



Dear Protein Stakeholder,

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

PROJECT ASPIRE UPDATES

Visit [Manitoba Agriculture's](#) YouTube channel to watch sessions from various panels during the 2022 Animal Protein Summit.

Stay tuned for more updates on the ASPIRE Hub for sustainable protein coming soon.

SUSTAINABLE PROTEIN NEWS

Manitoba Is Investing \$10M to Help Address Agricultural Workforce Shortages

Manitoba Premier Heather Stefanson committed \$10 million to address the Canadian agricultural workforce shortage. The investment will support the development of the Prairie Innovation Centre at Assiniboine Community College (ACC). The proposed centre is expected to triple the number of students in ACC agriculture programs from 300 to 900. Read more about the Prairie Innovation Centre's vision for the future of agriculture training [here](#).

This program supports at least 12 key actions identified in the MPA Strategy within the Sustainable Protein, Finance, Working together, Information and Knowledge, and Enabling Policy & Infrastructure, Functional Areas of Sustainable Protein.

Manitoba Ag Days 2023

On January 17 the Keystone Centre in Brandon, Manitoba, opened its doors for Canada's largest indoor farm show, featuring over 550 exhibitors. The theme of Manitoba Ag Days 2023 was "Farmer Health, Safety, and Wellness". The event showcased 32 service and product categories, including Ag Technology, Agribusiness Services, Agricultural Equipment, Agronomics, Animal and Livestock, Farm Built Solutions, and Farm Safety. The 47th Manitoba Ag Days will take place in January 2024, and planning has already begun. For more information, click [here](#).

This event addresses at least 14 key actions identified in the MPA Strategy within the Sustainable Protein, Innovation, Working Together, Finance, Enabling Policy & Infrastructure, and Information and Knowledge Functional Areas of Sustainable Protein.

Keystone Agricultural Producers Celebrates 39th Annual General Meeting

Keystone Agricultural Producers' (KAP) 39th annual general meeting took place in Winnipeg in January 2023. Delegates from across the province interacted with each other and participated in panels and discussions led by industry experts focusing on environmental stewardship, sustainability, and public trust. A new executive team was

elected, with Kevin Stott joining Jake Ayre as Vice President, and Jill Verwey voted as KAP's first female President. Read KAP's 2022 annual report and update videos [here](#).

This initiative supports at least 8 key actions identified in the MPA Strategy within the Enabling Policy & Infrastructure, Sustainable Protein, Information and Knowledge, and Working Together Functional Areas of Sustainable Protein.

Manitoba Government Launches New Water Management Strategy

The Manitoba government recently launched a new water management strategy to direct actions, decisions, and investments to safeguard the water resources and ecosystems of the province while sustainably expanding the economy and communities. The new water management strategy offers a comprehensive framework to preserve and protect the environment, increase resiliency, improve water quality and availability, and promote economic development prospects. To read the specific strategic objectives, click [here](#).

This strategy supports 18 key actions identified in the MPA Strategy within the Enabling Policy and Infrastructure, Sustainable Protein, Working Together, Enabling Policy and Infrastructure, Innovation, and Information and Knowledge Functional Areas of Sustainable Protein.

Fertilizer Efficiency Calculator Launched by Manitoba Government

Agriculture Minister Derek Johnson announced the launch of a new fertilizer efficiency calculator tool as part of the Government of Manitoba's continued efforts to support the agriculture sector and assist farm farmers in building resilience to climate change. The calculator uses field-specific soil test results and analyses to provide application recommendations to optimize fertilizer application on-farm. Click [here](#) to learn more about how this new tool can help farmers to better measure their fertilizer use to improve sustainability.

This innovation backs at least 16 key actions identified in the MPA Strategy within the Innovation, Finance, Sustainable Protein, and Enabling Policy and Infrastructure, Functional Areas of Sustainable Protein.

SPECIAL EVENTS & PROGRAMS

The 3rd Annual Manitoba Sustainable Protein Research Symposium Returns this June

Save the date! On June 20-21, 2023, the 3rd annual Manitoba Sustainable Protein Research Symposium will be held in Winnipeg, MB. The event will feature plenary speakers, presentations on current protein research, and numerous opportunities for networking. Registration link coming soon. For more information about the event, please contact mbprotein@umanitoba.ca.

Plant Protein Innovation Center: Protein Basics Short Courses

[Register](#) to attend The Plant Protein Innovation Center: Protein Basics Short Course on **March 27-28, 2023**. The course will feature live demonstrations and experiences in the PPIC analytical laboratories, test kitchen, and the UMN Pilot Plant. Registration is now open and will remain open until **5:00 pm CST on March 21st**.

UPCOMING PROTEIN EVENTS

| | |
|---|--|
| The Future of Food-Canada's Agriculture Day Protein Industries Canada Feb 15, 2023, Ottawa, ON | CropConnect Conference 2023 Crop Connect February 15-16, 2023, Winnipeg, MB |
| ESG For Agri-Business 2023 | 2023 Direct Farm Marketing Conference |

| | |
|---|---|
| MLT Aikins February 21, 2023, Calgary, AB | Direct Farm Manitoba February 25, 2023, Winnipeg, MB |
| Mini-Summit: Food Robotics Outlook 2023 The Spoon March 1, 2023, Virtual Event | Sustainability of Canadian Agriculture UM, AAFC, NCLE March 7-9, 2023, Virtual Event |
| Feeding the Future: A Conversation with Founders Protein Industries Canada March 8, 2023, Virtual Event | Advancing Women in Agriculture Conference AWC West 2023 March 12-14, 2023, Calgary, AB |
| Deep Dive: 3D Food Printing 2023 The Spoon April 28, 2023, Virtual Event | Inventures 2023 Protein Industries Canada May 31- June 2, 2023, Calgary, AB |
| 1st International Cellular Agriculture Conference VTT Technical Research Centre of Finland June 14-15, 2023, Helsinki, FI | Manitoba Sustainable Protein Research Symposium University of Manitoba June 20-21, 2023, Winnipeg, MB |
| Canada Farm Show VITERRA June 20-22, 2023, Regina, SK | International conference on Protein Bioinformatics and Applications World Academy of Science, Engineering, and Tech July 12-12, 2023, Ottawa, ON |

CONTACT

Please contact our team at mbproteinadvantage@gov.mb.ca with any questions.

Sincerely,

Dickson Gould

Manitoba Protein Consortium, Chair

The Progressive Group of Companies Inc., President