

# Canaryseed Novel Food Project Update: January 2009

Canaryseed Development Commission of Saskatchewan

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Saskatoon, SK

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# New Uses Project

**OBJECTIVE:** to apply to Health Canada for novel food approval for glabrous canaryseed

**COMPARATOR:** commonly consumed cereal grains and/or legumes

**INTENDED USE:** whole seeds, milled products, fractions, others



# Success in 2009

- CDCS successfully procured funding for two projects to pursue novel food status
  - Safety Assessment: \$500,000
  - Market Assessment: \$247,000

Financial support for the projects is being provided by the Agriculture Council of Saskatchewan through the Advancing Canadian Agriculture and Agri-Food Saskatchewan (ACAAFS) program. Funding for the ACAAFS program is provided by Agriculture and Agri-Food Canada.



# Projects

## Safety Assessment

- To gather nutritional, toxicology, chemical, microbiological and allergenicity information to fulfill Health Canada novel food requirements
- Publish data from CDC previous canaryseed project
- Comparative cereal grain crop profile

## Market Assessment

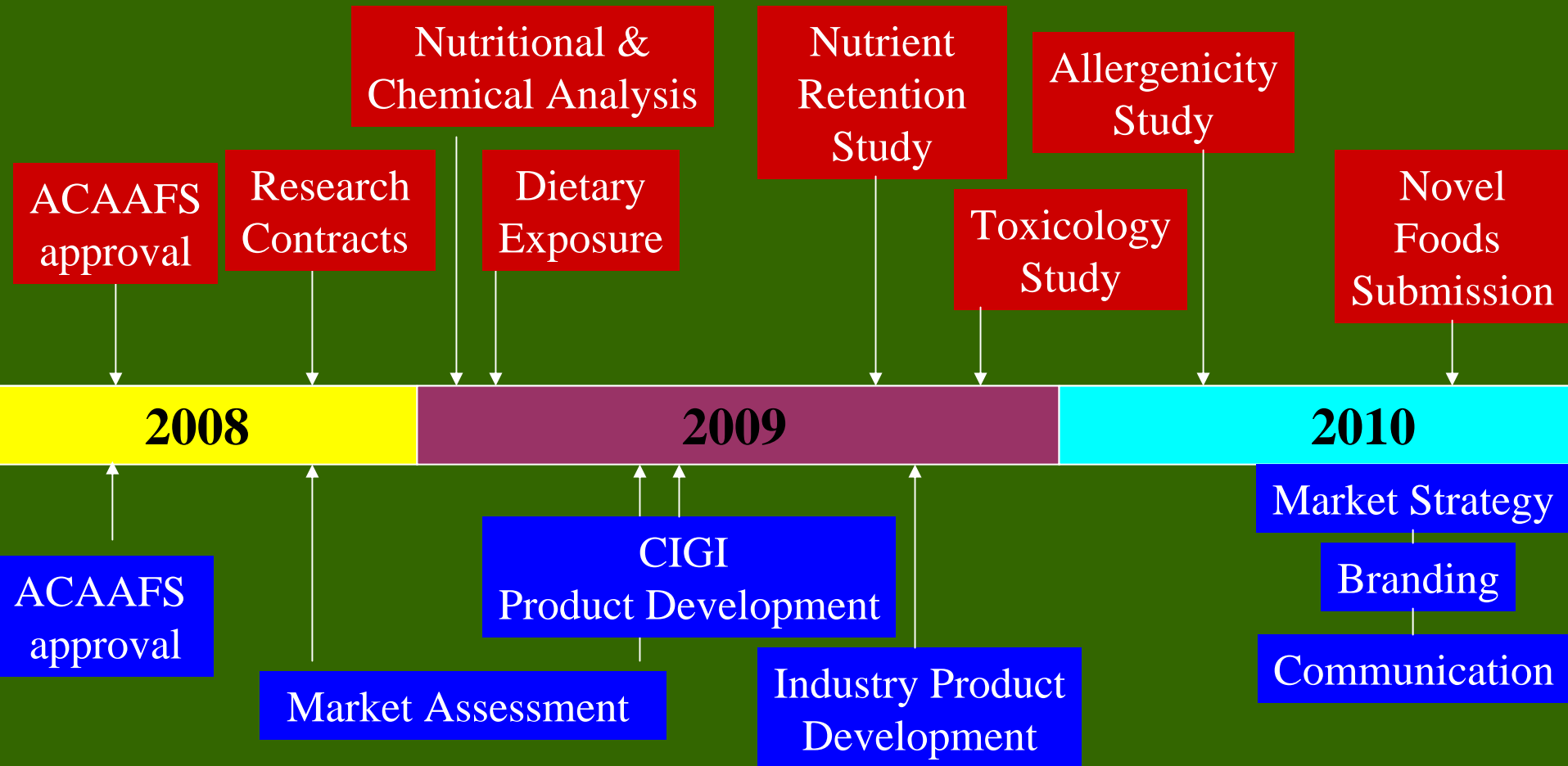
To assess the commercialization potential for glabrous canaryseed

Assess “food” industry interest in canaryseed



# Project Timelines

## Safety Assessment



## Market Assessment

# Safety Assessment Who's Involved?

- History of Use
- Dietary Exposure
- Nutritional Assessment
- Toxicology
- Allergenicity
- Chemical
- Microbiology



## Private Consultants



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada



# Market Assessment

## Who's Involved?

- Market Assessment
- Product Development
- Industry-to be identified in market assessment
- Hodgins & Company
- Canadian International Grains Institute



# Project Results

(as of De31/08)

## Safety Assessment

- Contracts/agreements in place with analytical service providers
- Yellow and brown glabrous canaryseed samples from UofS plots for crop years 2007/08 undergoing initial chemical analysis
- Consultants in process of writing manuscripts for publication (future GRAS requirement)
  - Potential for 4-6 publications



# Project Results

## Market Assessment (Phase 1)

- Initial set of interviews conducted in food research, product development, food product manufacturing, food formulation R&D

## Findings

- Keen interest in the introduction of a new crop
- Need for a complete package of information highlighting canary seed attributes



# Market Assessment

Three critical components need to be addressed

- Image and branding- name change ?
- Need to better understand the functionality and composition
- Provide examples of product development



# Market Assessment

## Next Steps: Phase II

- Secondary market research and industry interviews
- Prioritize sectors and assess viability of opportunities
- Identify potential partners



# Product Development

Results of market assessment will direct  
product development

## Product Development

- Canadian International Grains Institute
- Identified industrial partners



# Next on the Agenda

- Work with the Canadian Special Crops Association (CSCA) to access additional funding
- To investigate image/branding issues of canaryseed
- To develop a marketing strategy for glabrous canaryseed into the food sector



# Questions?

## Contact

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