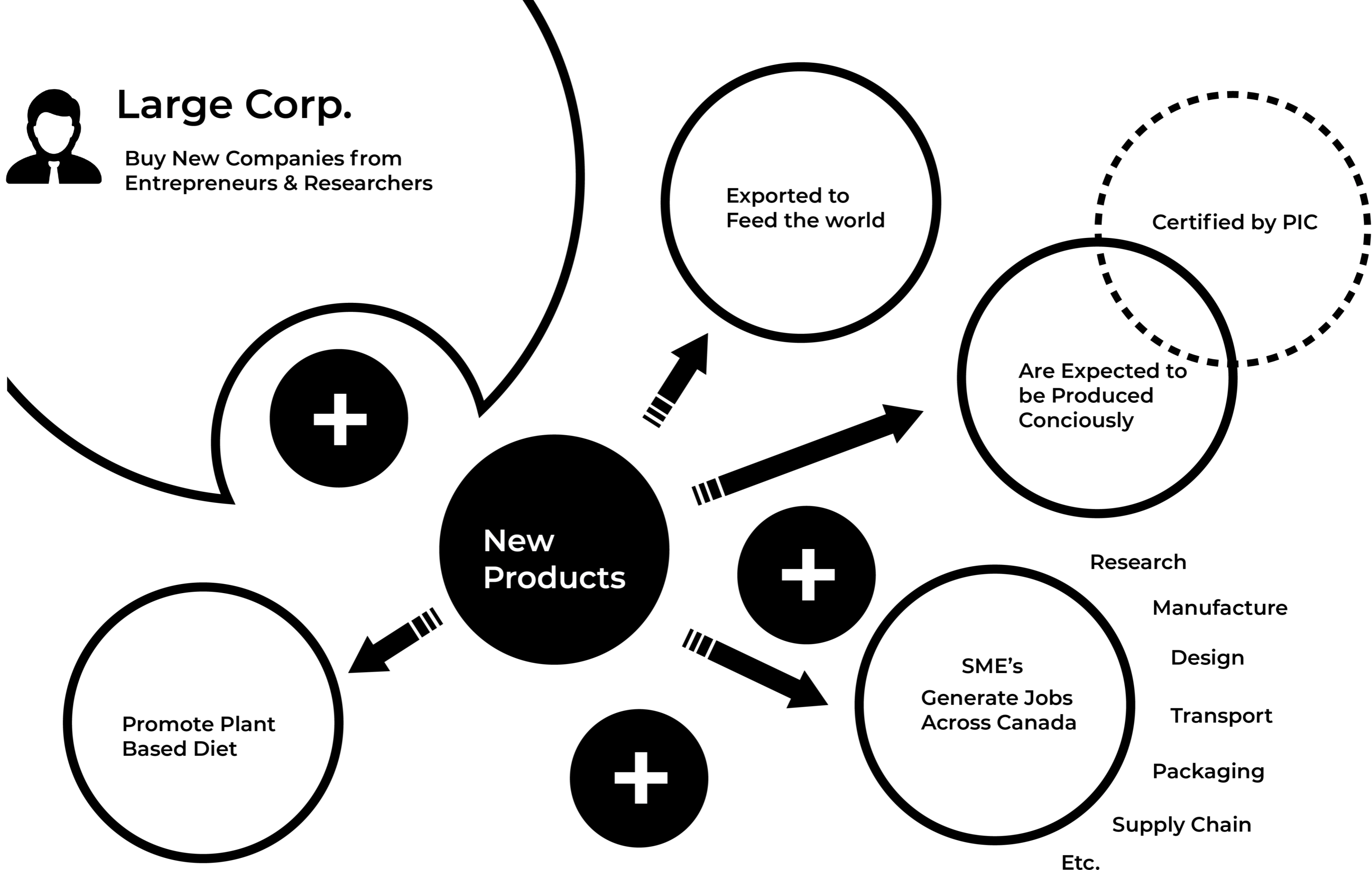


SYSTEM MAP
NEW PRODUCTS



Large Corp.

Buy New Companies from
Entrepreneurs & Researchers



DESIGN CONCEPTS LABELS

Life Cycle Certified labelling system ranks Canadian plant-protein products based on resource use.



Emerald Tier



Gold Tier



Silver Tier



Bronze Tier

JEWELRY IDEA

- Attention Economics
- Feelings of elevated value

THE MAPLE LEAF

- Canadians supporting Canadians
- Brand abroad

LIFE CYCLE CERTIFIED

- Brand with meaning
- Keyword for further information

PROTEIN INDUSTRIES CANADA

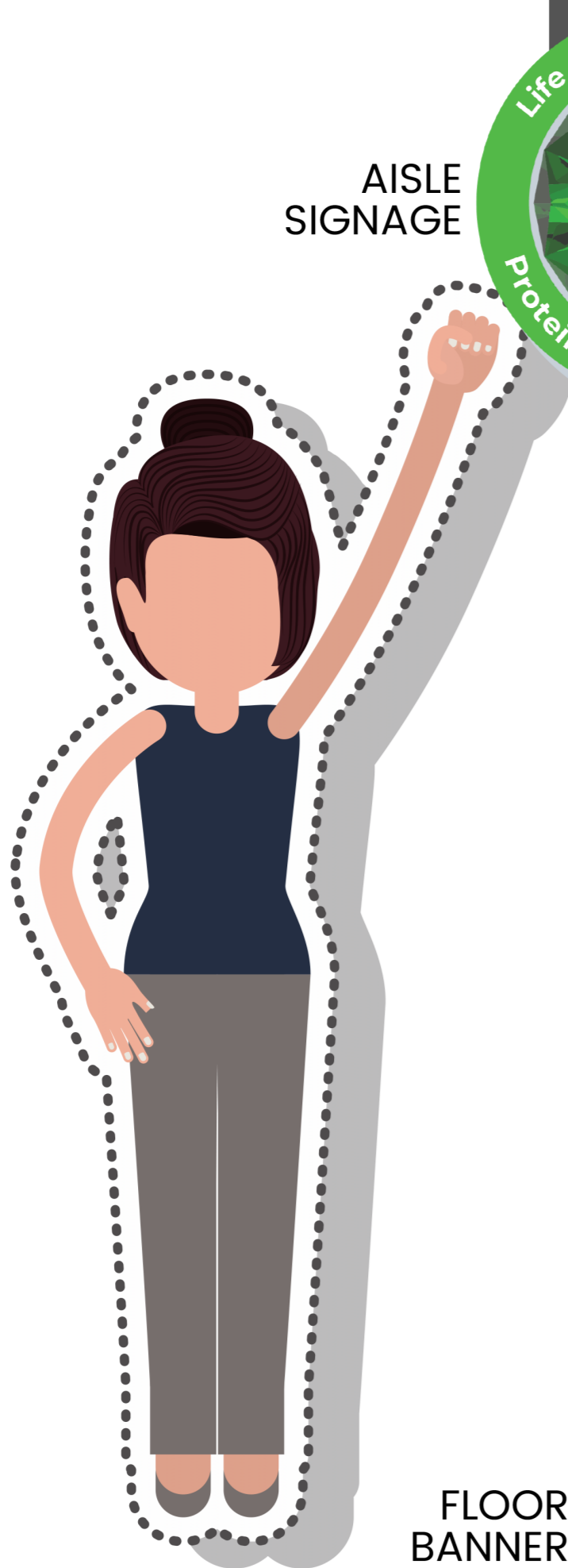
- Organization with trusted backing

MEASURES

- Water use
- Packaging
- Energy use
- Carbon impact
- Protein per gram

Developed by academics/
industry experts and ranked on points system

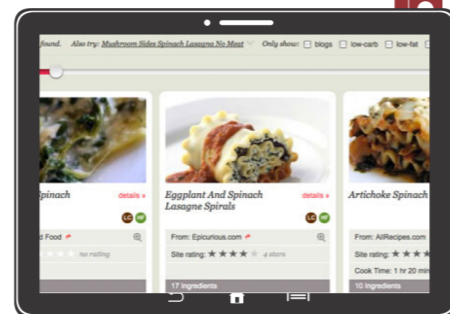
DESIGN CONCEPTS
SHELF



AISLE
SIGNAGE



RECIPES



TOUCH
SCREEN

FLOOR
BANNER

LIFE CYCLE CERTIFIED



BOB'S (EMPLOYEE) PICKS



EMERALD & GOLD



SILVER



BRONZE

INFO BANNER

**LC CERTIFIED
PRODUCTS**

*Eat well.
Save the planet.*

Learn more about
what goes into the
products you're
consuming.

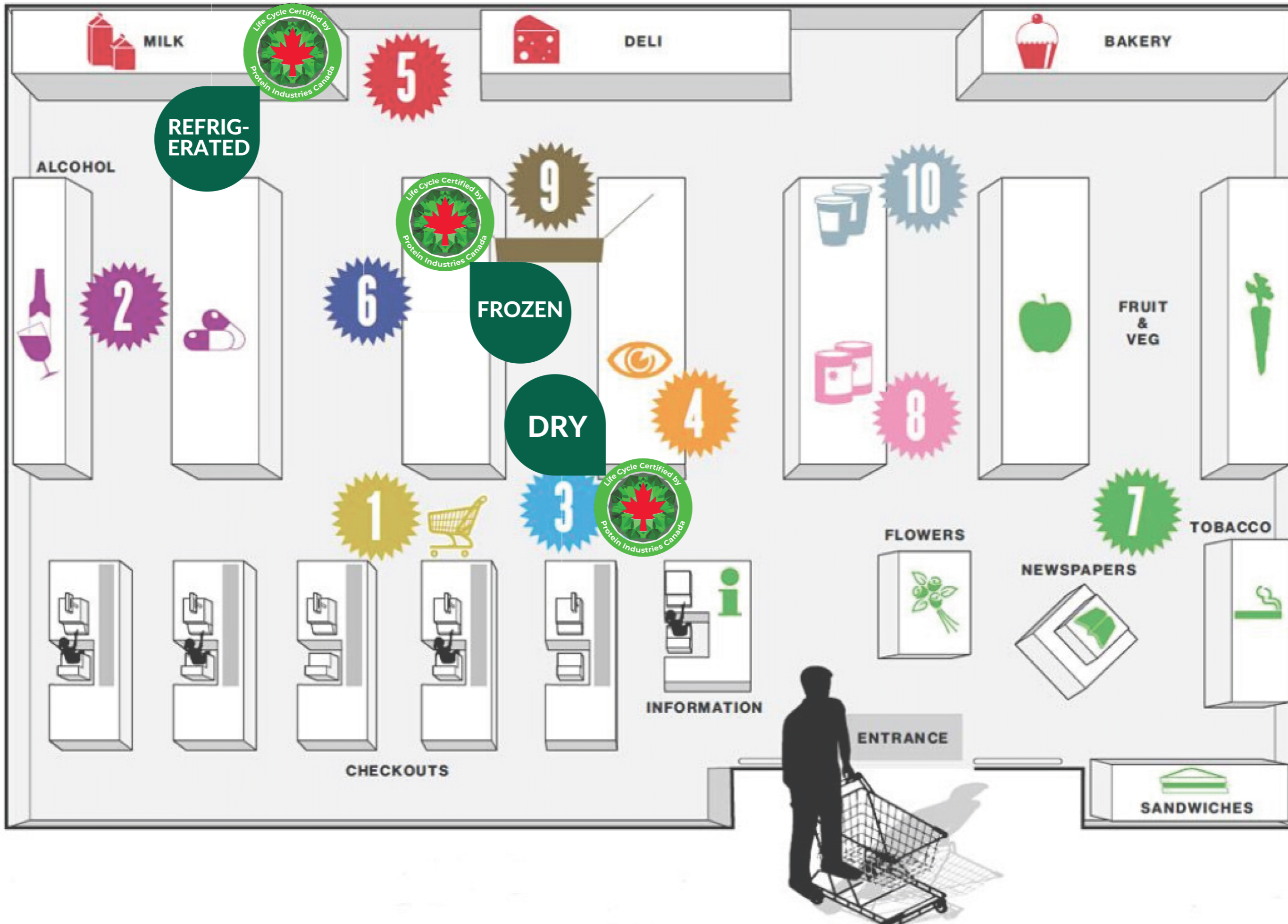


Download the PC
Optimum App to
check out the
latest deals on LC
Certified
products.

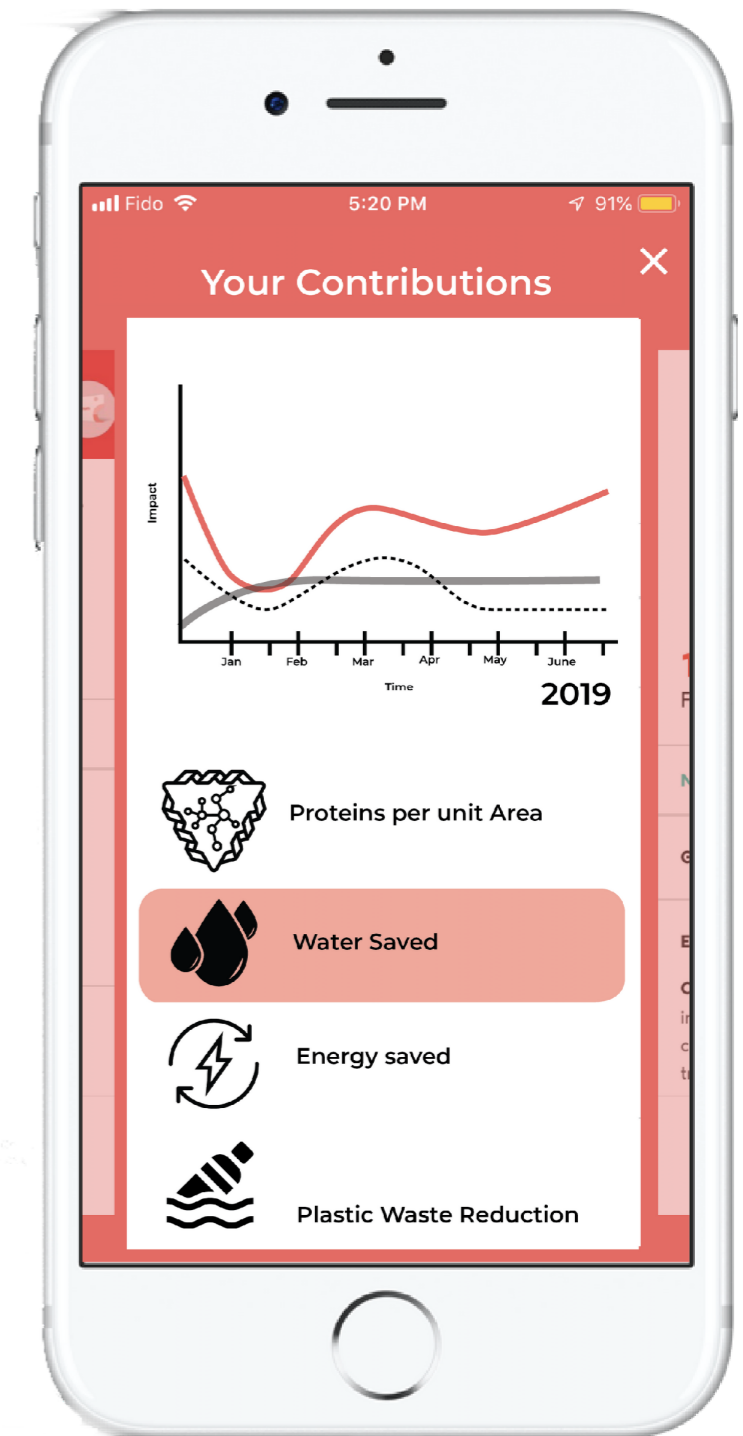
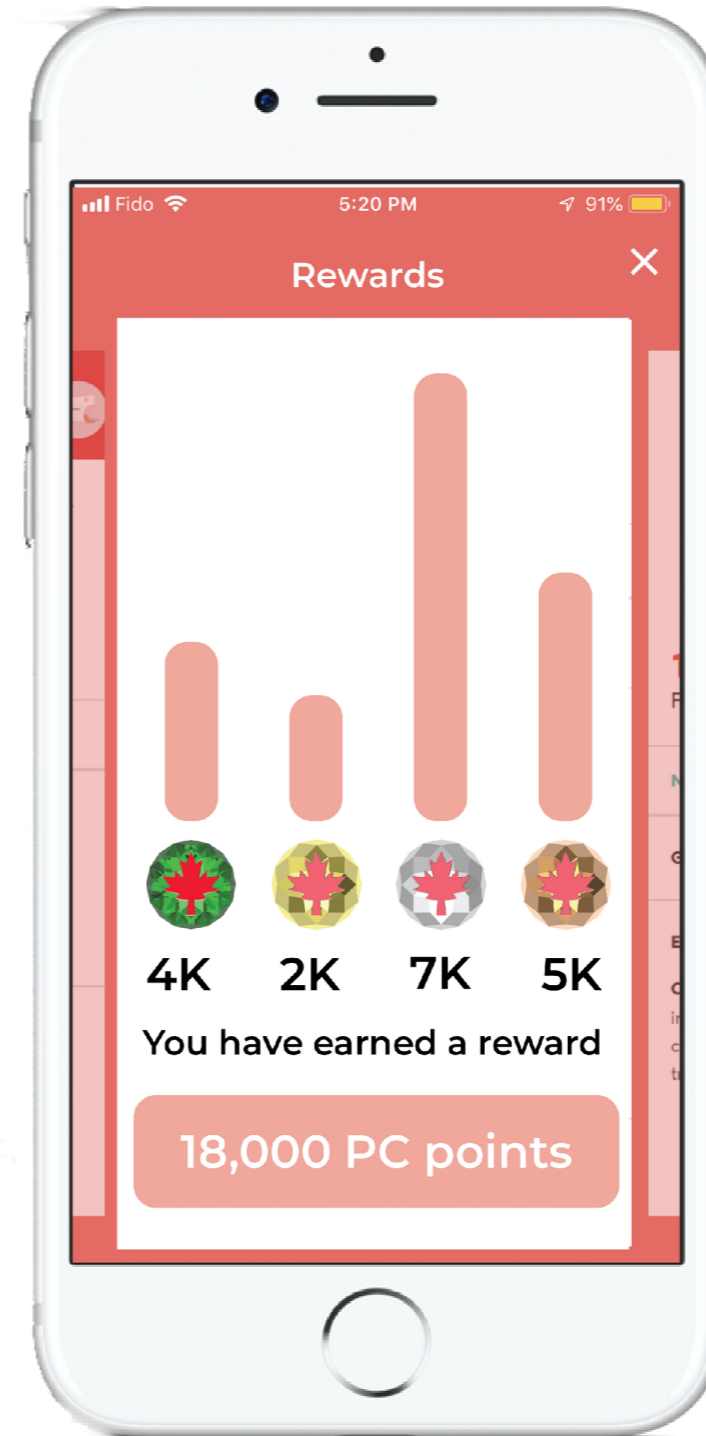
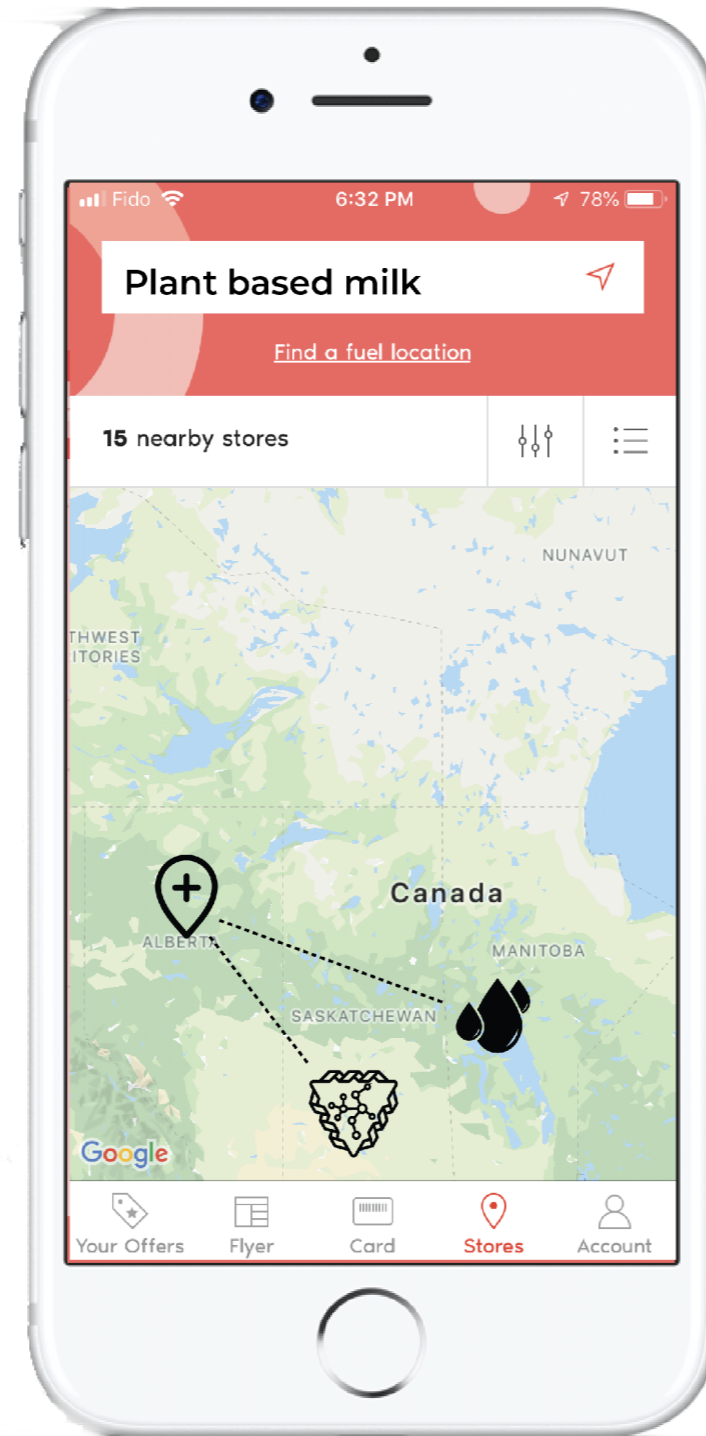
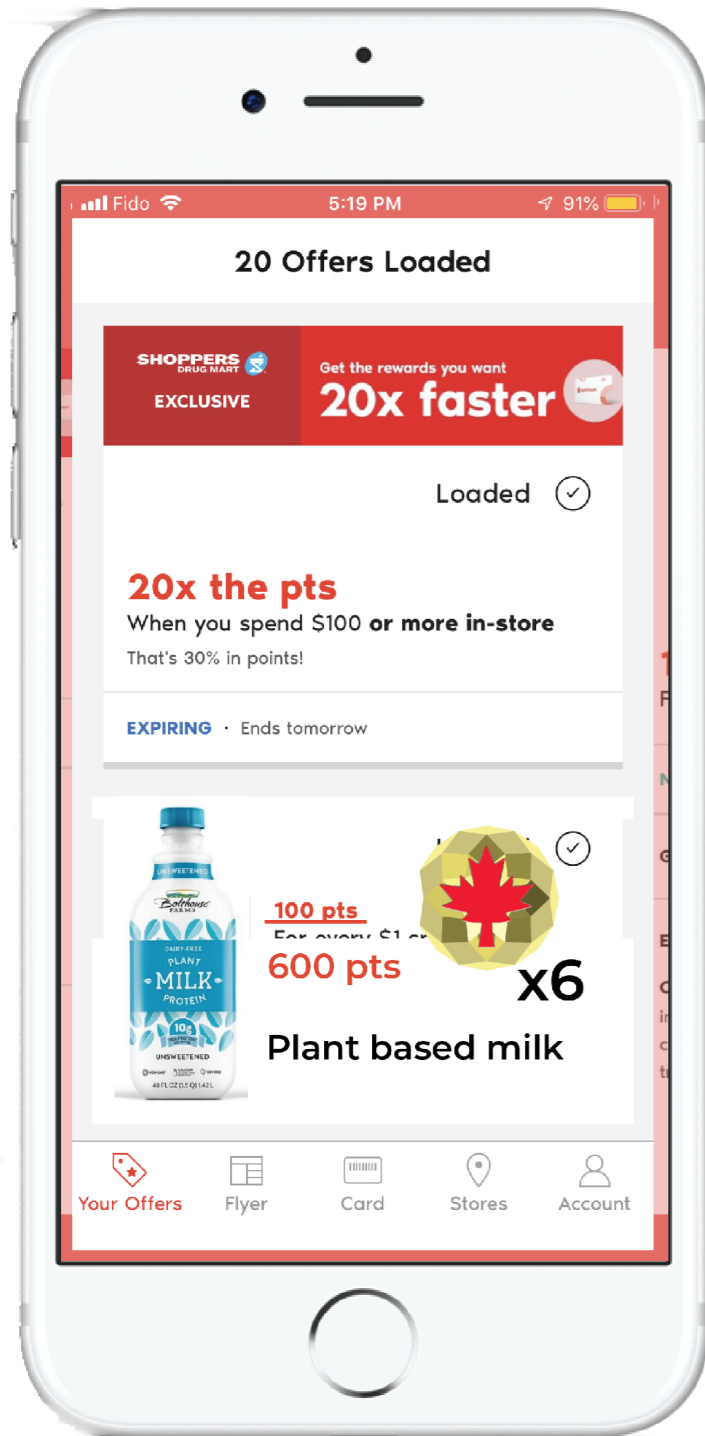
Check out our
sections in the
refrigerated and
frozen aisles.



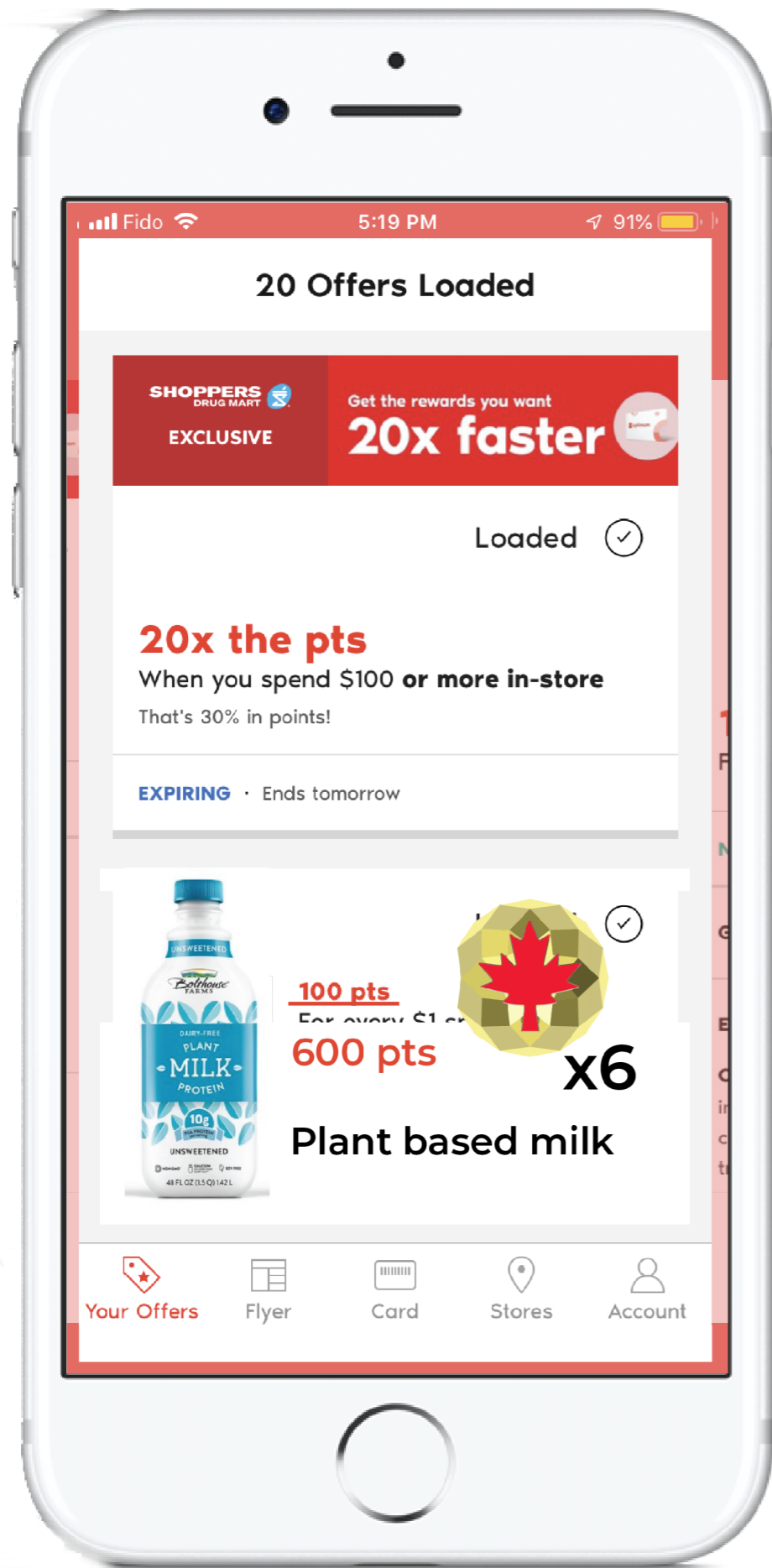
DESIGN CONCEPTS
LOCATION PLAN



DESIGN CONCEPTS PC OPTIMUM APP

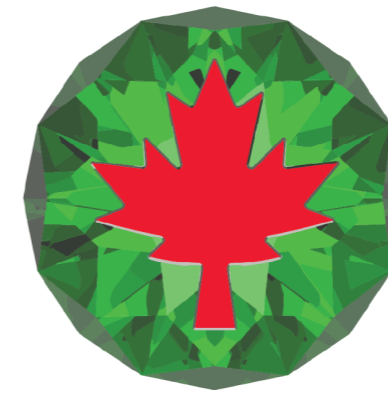


DESIGN CONCEPTS
PC OPTIMUM APP



Point Multiplier

“Customers can earn more points by shopping responsibly.”



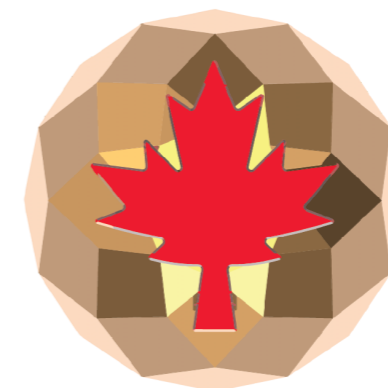
Emerald Tier
X 12 pts



Gold Tier
X 6 pts

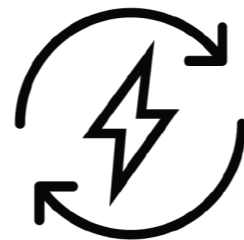
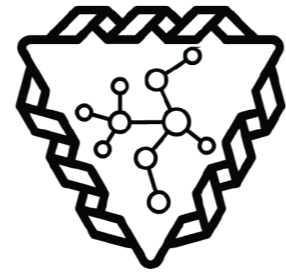
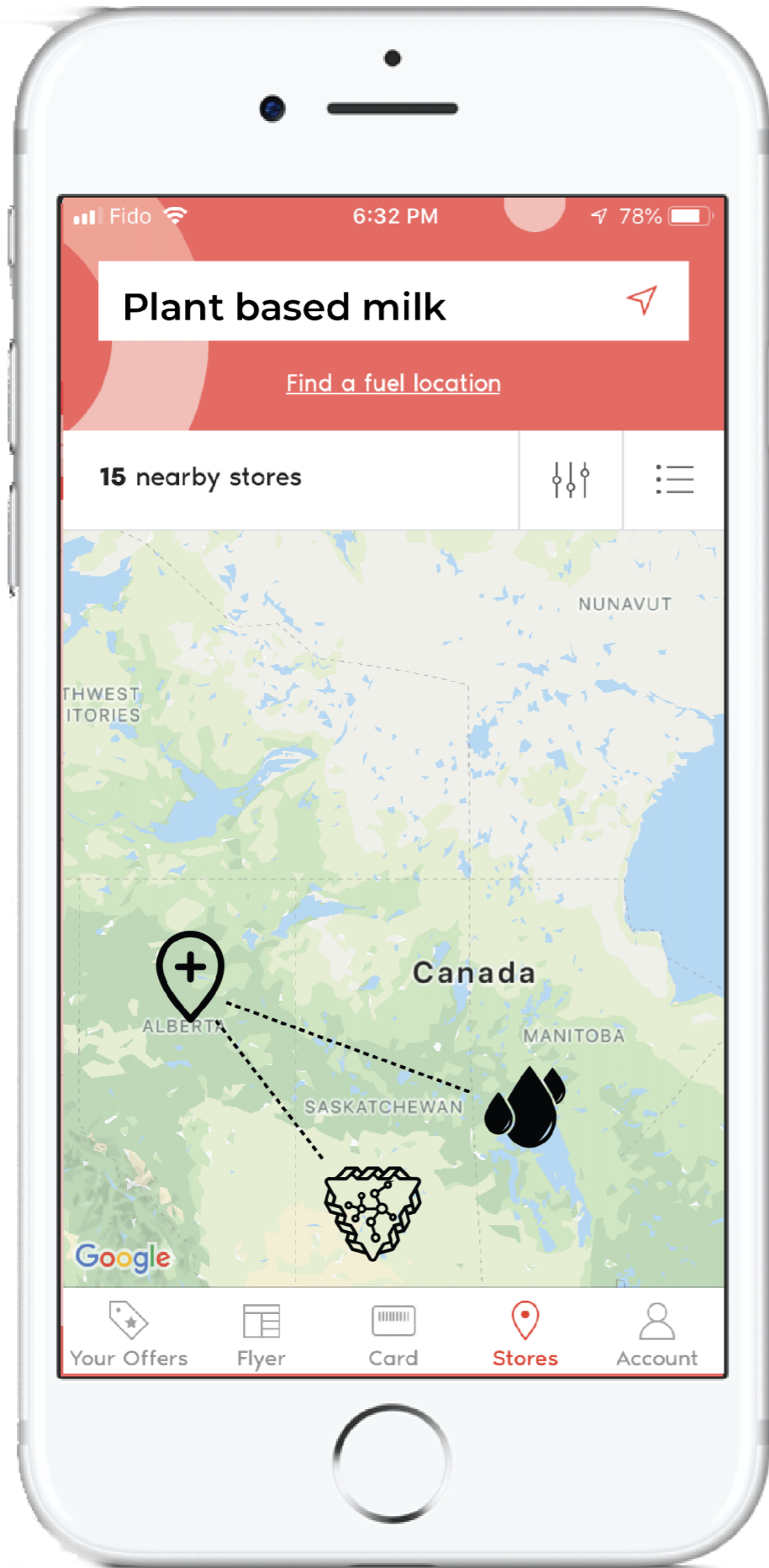


Silver Tier
X 3 pts



Bronze Tier
X 1.5 pts

DESIGN CONCEPTS
PC OPTIMUM APP

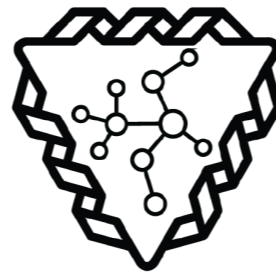
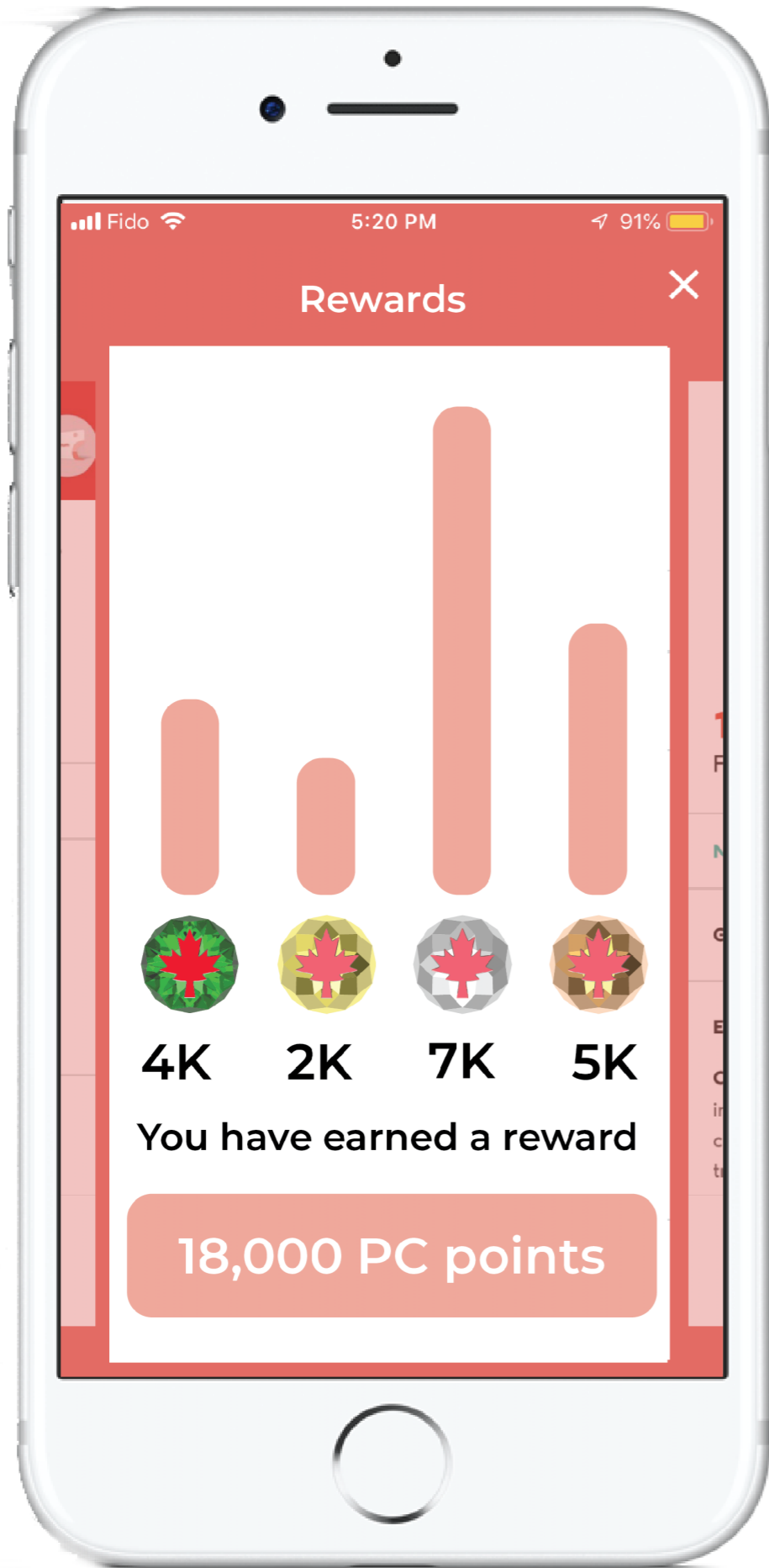


Location of
ingredient sourcing



“Customers can track the production
journey of their products to track
their carbon footprint.”

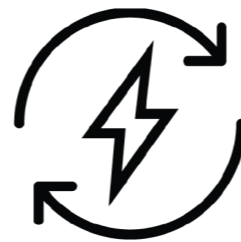
DESIGN CONCEPTS
PC OPTIMUM APP



Proteins per unit Area



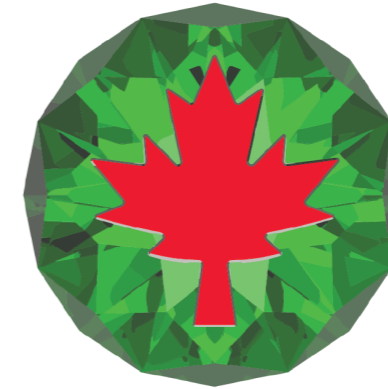
Water Saved



Energy saved



Plastic Waste Reduction



Emerald Tier



Gold Tier

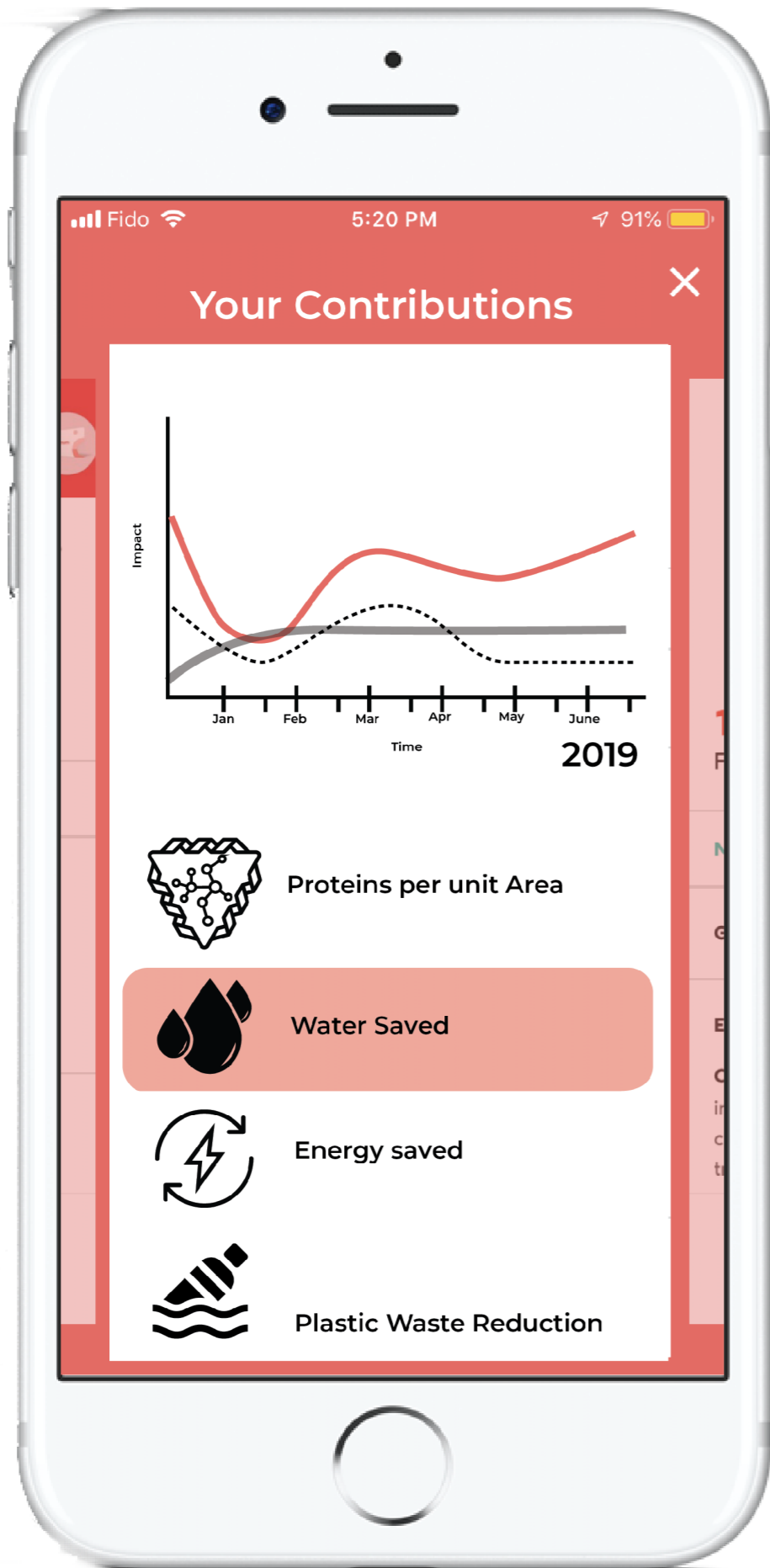


Silver Tier

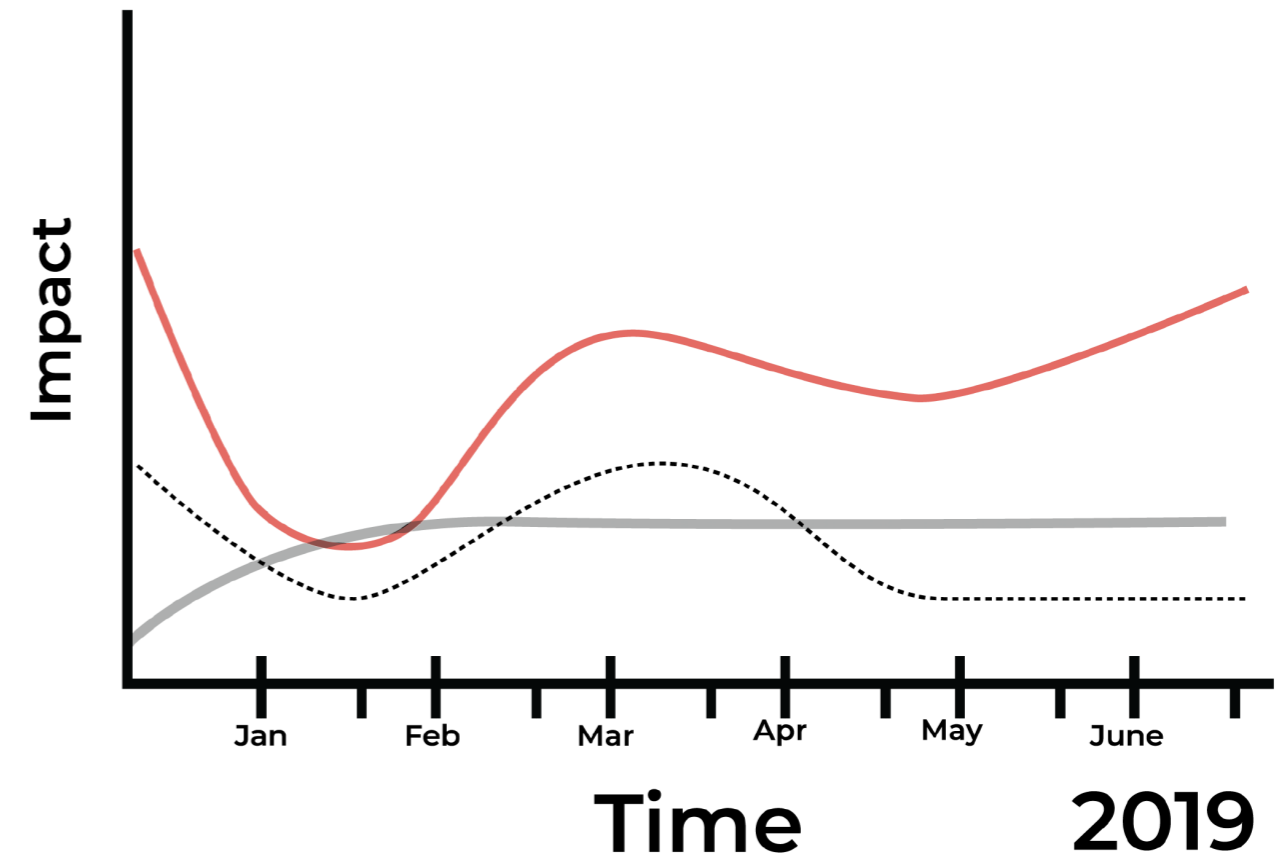
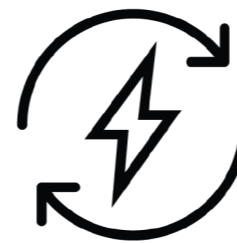
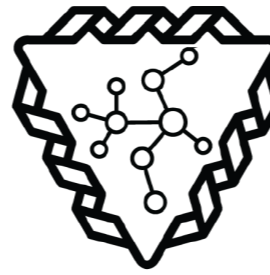


Bronze Tier

DESIGN CONCEPTS
PC OPTIMUM APP



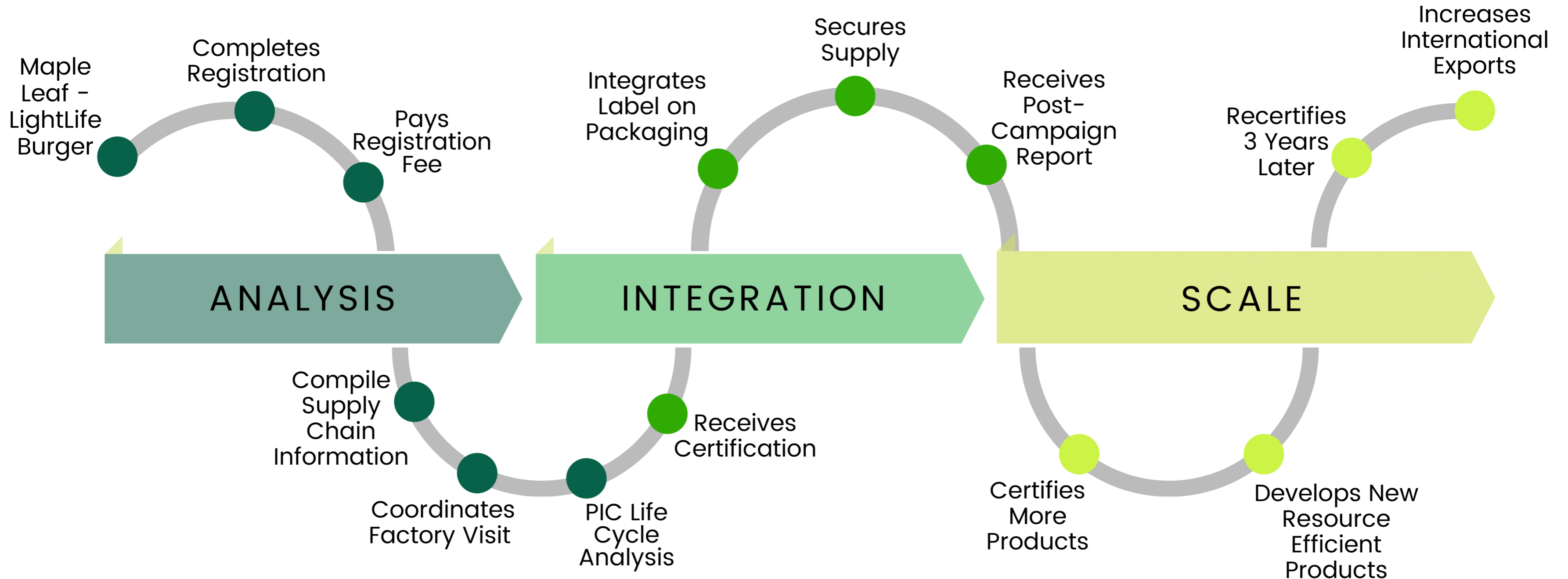
<https://www.pcoptimum.ca/>



“Customers can keep track of their impact over time.”

SERVICE EXPERIENCE SCENARIO

PLANT-PROTEIN PRODUCERS



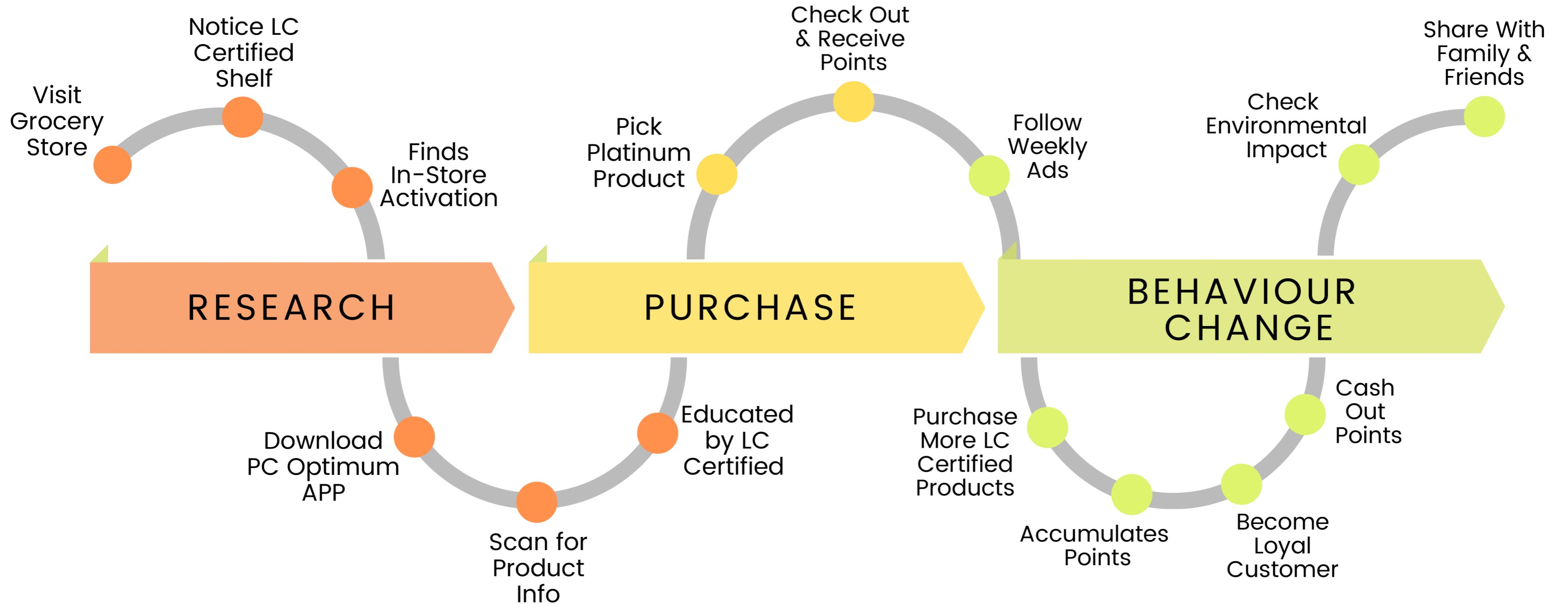
SERVICE EXPERIENCE SCENARIO

PC OPTIMUM USERS



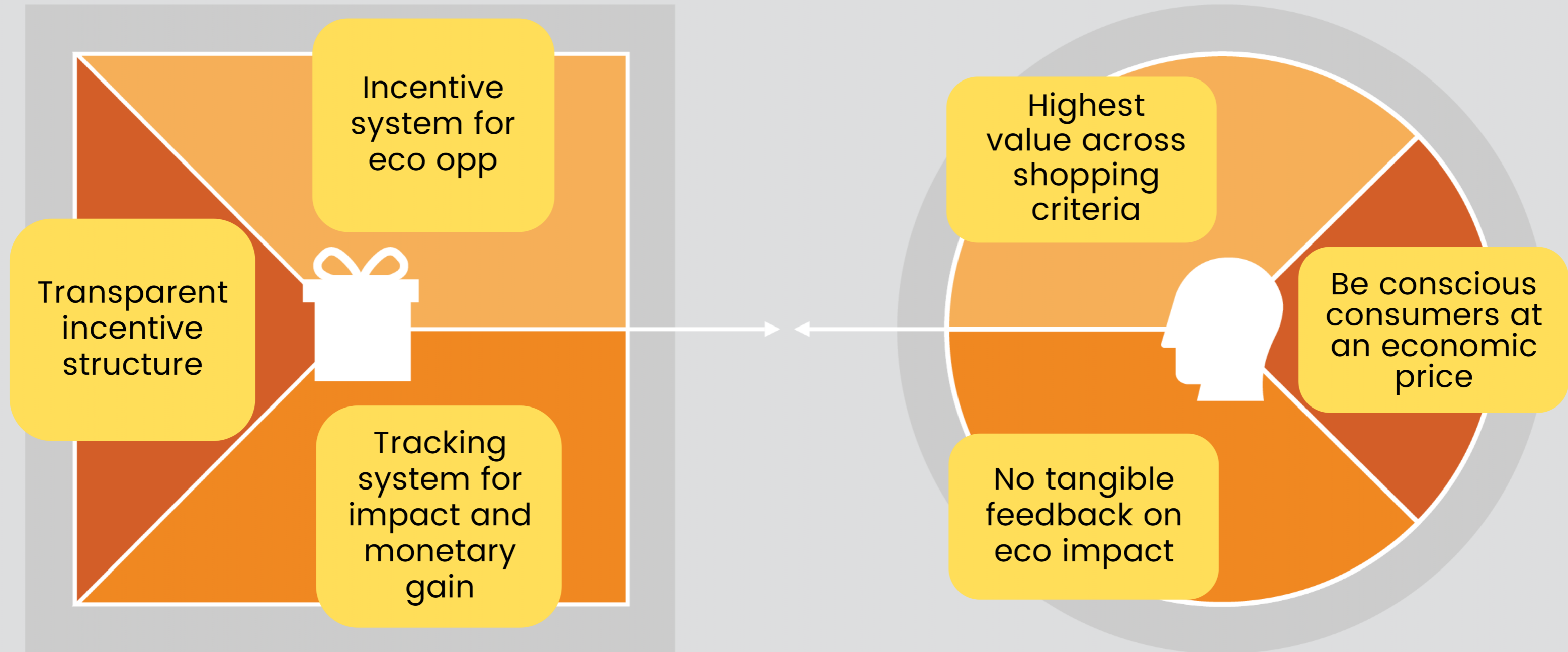
SERVICE EXPERIENCE SCENARIO

NEW CUSTOMERS



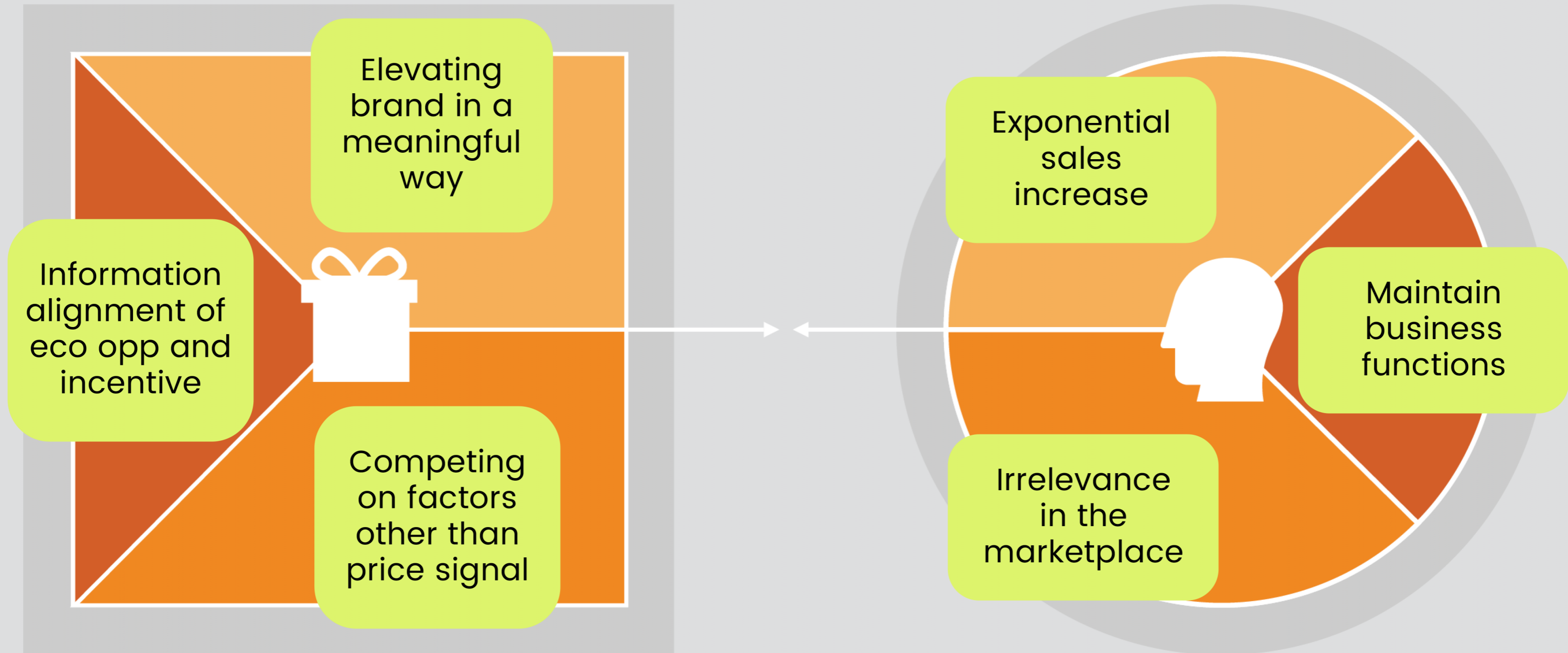
THE VALUE PROPOSITION CANVAS

CONSUMER



THE VALUE PROPOSITION CANVAS

PLANT-PROTEIN PRODUCERS



VALUE PROPOSITION

DESIRABILITY

Unified, meaningful
brand

Innovation “Sweet-Spot” Value Proposition

**A verified and incentivized
information source for
plant-proteins...**

to empower consumers and
increase Canada’s competitiveness
on a global scale.

VIABILITY

Riding on successful trend
of labelling & disrupting
with integration

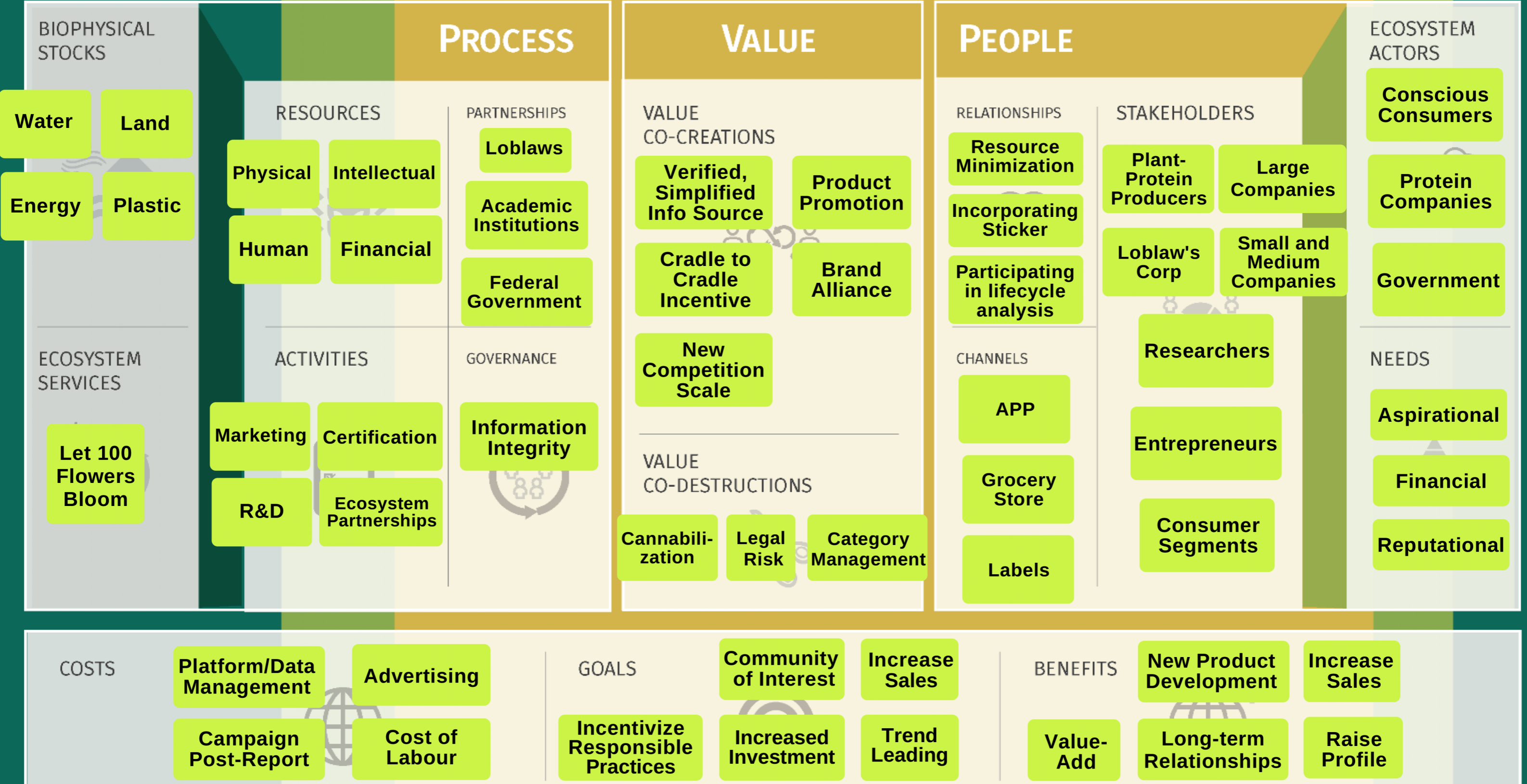
FEASIBILITY

Network effect
business model

Environment

Society

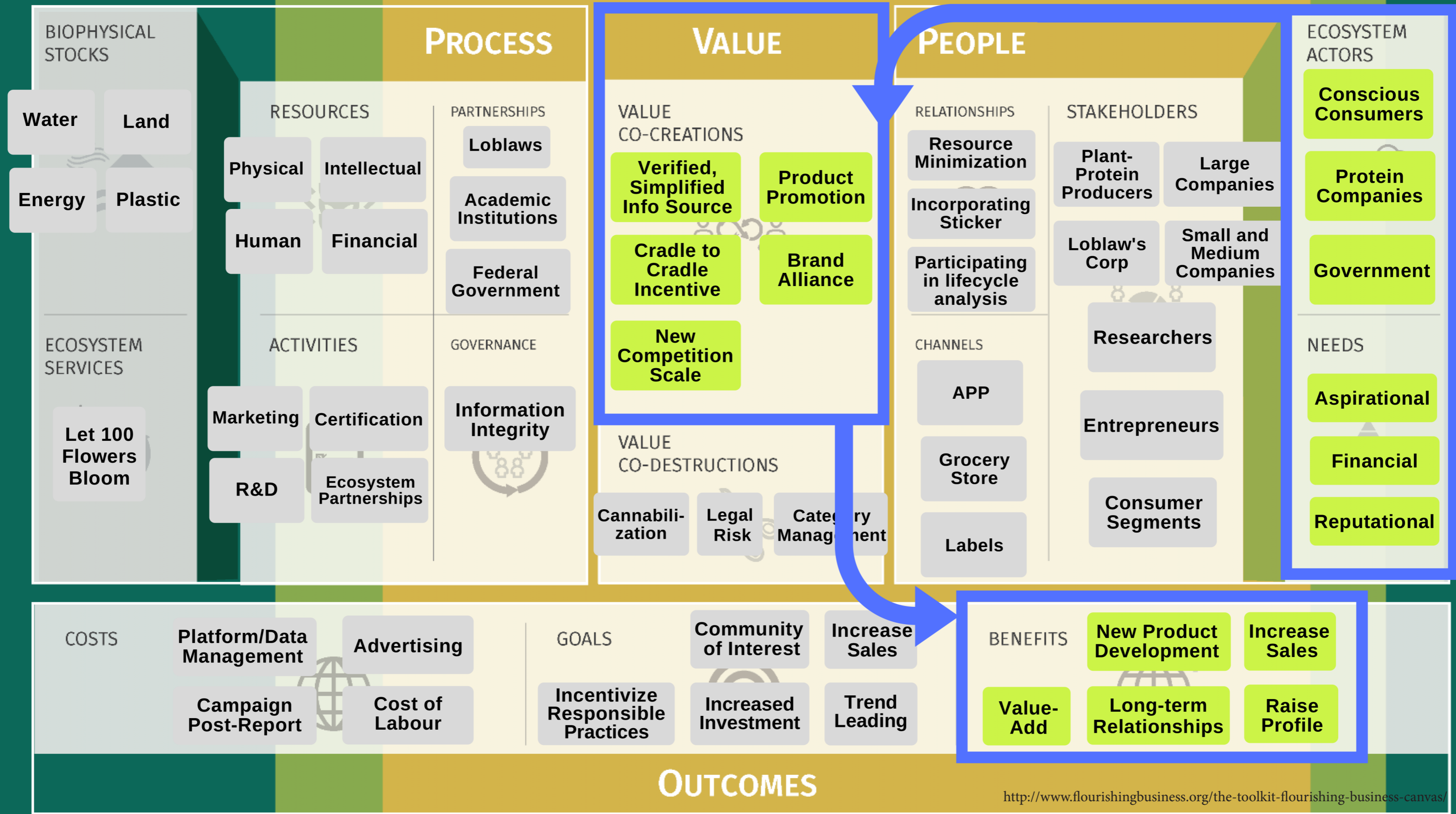
Economy



Environment

Society

Economy



UNINTENDED CONSEQUENCES

What if adequate regulations in the plant based protein industry are not well thought out? What if we are only replacing one bad practice (beef) for another (lab grown protein)?

What if we create more expenses to Government if Plant Based Proteins are harmful for human consumption?

Therefore, if this backfires and people start fearing Plant Based diets, we might see a return to Animal Agriculture and increase in emissions.

DIFFUSED

We might be misleading consumers to buy products that are detrimental to their health because the meaning of “Plant Based Diet” is being co-opted by capitalism to sell more to the uninformed consumer.

- Possible unfolding health issues due to new experiments with plant protein
- Our project has a bias towards manufacturing and processing, not necessarily raw eating

HUMAN FACTORS

PHYSICAL/PSYCHOLOGICAL

Visual

- “Strike you like a jewel”
- Unified as a Brand
- Existing Visual Language
 - Semiotics of Ranking
 - Existing Partners

ORGANIZATIONAL

- Trust – layers
- Failure – prep/decision for certification
- Incentive – support company directives

PSYCHOLOGICAL

Behavioural

- Choice – Decision Fatigue
- Anchoring
- Comparative Signals (not only price)
- Representativeness

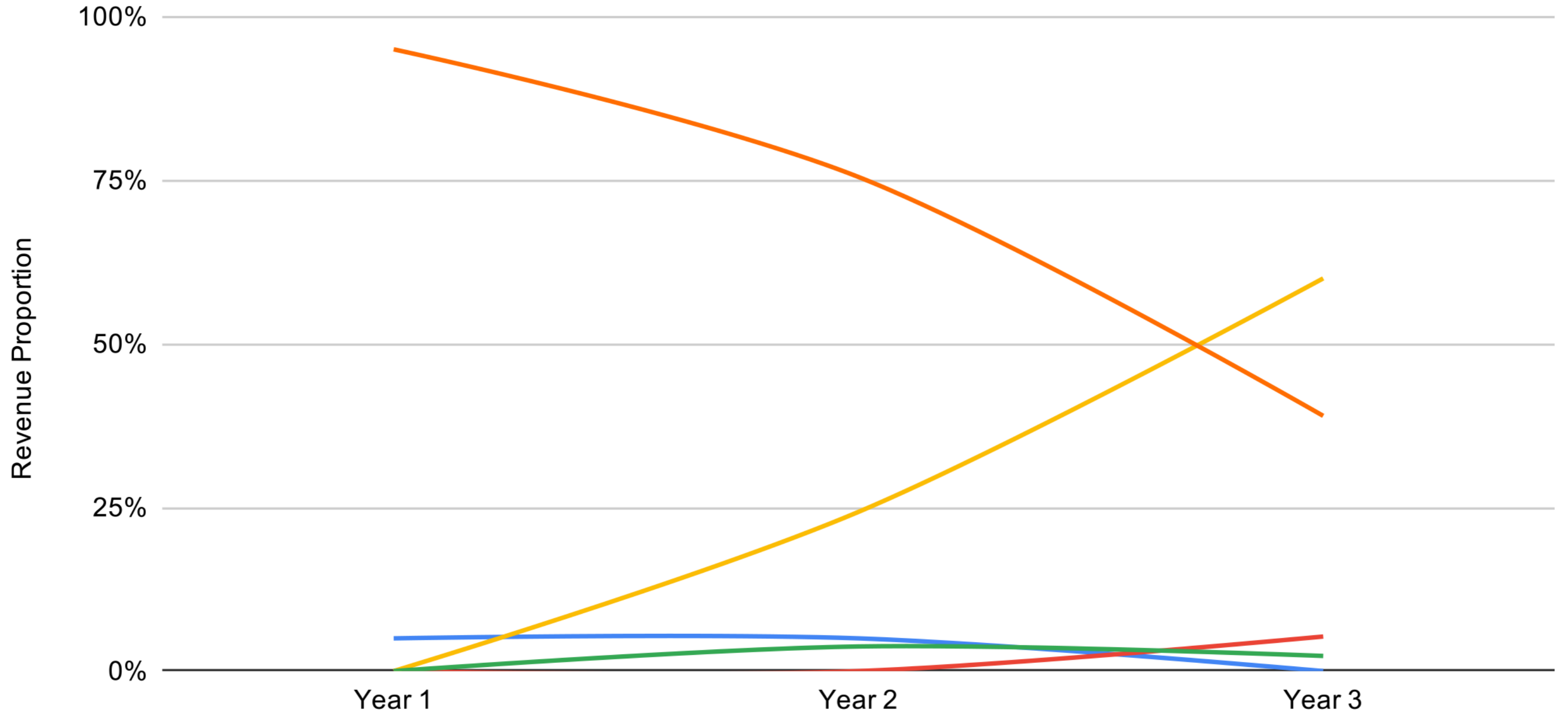
POLITICAL

- Brand for Canada (Senate, 2019)
- Creative Destruction Ecosystem
- Climate Change Goals

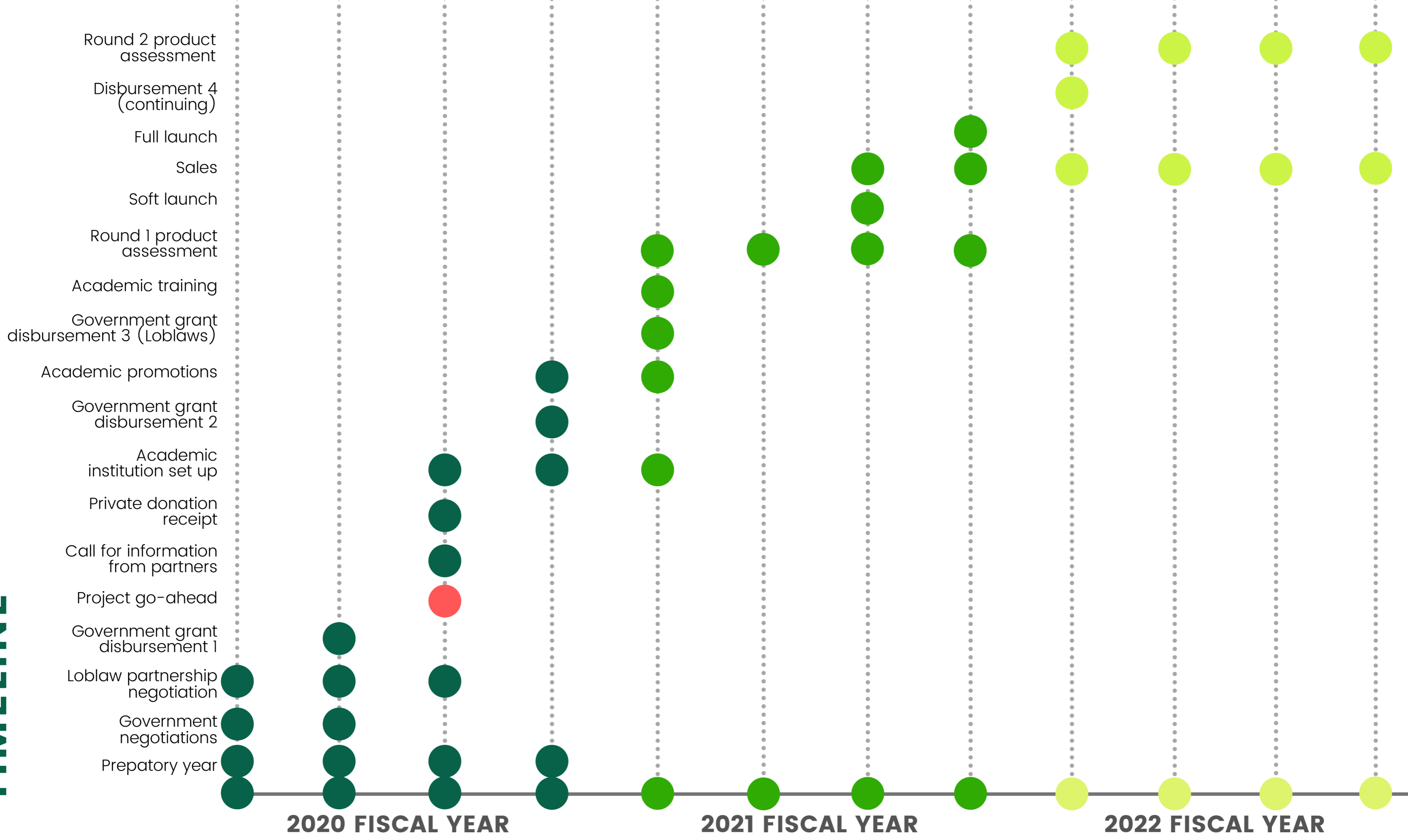
Revenue Dynamics

First 3 years - Subscription fee takeover at year 3

External donors Accumulated Income Subscription fee Grant to Start-ups Government grants



TIMELINE



Key Performance Indicators (KPIs)

DIRECT ENVIRONMENTAL IMPACT

Impact on water & energy use through data mining the app & sales information

SALES

- Number of companies certified
- Comparison of sales to non labelled products

BRAND

- Customer Attention to Shelf Displays
- Brand equity
- Use of app by consumers

INVESTMENT

Investment in companies with more labels and industry as a whole

SCALING IMPACTS

OVERARCHING PLAN

- Our starting point will be within Plant-Protein Sector
- Scaling happens more broadly within agrifood – Canadian Agrifood Brand
- Bring more grocery chains and stores into the fold – with Loblaw's as the anchor

OPTIMIZATION PLAN

- Community of Interest – top three consideration set
 - Cooking with Canadian Proteins Cookbook
 - Integration within existing brands
- Shelving Display Studies

DISRUPTIVE POTENTIAL

BEYOND “BUSINESS AS USUAL”

1. Fostering an ecosystem that rewards the conscious consumer
2. Give risky new products and projects a fighting chance
 - Greenhouse metaphor
3. New incentive structure for incumbent businesses to use ecologically responsible processes
4. Rapidly convert more people into ‘plant-based’ diets



THANK YOU

IMAGE RESOURCES

<https://www.metro.ca/en/online-grocery/aisles/frozen/meals-sides/vegetarian-meals/gluten-free-vegan-burger/p/043454001032PC>

https://www.atlanticsuperstore.ca/Food/Deli/Antipastos%2C-Dips-%26-Spreads/Hummus-%26-Spreads/Olive-Tapenade-Hummus-Chickpea-Dip-And-Spread/p/20811328_EA

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<https://goodnessme.ca/collections/chickapea-pasta>

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<http://yvesveggie.com/en/products/ground-round/original-veggie-ground-round/>

<https://www.walmart.ca/en/ip/yves-veggie-chicken-burgers/6000065102025>

[http://yvesveggie.com/en/PC Veggie Bites](http://yvesveggie.com/en/PC-Veggie-Bites): http://m.presidentschoice.ca/en_CA/products/productlisting/pc-plant-based-corn-carrot-and-kale-veggie-bites.html

<https://www.godairyfree.org/product-reviews/presidents-choice-vegan-cheesecake> Daiya mozzarella: <https://daiyafoods.com/our-foods/shreds/mozzarella-cutting-board-shreds/>

<https://www.pkuperspectives.com/dairy-alternatives/meltable-stretchy-daiya-cheddar-low-protein-cheese-shreds/1-8oz-bag/>

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<http://jenvandermeer.org/category/lean-launchpad/>

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