

ALPISTE (Canary seed)

MARKET DRIVERS & OPPORTUNITIES



INTRODUCTION

Alpiste (Canary seed) is a specialty grain, recently approved for human consumption in Canada, the United States and the European Union. It can be used whole and as flour in bread, baked goods, cereals, pasta, plus in meat and dairy alternatives. This speciality grain can be roasted, flaked, puffed, crisped and sprouted to be used in nutrition bars, snack foods and as a base for a salad, similar to quinoa.

The health promoting potential and other attributes of Alpiste (Canary seed) are aligned with several consumer trends and food market opportunities.

MARKET TREND	DESCRIPTION OF TREND	ALPISTE (CANARY SEED) OPPORTUNITY
Plant-based High Protein	<ul style="list-style-type: none"> Plant-based innovations continue to grow across all categories. Consumers' interest in health, sustainability and alternatives to meat and dairy are making plant-based ingredients and products more popular. Plant-based proteins are versatile, sustainable, affordable and nutritious. Plant-based ingredients can add natural flavour, colour and texture to products. Food companies are adding plant proteins to variety of categories including baking, snacks and meat & dairy alternatives. 	<p>At 21% protein, Alpiste (Canary seed) and its flour is a slightly nutty tasting plant-based ingredient that can boost the nutritional content in traditional categories including breads, baked goods and snacks.</p> <p>It's priced similar to other high protein specialty grains.</p> <p>Alpiste (Canary seed) is a simple, nutritious, gluten-free*, high protein plant-based ingredient for vegan options, vegetarian products, and meat & dairy alternatives.</p>
Clean Label	<ul style="list-style-type: none"> Consumers welcome ingredients they can see and pronounce on food packages. There is a large consumer group moving away from ultra-process products to minimally processed options. Artificial preservatives, colours and flavours often are perceived as unnatural and unhealthy. 	<p>Alpiste (Canary seed) is a simple, natural, wholesome ingredient that may be easily understood by consumers on an ingredient list.</p> <p>Its shelf-life is 15 months for the dehulled grain and eight months for the flour.</p> <p>Alpiste (Canary seed) can add natural flavour, colour and texture to products.</p>



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Whole Grain	<ul style="list-style-type: none"> • What is old is new again. Whole grains, specialty grains and ancient grains are on-trend. • Whole grain consumption, as part of a healthy diet, is widely recommended due to its positive relationship in reducing the risk of heart disease, type 2 diabetes, digestive cancers, and strokes. 	<p>Alpiste (Canary seed) is a high protein, nutrient dense, gluten-free whole grain.</p> <p>Comparing it to most other grains, it is higher in protein, tryptophan and has a good ratio of healthy fats.</p> <p>It blends and mixes well with other healthy ingredients in many formulations.</p>
The Rise in Bakery and Snack Food Markets	<ul style="list-style-type: none"> • Total North American bakery market has grown by 6% in the past five yearsⁱ. • Consumer acceptance of snack bars is high and this market has seen a 25% growth in the past five yearsⁱ. • Customization and personalization in baking continues to flourish to meet consumer demand. 	<p>Alpiste (Canary seed) can be roasted, flaked, puffed, crisped and sprouted to add texture and variety to products.</p> <p>It mixes and blends well with other grains, seeds and their flours in many applications.</p> <p>Alpiste (Canary seed) has been successfully incorporated at different levels (up to 50% replacement) into various baked goods.</p>
Gluten-free*	<ul style="list-style-type: none"> • The demand for gluten-free products is spurring the use of ingredients including alternative flours. • The gluten-free market had a compound annual growth rate of more than 26% . • The global market is expected to hit US\$6.2 billion by 2018ⁱ. • 29% of Canadians are looking for gluten-free products (7% for medical reasons)ⁱⁱ. 	<p>As a gluten-free food and ingredient, Alpiste (Canary seed) is safe for people who have celiac disease as well as for the general population who are avoiding gluten.</p> <p>Alpiste (Canary seed) can greatly improve the nutritional quality of traditional gluten-free food.</p>

ⁱ Euromonitor 2017

ⁱⁱ Trends and Market Opportunities for the Food Processing Sector – Gluten Free Claims in the Marketplace. April 2014. <http://www.agr.gc.ca/eng/industry-markets-and-trade/statistics-and-market-information/by-product-sector/processed-food-and-beverages/trends-and-market-opportunities-for-the-food-processing-sector/?id=1291045147723>

* In Canada, to inform wheat allergic consumers, the statement "may not be suitable for consumers with a wheat allergy" must appear on labels of pre-packaged Alpiste (Canary seed) and pre-packaged foods using Alpiste (Canary seed) as an ingredient and not containing wheat.

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