



Dear Protein Stakeholder,

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

2023 Manitoba Sustainable Protein Research Symposium

A big thank you to everyone who was able to join us at the 2023 Manitoba Sustainable Protein Research Symposium! Your presence made it a successful and enriching event. With over 170 participants from industry, government, and academia from across the prairies and beyond, we furthered our research agenda to promote sustainable protein in Manitoba. We are looking forward to future collaborations.

At the symposium, Agriculture Minister Derek Johnson announced that Canada and Manitoba are investing another \$5.11 million from the new Sustainable Canadian Agricultural Partnership through March 2028 to support the work of ProteinMB. This funding is on top of the \$620,000 from the Canadian Agricultural Partnership dedicated to the initial work to establish ProteinMB. The new funds will continue to support ProteinMB's work: an industry-led Sustainable Protein Hub housed within the Canadian Manufacturers and Exporters. Read about the Manitoba Protein Advantage Strategy [here](#).

SUSTAINABLE PROTEIN NEWS

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 online exposure to common by-products created through agri-food production and processing in Manitoba to potential local, domestic, and international buyers. To register your company, complete our [questionnaire](#). Feel free to share widely across your networks. The deadline to participate in this first round of development is **August 11, 2023**. Contact us at mbproteinadvantage@gov.mb.ca with any questions.

This initiative targets at least 11 key actions identified in the MPA Strategy within the Innovation, Sustainable Protein Working Together, Enabling Policy and Infrastructure, and Finance Functional Areas of Sustainable Protein.

Manitoba Establishes Strategic Protein Research Chair

Congratulations to Dr. James House from the University of Manitoba's faculty of Agricultural and Food Sciences on his appointment as Manitoba Strategic Research Chair in Sustainable Protein. The priorities in the new position include funding research, developing opportunities for students, and providing extension to industry and producer groups. The role will also involve building sustainable protein research capacity at the University of Manitoba and beyond. Read more about the Dr. House's appointment [here](#).

This appointment supports at least 21 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 Webinar Series Launching Fall 2023

Manitoba Agriculture is launching its second series of protein webinars this fall! Webinars will cover a wide range of topics covering opportunities across the protein value chain. Reach out to us at mbproteinadvantage@gov.mb.ca for more information on Manitoba’s Protein Advantage and stay tuned for webinar topics and dates this summer.

This webinar series target at least 15 key actions identified in the MPA Strategy within the Sustainable Protein, Information and Knowledge, Working Together, Innovation, and Enabling Policy & Infrastructure Functional Areas of Sustainable Protein.

New Program to Help Canada’s Plant-Based Sector Prepare to Utilize Artificial Intelligence

The plant-based sector in Canada is working towards sustainability and increased efficiencies with artificial intelligence technology. To harness this potential, companies must understand what makes an effective AI solution including how to build and utilize effective data pools. In partnership with Amii (the Alberta Machine Intelligence Institute), Protein Industries Canada is launching the Data Readiness Improvement Program (DRIP). Discover [here](#) how the program will help companies better understand their data and prepare for AI adoption.

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

Canada and Manitoba Invest \$2 Million to Enhance Capacity of Rural Veterinary Services Districts

The governments of Canada and Manitoba are investing \$2 million through the new Sustainable Canadian Agricultural Partnership to enhance the capacity of rural veterinary services districts throughout Manitoba. Each district will be eligible to receive up to \$75,000 toward the purchase of large-animal veterinary equipment, allowing them to offer expanded services in their district. Read more [here](#) on how this investment promotes overall animal health and welfare, supports a resilient food chain, and helps ensure Manitoba is well prepared for animal disease emergencies.

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 PROTEIN EVENTS

Canada Digital Adoption Program Info-Session Canada Digital Adoption Program July 26, 2023, Virtual Event	Canada Digital Adoption Program Info-Session Canada Digital Adoption Program August 9, 2023, Virtual Event
Indigenous Literacy Training Canadian Manufacturers and Exporters September 11, 2023, Winnipeg, MB	Protein Industries Canada Annual Conference & General Meeting (ACGM) Protein Industries Canada September 12-13, 2023, Edmonton, AB
Pulse & Special Crops Convention 2023 Pulse Canada	Agriculture and Food Trade Show Service — Canada Pavilion Program

September 26-28, 2023, Banff, AB	Protein Industries Canada October 7, 2023, Various Locations Worldwide
2023 National Manufacturing Conference & AGM Canadian Manufacturers and Exporters November 6-8, 2023, Ottawa, ON	Plant Forward Protein Industries Canada April 16, 2024, Toronto, 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