

## Innovation Guelph is heading to Munich with three local companies

### **Quinta Quinoa only Canadian company to pitch at Global Food Summit**

#### **PRESS RELEASE**

Guelph, ON March 11, 2019 – As part of a delegation with the City of Guelph, Innovation Guelph is supporting the participation of three local companies in the Global Food Summit on March 20 to 21 in Munich, Germany.

The Global Food Summit is a scientific conference featuring innovations in the food sector. Guelph-Wellington's Smart Cities vision, to create Canada's first circular food economy, brought the project to the attention of Summit organizers, who extended an invitation to share our Smart Cities story. The concentration of innovative agri-food businesses in the region did not go unnoticed either and we were invited to nominate disruptive local agri-food startups to participate in the Summit.

Three of the startups Innovation Guelph nominated according to Summit criteria were selected to participate based on their ability to demonstrate exciting innovations being produced in the Canadian agri-food sector.

1. **Quinta Quinoa** – (Jamie Draves) Quinta Quinoa is an all-natural, sustainable, Canadian-grown quinoa that's high in fibre, iron, and other nutrients.
2. **Be Seen Be Safe** – (Tim Nelson) The Be Seen Be Safe app creates a virtual and automated visitor book and allows for fast disease track and trace at the farm level.
3. **Tru-ID** – (Steve Newmaster) The world's first certification program founded on cutting edge DNA biotechnology, in support of businesses who seek authentic ingredients.

Notably, Quinta Quinoa has also been chosen as one of six international startups to pitch at the Summit for international recognition. Jamie Draves, President & CEO of Quinta Quinoa, leads the only Canadian company that will pitch to a discerning international audience.

**"We are very excited to represent Canada at this global competition and share the story of our uniquely Canadian, high nutrition Quinta Quinoa, which has the potential to help feed the world in a sustainable way,"** said Draves.

***"We know he'll do us proud," said Anne Toner Fung, Executive Director, Innovation Guelph. "We're thrilled to be able to give these three companies a chance to expand their global reach and are grateful to the City of Guelph's economic development department and Global Affairs Canada for their sponsorship of this initiative."***

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### **About Innovation Guelph**

Innovation Guelph is building prosperity for community well-being by providing mentorship and business support programs and services to help innovative enterprises start, grow and thrive. Innovation Guelph's business



acceleration programs – including Speedway, the Rhyze Project and BCorp Bootcamp – are designed for high-potential start-ups and small- and medium-sized enterprises across southern Ontario that are ready to grow. Innovation Guelph also serves as a one-stop point of access to Ontario Network of Entrepreneurs (ONE) programs and resources. [www.innovationguelph.ca](http://www.innovationguelph.ca)

## GET IN TOUCH

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