

Transition-opportunity sector profiles

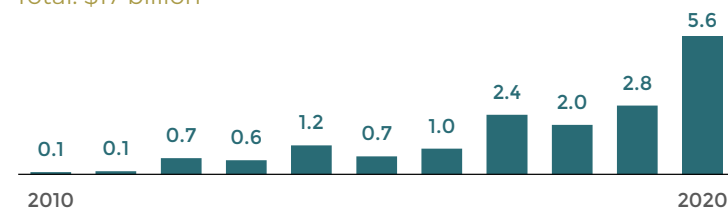
AGTECH & ALTERNATIVE PROTEINS

Alternative proteins are meat substitutes that provide protein from insects, plants, or lab-grown sources. Agtech is any technology or software that improves the environmental sustainability of agricultural production, including precision agriculture and sustainable fertilizers or pesticides.

Global market (1,234 companies)

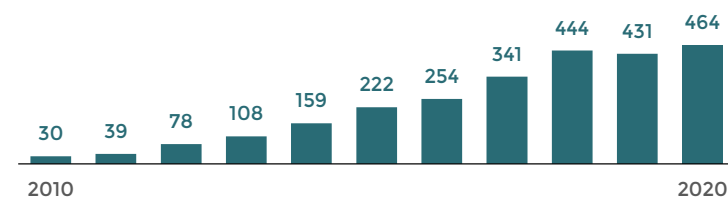
Capital invested (\$B)*

Total: \$17 billion



Deal count*

Fifteen-fold increase from 2010 to 2020



Global low-carbon scenarios and trends

- Total global food demand could increase by 30–62% by 2050.¹
- Global market for alternative meat expected to grow from 1% of global share in 2019 to 10% by 2029 (\$140 billion).²
- Agtech demand driven by pressure to improve environmental performance and reduce costs.

Global market dynamics

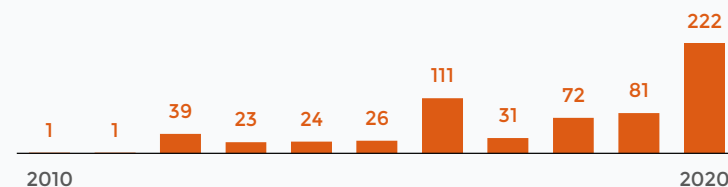
- Overall, opportunities are growing, but so is competition. North America and Europe have the highest numbers of companies.
- Big players emerging, particularly from the U.S., with multiple companies valued over \$1 billion.
- Firms are attracting increased investment across a range of areas, including alternative protein, precision agriculture, and sustainable fertilizers.
- Opportunities for niche players to establish foothold in global markets.

*Source: PitchBook Data, Inc. (2021). Data is drawn from a custom search that has not been reviewed by PitchBook Analysts.

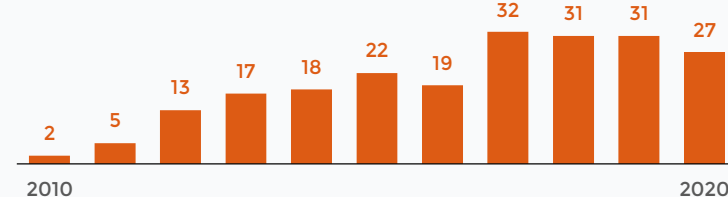
Canadian market (97 companies)

Capital invested (\$M)

Total: \$631 million



Fourteen-fold increase between 2010 and 2020



Canadian net-zero scenarios and trends

- 40% of Canadians are incorporating more plant-based foods into their diets.³
- Growing pressure to meet increased agriculture demand while reducing emissions as well as fertilizer, pesticide, water, and land use.⁴
- Higher than average clean tech adoption in agriculture, but with significant room to grow.⁵

Canadian competitiveness

Canada is a major global agricultural exporter with significant investment in innovation.

Advantages

- World's largest exporter of pulses (lentils, chickpeas, peas, beans).⁶

Disadvantages

- Outdated regulation, training, and export infrastructure remain a challenge.⁷

NOTABLE COMPANIES

Terramera: tech that enables organic input use.

Semios: Developed a real-time agricultural data system to track weather, pests, and disease.

Disclaimer

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The information and data contained in this analysis has been obtained or prepared from publicly available documents and other sources prepared by third parties, some of which may be proprietary and used under license. In particular, the global and domestic investment trends included in the two figures are obtained from PitchBook Data, Inc., drawn from customized searches that have not been reviewed by PitchBook analysts. These data and trends also underestimate total market activity. The PitchBook database contains information on over 3 million companies globally but is not exhaustive. Within this database, not all deals are included and not all deals have a disclosed value. The sector also only includes companies whose primary line of business aligns with the sector description (e.g., it excludes large multinationals with multiple lines of goods/services and those with only indirect linkages to the sector). Total investment includes company-level data through December 31, 2020.

All dollar values included in this document are expressed in USD.

Endnotes

- 1 Michiel Van Dijk, Tom Morley, Marie Luise Rau, and Yashar Saghai. 2021. "A meta-analysis of projected global food demand and population at risk of hunger for the period 2010-2050." *Nature* 2 (494-501). <https://www.nature.com/articles/s43016-021-00322-9>
- 2 Cleantech Group. 2020. "Alternative proteins and new business models: The changing face of food." March 11. <https://www.cleantech.com/alternative-proteins-and-new-business-models-the-changing-face-of-food/>
- 3 National Research Council of Canada. 2019. Plant-based protein market: Global and Canadian market analysis. Government of Canada. <https://nrc.canada.ca/en/research-development/research-collaboration/programs/plant-based-protein-market-global-canadian-market-analysis>
- 4 Ibid.
- 5 Statistics Canada. 2021. "Table 27-10-0367-01: Use of advanced or emerging technologies, by industry and enterprise size." Government of Canada. <https://doi.org/10.25318/2710036701-eng>
- 6 United Nations. 2021. "UN COMTRADE database." Trade Statistics. <https://comtrade.un.org/Data/>
- 7 National Research Council of Canada. 2019. Plant-based protein market: Global and Canadian market analysis. Government of Canada.