



ProteinMB

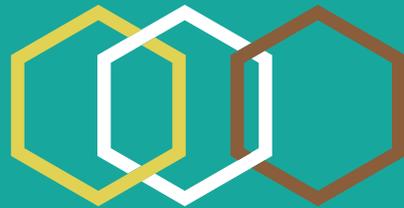
MANITOBA'S SUSTAINABLE
PROTEIN ADVANTAGE

Empowering Industry Growth



Sustainable Canadian
Agricultural Partnership
Competitive. Innovative. Resilient.





ProteinMB supports the expansion of Manitoba's protein industry, collaboratively working with all protein players in our joint pursuit of providing local sustainable protein here at home and around the world.

proteinmb.ca



IN PARTNERSHIP WITH
CANADIAN
MANUFACTURERS
& EXPORTERS



ProteinMB is the facilitation team mobilizing the industry led implementation of the **Manitoba Protein Advantage (MPA) Action Framework**, a collaborative strategy to sustainably grow the protein industry and position Manitoba as the global leader in sustainable protein.

Our vision is that Manitoba proudly leads Canada and the world as an innovative model for high-value sustainable protein that nurtures and benefits all people, the local environment, and the climate.

Our mission is to become a global leader in sustainable protein, putting Manitoba on the map and driving economic development.

For more information, visit www.proteinmb.ca

Our commitment to truth and reconciliation is to build meaningful relationships and mutual understanding in order to mobilize advancement alongside diverse Indigenous communities because we want to serve as an innovative model of working together to advance sustainability goals for people, the planet, and shared economic prosperity.

FUNDERS/SPONSORS

- ProteinMB is funded by the federal and provincial governments through the Sustainable Canadian Agricultural Partnership (S-CAP).
There is further opportunity for funders to support ProteinMB Working Group projects and event sponsorships. The ProteinMB Steering Committee makes decisions about funding opportunities and manages funding contacts.

PROTEINMB STEERING COMMITTEE

The ProteinMB Steering Committee steers the ProteinMB team with strategic advice from the Sustainable Protein Board and funding from Sustainable Canadian Agricultural Partnership (S-CAP) and other funders.

The ProteinMB Steering Committee consists of representatives of the following:

- Industry lead: Chair, Co-Chair of the Sustainable Protein Board
- Government of Manitoba
- Canadian Manufacturers & Exporters
- ProteinMB: Managing Director

Meeting Cadence: Quarterly



SUSTAINABLE PROTEIN BOARD

The ProteinMB Sustainable Protein Board is a strategic advisory body that consists of leaders in Manitoba’s protein sector that provides direction to the ProteinMB Steering Committee.

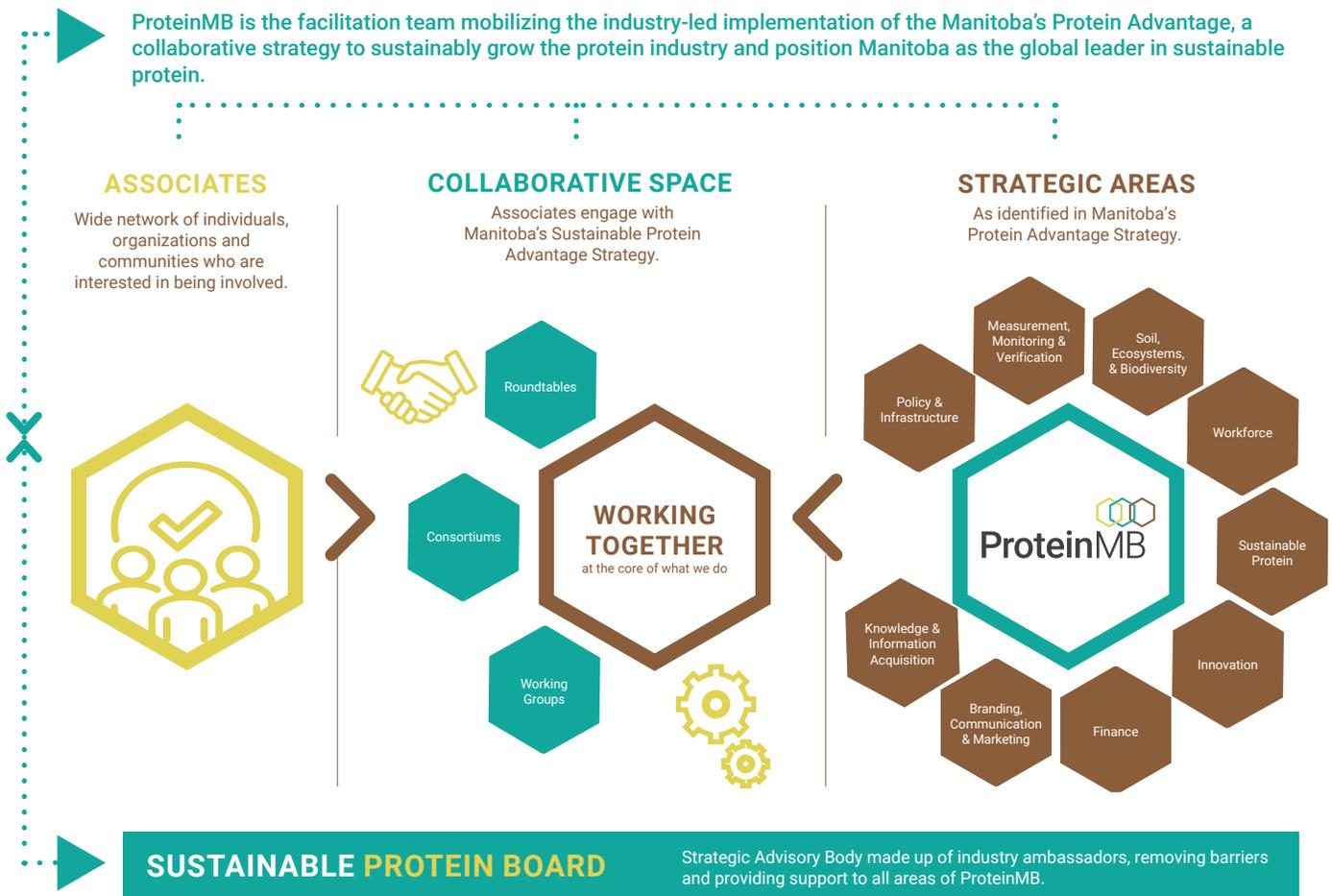
The board has the following responsibilities:

- Provide strategic guidance in an advisory capacity to ProteinMB.
- Protect the integrity of the strategy and its implementation in fulfilling the Ultimate Benefit.
- Serve as ambassadors for the strategy and ProteinMB in their respective constituencies and networks.
- Identify issues and remove barriers for implementing the strategy.
- Support and ensure the longevity of ProteinMB, including its financial sustainability.
- Ensure ProteinMB delivers the outcomes included in the Sustainable Canadian Agricultural Partnership Contribution Agreement:

The Sustainable Protein Board is comprised of up to 30 members from major groups from across the protein supply chain. Representation includes academia, animal protein industry, environmental non-government organizations, finance, government, Indigenous groups, plant protein industry, processing, protein producers, and retail.

Meeting cadence: Up to 8 meetings/year

PARTNERSHIP MODEL





ENGAGEMENT PATHWAYS

Opportunities for Associates to partner with ProteinMB.

PROTEINMB ASSOCIATES

- **ProteinMB Associates consist of people and organizations in the protein sector who are interested in participating in the efforts of the MPA Action Framework and would like to be involved.** ProteinMB Associates can participate in Sustainable Protein Consortia, Roundtables and Working Groups, engage in strategic partnerships with ProteinMB and marketing and communications opportunities such as the ProteinMB E-Newsletter, ProteinMB website and events.
- **Composition:** ProteinMB associates consist of a wide variety of individuals, companies, and organizations.

SUSTAINABLE PROTEIN CONSORTIUMS

Sustainable Protein Consortia are made up of industry and facilitated by ProteinMB. Sustainable Protein Consortia meet regularly to share best practice, help learn from others, serve as outside eyes for problem solving, and identify areas where there are barriers and opportunities for growth.

Each Sustainable Protein Consortium will consist of protein companies. ProteinMB plans to initiate consortia, one consisting of primary agricultural producers and the other consisting of protein food processors. Additional Sustainable Protein Consortia will be developed based on interest and fit.

Meeting cadence: Monthly, excluding July and August for Food Processors, and August for Primary Producers.

PROTEINMB ROUNDTABLES

The primary function of ProteinMB Roundtables is to bring sector participants together on a specific strategic area of the protein strategy or specific topics to improve information sharing, identify issues and opportunities and foster collaboration. ProteinMB Roundtables are facilitated by ProteinMB. Potential collaborative projects will arise from the Roundtables, and Working Groups will form to work on projects, where updates, results and next steps will be reported back to the Roundtables.

Roundtables consist of members from across the protein sector and may include representatives from industry, agriculture organizations, commodity organizations, sector councils, academia, environmental groups, government, and others.

WORKING GROUPS

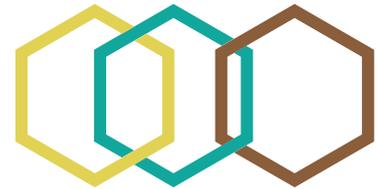
Working Groups will form to address specific issues/opportunities identified through the Sustainable Protein Consortiums and Roundtables for collaborative projects that align with the interventions and actions of the MPA Action Framework.

A strategic partnership occurs when ProteinMB collaborates with other organizations or individuals on externally led mutually beneficial Working Groups that align with the goals of the MPA Action Framework.

Working Groups may or may not be facilitated by ProteinMB.

Working Groups are project specific and involve a strategic partnership of organizations or individuals that may participate in a Sustainable Protein Consortium or a Roundtable.

Meeting cadence: As required by the specific initiative.



ProteinMB is an initiative of Canadian Manufacturers and Exporters and is funded through the Sustainable Canadian Agricultural Partnership.

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