

Market Drivers & Opportunities

Introduction

Canaryseed can be used to make bread, cookies, cereals, and pastas. It can also be used in nutrition bars, sprinkled on hamburger buns in place of sesame seeds, and used as a base for a salad, similar to quinoa.

The nutritional profile and characteristics of canaryseed are aligned with several consumer trends and food market opportunities. The following are examples of these trends:

Market Trend	Description of Trend	Canaryseed Opportunity
Clean Label	<ul style="list-style-type: none"> • Consumers welcome ingredients they can see and pronounce on food packages. • Consumers are shifting away from pre-packaged products to fresher options, which is good news for stores' in-house bakery departments. • Artificial preservatives, colours and flavours may be perceived as unnatural and unhealthy. 	Canaryseed is a simple, natural, wholesome ingredient that may be easily understood by consumers on an ingredient list.
Plant-based and High Protein	<ul style="list-style-type: none"> • Plant-based proteins are sustainable, affordable, and nutritious. • They're also incredibly versatile and healthy food companies are taking advantage of that aspect to bring vegetarian proteins to every meal and snack. • They add flavour and texture to recipes. • The shift away from carbohydrates towards high-protein foods has led companies to boost the protein content of baked good products and foods such as wraps and flatbreads by using ingredients like chia and hemp seeds. 	<p>Canaryseed and its flour is a tasty plant-based protein ingredient that can boost the nutritional content in traditional breads, baked goods, and snacks to allow for adequate protein consumption throughout the day.</p> <p>They are also a simple, nutritious, gluten-free*, plant-based ingredient for vegan and vegetarian baking.</p>



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<p>Bakery and Snack bar</p>	<ul style="list-style-type: none"> • Total North American bakery market has grown by 6% in the past 5 years ⁱ. • Consumer acceptance of snack bars is high and this market has seen a 25% growth in the past 5 years ⁱ. 	<p>Canaryseed has been successfully incorporated at different levels (up to 50% replacement) into various baked goods. Complementing or replacing the use of other seeds/nuts in food products with canaryseed can reduce the fat and calorie content and increase the nutritional profile of these foods.</p>
<p>Whole Grains</p>	<ul style="list-style-type: none"> • The opportunities include the relationship of whole grain consumption as part of a healthy diet which has been linked to reductions in the risk of heart disease, type 2 diabetes, digestive cancers, and strokes. 	<p>Canaryseed is a nutritious whole grain alternative to refined grains and can be used in combination with other healthy alternatives for the baking and snack food sectors.</p>
<p>Gluten-free*</p>	<ul style="list-style-type: none"> • The demand for gluten-free products is spurring the use of ingredients including these alternative flours. • The gluten-free market had a compound annual growth rate of more than 26%ⁱ. • 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. • In Canada, gluten-free baked goods are expected to grow over 5% in value and 4% in volume by 2018 ⁱ. 	<p>As a nutritious and gluten-free food and food ingredient, canaryseed is safe for people who have celiac disease as well as for the general population who are avoiding gluten.</p> <p>In sensory panels, all breads formulated with canaryseed flour (15-25%) scored significantly higher than regular gluten-free bread.</p> <p>The addition of canaryseed greatly improves the nutritional quality of 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>

* products with canaryseed but no other wheat ingredients must have the precautionary statement “may not be suitable for consumers with a wheat allergy”

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