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# THINK GROWTH

Increasing Access to Grocery Shelf  
Space: the 10,000 SKU Challenge



## Key Takeaways

- The 10,000 SKU Challenge empowers Indigenous communities by revitalizing traditional knowledge, integrating modern technologies, and driving sustainable economic growth across agriculture, and healthcare.
- By fostering Indigenous entrepreneurship, building capacity, and creating market access, the initiative aims to generate new revenue streams and promote self-determination.
- Need for collaborative framework where businesses are incentivized to engage meaningfully with Indigenous communities, ensuring partnerships that are transformative rather than transactional.
- Targeted actions such as establishing incubation hubs, launching a national marketing campaign, and creating a certification standard are critical for achieving the goal of 10,000 new Indigenous products on store shelves by 2030.

The purpose of this policy brief is to provide recommendations to implement the Métis-led Myera Global Centre for Indigenous Agri-Food & Culinary Medicine's (Global Centre) 10,000 SKU Challenge, which aims to empower Indigenous Communities and drive sustainable growth.

## Background

The industrialization of agriculture has increasingly prioritized profits over sustainability, threatening food sovereignty, environmental balance, and cultural heritage. For Indigenous communities, this has resulted in diminished autonomy over traditional food systems and limited opportunities for economic empowerment. However, there is growing recognition of the need for sustainable practices, social responsibility, and the preservation of Indigenous rights.



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## What is the 10,000 SKU Challenge?

The 10,000 SKU Challenge, led by the Métis-run Myera Global Centre for Indigenous Agri-Food & Culinary Medicine (Global Centre), provides a transformative approach to these challenges.

The primary objective is to create a diverse range of products celebrating Indigenous cultural heritage, with a target of having 10,000 products on global shelves by 2030.

The initiative also aims to:

- 1** Revitalize traditional knowledge by integrating ancestral wisdom with modern technologies to create innovative, culturally relevant products.
- 2** Promote economic reconciliation by empowering Indigenous communities through self-determination.
- 3** Drive sustainable growth by fostering environmentally responsible practices in agriculture, aquaculture, and healthcare.
- 4** Build global collaborations among Indigenous communities, corporations, governments, and research institutions.

The Canadian Council for Indigenous Business' (CCIB) Partnership Accreditation in Indigenous Relations (PAIR) program underpins this initiative, offering a structured accreditation framework to incentivize meaningful engagement between businesses and Indigenous communities.



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For corporate partners, participation provides benefits such as enhanced brand reputation, access to Indigenous markets, supply chain innovation, and alignment with sustainability goals. For Indigenous communities, it fosters economic empowerment, cultural revitalization, and global collaboration.

Myera Group's framework further amplifies its impact by addressing interconnected global challenges such as food insecurity, climate change, and environmental degradation. By blending ancestral wisdom with cutting-edge practices, Myera lays the foundation for culturally grounded, sustainable solutions that resonate both locally and globally.

A cornerstone of Myera's approach is the Circular Economy Farm Model, focusing on three critical sectors: the blue economy (aquaculture), the food economy (field crops), and the cultural health economy (traditional medicine). This integrated model fosters resilience at the community level while addressing global environmental and health challenges. Reintroducing Indigenous plant species into the global food system and exploring traditional medicines' potential in modern healthcare are central to creating a new, regenerative agricultural paradigm.

Moreover, Myera Group actively promotes ecological health as a foundation for sustainability, tackling climate change, water scarcity, and biodiversity loss—issues that disproportionately affect Indigenous communities. Efforts such as regenerative agriculture, sustainable aquaculture, and seed banks build resilience for both the environment and the communities reliant on these resources.



## Recommendations

1

### Develop Capacity-Building Programs for Indigenous Entrepreneurs

- **Rationale:** Providing training and resources to Indigenous entrepreneurs in areas such as product development, marketing, and supply chain management will enable them to capitalize on the opportunities created by the 10,000 SKU Challenge.
- **Expected Outcome:** Empowered Indigenous entrepreneurs will drive the development of innovative products, create jobs within their communities, and strengthen local economies.

2

### Promote Public-Private Partnerships to Support Infrastructure Development

- **Rationale:** Many Indigenous communities face challenges related to infrastructure, such as access to transportation, storage, and technology. Public-private partnerships can provide the necessary investment and expertise to build this critical infrastructure.
- **Expected Outcome:** Empowered Indigenous entrepreneurs will drive the development of innovative products, create jobs within their communities, and strengthen local economies.

3

### Establish Indigenous Product Incubation Hubs

- **Rationale:** Creating regional incubation hubs will support Indigenous entrepreneurs in developing and scaling their products. These hubs can offer shared resources, mentorship, and access to research facilities for product innovation.
- **Expected Outcome:** Incubation hubs will accelerate product development, increase market readiness, and foster collaboration among Indigenous entrepreneurs.



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## 4

### Launch a National Marketing Campaign for Indigenous Products

- **Rationale:** A national campaign highlighting the cultural and environmental significance of Indigenous products can build consumer awareness and drive demand. Collaboration with major retailers and media outlets can amplify this message.
- **Expected Outcome:** Increased consumer awareness will lead to higher demand for Indigenous products, supporting the goal of placing 10,000 new SKUs on store shelves.

## 5

### Create an international Indigenous Product Certification Standard

- **Rationale:** A certification standard can ensure authenticity and quality, differentiating Indigenous products in the marketplace. This standard would provide consumers with confidence and help Indigenous producers stand out in competitive markets.
- **Expected Outcome:** Indigenous Governments and Businesses working through the International Organization for Standardization (ISO) to create a global ISO that enhances market trust and increase the visibility and appeal of Indigenous products globally.

## Conclusion

The 10,000 SKU Challenge represents a transformative pathway toward Economic Reconciliation, sustainability, and cultural preservation. By implementing these recommendations, stakeholders can empower Indigenous communities and drive a global shift toward a more equitable and sustainable future. Through collaboration, innovation, and commitment, this initiative has the potential to reshape the marketplace and create lasting positive impacts for generations to come.



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