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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.

PROJECT ASPIRE UPDATES

Manitoba Agriculture and the Manitoba Protein Consortium hosted the first Animal Protein Summit, with 17 speakers from across North America and 150 stakeholders from industry, academia, non-governmental organizations, and government. The Summit highlighted opportunities for advancing sustainability and circularity across the protein sector. Click [here](#) to catch the highlights from Manitoba's animal protein industry from 2019-2022.

Agriculture Minister Derek Johnson announced a \$0.62M investment through the Canadian Agricultural Partnership to the Canadian Manufacturers and Exporters (CME) to implement the MPA Strategy through Project ASPIRE. The funding will be used to establish an ASPIRE Hub at CME, with staff and resources for advancing Manitoba's protein sector. Read the full press release [here](#).

SUSTAINABLE PROTEIN NEWS

Prairie Livestock Expo

Canada's premier multi-species consumer show, Prairie Livestock Expo, took place on December 14, 2022, at the Victoria Inn Hotel in Winnipeg. Organized initially over 35 years ago for the hog and poultry sectors, the expo has expanded to showcase the latest technology, promote sustainability and information for all livestock production needs, as well as promote the economic and social well-being of Manitoba's farming communities. Check out the expo and the exhibitors who showcased new and evolving technologies by clicking [here](#).

This event addresses at least 18 key actions identified in the MPA Strategy within the Sustainable Protein, Innovation, Working together, Enabling Policy & Infrastructure, and Information and Knowledge Functional Areas of Sustainable Protein.

AAFC Survey: Acceptance of GM Canola Protein by Canadian Food Manufacturers

Don't miss your chance to help identify barriers to promoting the application of GM canola protein, and to understand manufacturers' opinions toward accepting GM canola proteins as a functional product ingredient through this Agriculture and Agri-food Canada survey. Take the survey here: <https://insights.kaianalytics.com/s3/AAFC-Canola-Oil>.

This initiative supports at least 15 key actions identified in the MPA Strategy within the Sustainable Protein, Innovation, Enabling Policy & Infrastructure, and Information and Knowledge Functional Areas of Sustainable Protein.

North America Meat Institute Announces Ambitious Climate Target

The North American Meat Institute announced that 100% of its members will deliver science-based greenhouse gas reduction targets in line with the Paris Climate Agreement. The Meat Institute's new commitments were announced as part of the Protein PACT for the People, Animals, and Climate of Tomorrow, an alliance of 12 leading U.S. agricultural organizations. Read more about the PACT framework [here](#).

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

Protein Industries Canada Accepting New AI Project Applications

The Artificial Intelligence Program, launched by Protein Industries Canada (PIC) in 2022, is designed to support the development of AI technology for agrifood companies across the country. Companies can use AI to address challenges related to ingredient development, process optimization, and recipe formulation with the right data strategies and partners. The program's next application period is now open. For information on how to apply to the program, click [here](#).

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

Merit Functional Foods Launches Organic Plant-Protein Ingredient

With the launch of its first USDA Certified Organic protein ingredient, Organic Peazazz C™ 850, Merit is raising the bar on transparency and sustainability in the plant protein market. Through Merit's proprietary membrane filtration process, it provides key functional and nutritional benefits and a minimum of 85% protein. This product is also fully traceable, grown on Canadian soil with organic peas and produced at Merit's Winnipeg-based facility. Learn more about this exciting launch of Merit's first certified organic protein ingredient [here](#).

This innovation supports at least 4 key actions identified in the MPA Strategy within the Sustainable Protein and Measurement, Monitoring and Verification, Functional Areas of Sustainable Protein.

SPECIAL EVENTS & PROGRAMS

Manitoba Ag Days 2023

Visit The **#AgDays23**, an exposition of agricultural production expertise, technology, and equipment that attracts exhibitors and visitors from across Canada and the United States. The three-day event will be held at **Brandon's Keystone Centre from 9:00 am to 5:00 pm on January 17-19**. Find more details on the event [here](#).

Export 101 Workshop: Preparing to Enter the United States Market

Register to attend this two-day workshop held by Manitoba Agriculture in partnership with Manitoba Economic Development, Investment and Trade, Agriculture and Agri-Food Canada, the Trade Commissioner Service, and the World Trade Centre Winnipeg from **9:15 am to 4:30 pm on January 30 and 31, 2023** at the **Winter Club** in Winnipeg. To learn more and register for the workshop, click [here](#).

UPCOMING PROTEIN EVENTS

The Manitoba Ag Days 2023 Manitoba Ag Days Inc. January 17-19, 2023, Brandon, MB.	Fermentation-Enabled Alternative Protein Innovation Protein Report January 31- February 2, 2023, San Francisco, CA.
How to Build the Future Workforce CityAge February 2, 2023, Virtual Event	44th Annual General Meeting Manitoba Beef Producers February 2-3, 2023, Winnipeg, MB.
New Food Invest Beyond Animal February 15, 2023, Asia/Pacific.	CropConnect Conference 2023 Crop Connect February 15-16, 2023, Winnipeg, MB.
2023 Direct Farm Marketing Conference Direct Farm Manitoba February 25, 2023, Winnipeg, MB.	Sustainability of Canadian Agriculture UoM, AAFC, NCLE March 7-9, 2023, Virtual Event
Advancing Women in Agriculture Conference AWC West 2023 March 12-14, 2023, Calgary, AL.	Inventures 2023 Protein Industries Canada May 31- June 2, 2023, Calgary, AL.
Canada Farm Show VITERRA June 20-22, 2023, Regina, SK.	

CONTACT

Please contact me or Glenn Friesen (Glenn.Friesen@gov.mb.ca) with any questions.

Sincerely,

Dickson Gould

Manitoba Protein Consortium, Chair

The Progressive Group of Companies Inc., President