# Protein Industries Canada – Technology Leadership: Genomics Stream 2025

Protein Industries Canada (PIC)’s vision is to position Canada as a leading global source of sustainable, high-quality plant protein and plant-based co-products, while substantially contributing to Canada’s economic growth and international trade. University of Manitoba is a member of PIC.

As part of the [Technology Leadership](https://www.proteinindustriescanada.ca/technology) program, PIC [launched a call under their Genomics Stream](https://www.proteinindustriescanada.ca/news-releases/15m-genomics-ai) that will support the commercialization of new and improved broad-acre crop varieties through the application of genomics tools in plant breeding and variety development.

The overall goal:

* meet industry demands by aligning the breeding objectives of growers and end-user processors with the utilization of genomics tools; and
* deliver value across the agriculture and agrifood value chain.

## Value

* Please refer to the [Technology Leadership program guide](https://proteinindustriescanada.ca/uploads/program/Tech-Program-Guide_10022024.pdf) for eligible costs and applicable reimbursement rates.
* Maximum total project budget: $3,000,000 for 4 years.

## Eligibility

* Projects must be submitted by a consortium of *ideally three but at minimum two* Protein Industries Canada members (see Resources, below), one of which must be a Small or Medium Enterprise (SME)
* At least two members of this consortium must contribute financially (contributions need not be equal).
* Further eligibility requirements are listed in the Program Guide.

## Resources

* [Program Guide](https://proteinindustriescanada.ca/uploads/program/Tech-Program-Guide_10022024.pdf)

**University of Manitoba is a member of Protein Industries Canada.** Researchers can email [info@proteinsupercluster.ca](mailto:info@proteinsupercluster.ca) to request a sign-up link for access to the full PIC membership list.

## Application Process

Deadlines are rolling for the following:

[**Expression of Interest**](https://www.nserc-crsng.gc.ca/convergence/Instructions-Instructions/DH-HD_eng.asp)**:**

Once you have reviewed the Project Eligibility Requirements, email [projects@proteinsupercluster.ca](mailto:projects@proteinsupercluster.ca) to set up an introductory call. Following the call, prospective applicants will be provided with the Expression of Interest (EOI), which includes a “Declaration As To Authorization and Compliance” form.

[**Full Application**](https://www.nserc-crsng.gc.ca/convergence/Instructions-Instructions/DHFull-HDFull_eng.asp) **(upon invitation):**

Once an EOI has been approved, it moves to a full Project Proposal. Successful applicants will be notified by email and will be invited to attend a Proposal Orientation meeting held via conference call.

## Contact

Questions about this program may be directed to Andrea Craig ([Andrea.Craig@umanitoba.ca](mailto:Andrea.Craig@umanitoba.ca)).

The Major Projects Office is available to provide project/proposal development support: [MPO@umanitoba.ca](mailto:MPO@umanitoba.ca)

Protein Industries Canada staff are available to support project consortia throughout the proposal development process: [projects@proteinsupercluster.ca](mailto:projects@proteinsupercluster.ca)