# Protein Industries Canada – Artificial Intelligence Program 2025

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.

Three main themes were identified in which applications of AI would have the greatest return to the plant-based and agrifood sector:

* Accelerated Innovation
* Process Optimization
* Social Impact

Please consult the Program Guide (linked below) for full information about this call, such as program areas/themes and eligibility criteria.

## Value

Protein Industries Canada will **co-invest** in collaborative consortia. There is no set maximum that these multi-year projects can receive, although Protein Industries Canada limits reimbursement to up to 45 per cent of reconciled eligible costs in Project Stream and System Stream projects.

## Eligibility

* Projects must be submitted by a consortium of 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://www.proteinindustriescanada.ca/uploads/program/AI-Program-Guide_05272025.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 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).

All EOIs are assessed by a team of Protein Industries Canada staff. The project, its budget and its workplan are fine-tuned throughout this stage.

[**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)