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BUILD.  
GROW.**  
MANITOBA

# MANITOBA PROTEIN ADVANTAGE

**Project ASPIRE: Accelerating Sustainable Protein Impact Results**

Dear Protein Stakeholder,

I am writing with a **progress update** on [Manitoba's Protein Advantage](#) (MPA) Strategy.

### **Join us in Building Manitoba's First By-Product Directory**

Manitoba Agriculture is developing a by-product directory, a free, user-friendly online resource to identify and promote Manitoba by-products. This first-of-its-kind, searchable by-products directory will provide exposure to common by-products created through agri-food production and processing in Manitoba to potential local, domestic, and international buyers. Complete this [form](#) to register your company. Feel free to share widely across your networks. The deadline to participate in this first round of development is **September 15, 2023**. Contact us at [mbproteinadvantage@gov.mb.ca](mailto:mbproteinadvantage@gov.mb.ca) with any questions.

## **SUSTAINABLE PROTEIN NEWS**

### **Manitoba Government Announces Opportunities For Economic Growth Action Plan**

The Growth Action Plan is a comprehensive set of strategic actions that the Manitoba government will advance in partnership with stakeholders and the private sector to create a stronger economic future for Manitobans. Through coordinated and collaborative approach, Manitoba will capitalize on its competitive advantages to meet shared vision for future economy. Find out more [here](#) on how the Economic Growth Action will propel Manitoba to economic prosperity.

*This strategy targets at least 14 key actions identified in the MPA Strategy within the Sustainable Protein Working Together, and Enabling Policy and Infrastructure Functional Areas of Sustainable Protein.*

### **Data Collaboration for Alternative Protein LCA Modelling Software**

To address the current challenges surrounding Alternative Protein Life Cycle Analyses (LCA), GFI has commissioned Foodsteps to design, develop, and deploy LCA modeling software to estimate the environmental impacts of alternative proteins. The software will use a combination of peer-reviewed studies, data and mathematical models. Companies interested in sharing data on their manufacturing process and/or ingredients can view and complete a custom version of the LCA software data collection form [here](#).

*This collaboration supports at least 16 key actions identified in the MPA Strategy within the Working Together, Enabling Policy & Infrastructure, Sustainable Protein, Information and Knowledge, and Functional Areas of Sustainable Protein.*

### **Protein Industries Canada Issues \$10 Million Call For Food-Focused Artificial Intelligence Projects**

Protein Industries Canada is amping up its investment into artificial intelligence technology by increasing focus on novel AI that will accelerate the commercialization of new plant-based ingredients and food, helping make Canada’s plant-based food sector more efficient and sustainable. This newest call for industry-led projects is focused on those that utilize AI to advance the development of the country’s plant-based food and ingredients. Expressions of interest will be accepted on a continual basis, with the call closing once the \$10 million has been allocated. Read more [here](#) on how to get involved.

*This program will improve at least 10 key actions identified in the MPA Strategy within the Innovation, Enabling Policy & Infrastructure, Sustainable Protein, and Working Together Functional Areas of Sustainable Protein.*

**Canada, Manitoba Invest in Enhancing Opportunities for Indigenous Participation in Agricultural Sector in Manitoba**

Funding is now available for initiatives that will support Indigenous participation, address barriers, and build on opportunities in the agriculture and agri-food economy under the Sustainable Canadian Agricultural Partnership. The Indigenous Agriculture and Food Systems program will provide funding across planning and consulting activities, training, enhancing Indigenous food systems activities, and capital equipment and software activities. To read more about this program, and to apply click [here](#).

*This program addresses at least 19 key actions identified in the MPA Strategy within, Sustainable Protein, Innovation, Working Together, Enabling Policy & Infrastructure, and Information and Knowledge Functional Areas of Sustainable Protein.*

**Governments Of Canada And Manitoba Investing Up To \$2.85 Million For Manitoba Beef And Forage Initiatives**

The governments of Canada and Manitoba are investing up to \$2.85 million over the next five years for Manitoba Beef and Forage Initiatives (MBFI) through the Sustainable Canadian Agricultural Partnership in southwestern Manitoba. MBFI is a collaboration between Manitoba Beef Producers, Ducks Unlimited Canada and Manitoba Agriculture to undertake beef and forage research and demonstration trials with extension programming to support increased profitability and environmental sustainability in the beef industry. Read more [here](#).

*This investment supports at least 18 key actions identified in the MPA Strategy within the Finance, Enabling Policy & Infrastructure, Sustainable Protein, and, Information and Knowledge Functional Areas of Sustainable Protein.*

**UPCOMING EVENTS**

<a href="#">Crop Talk</a> <b>Manitoba Agriculture</b> August 16, 2023, Virtual Event	<a href="#">MSSS Summer Field Tour</a> <b>Manitoba Soil Science Society</b> August 17, 2023, Winnipeg, MB
<a href="#">Indigenous Literacy Training</a> <b>Canadian Manufacturers and Exporters</b> September 11, 2023, Winnipeg, MB	<a href="#">Protein Industries Canada Annual Conference &amp; General Meeting (ACGM)</a> <b>Protein Industries Canada</b> September 12-13, 2023, Edmonton, AB
<a href="#">Pulse &amp; Special Crops Convention 2023</a> <b>Pulse Canada</b> September 26-28, 2023, Banff, AB	<a href="#">Agriculture and Food Trade Show Service — Canada Pavilion Program</a> <b>Protein Industries Canada</b> October 7, 2023, Various Locations Worldwide

<a href="#">2023 National Manufacturing Conference &amp; AGM</a> <b>Canadian Manufacturers and Exporters</b> November 6-8, 2023, Ottawa, ON	<a href="#">MFGA 6<sup>th</sup> Annual Regenerative Ag Conference</a> <b>Manitoba Forage and Grassland Association</b> November 13-15, 2023, Brandon, MB
<a href="#">Ingredients Sourcing Workshop</a> <b>Government of Manitoba</b> November 16, 2023, Portage la Prairie, MB	<a href="#">Export 101 Workshop</a> <b>Government of Manitoba</b> November 21-22, 2023, Winnipeg, MB

**CONTACT**

Please contact our team at [mbproteinadvantage@gov.mb.ca](mailto:mbproteinadvantage@gov.mb.ca) with any questions.

Sincerely,

**Dickson Gould**

Manitoba Protein Consortium, Chair

The Progressive Group of Companies Inc., President