



## SUSTAINABLE PROTEIN NEWS

### **New Partnership Between Wageningen University and Protein Industries Canada to Support Protein Transition**

Plant-based foods propose solutions to some of humanity's most pressing problems. In an effort to accelerate a transition to a more plant-based future, Protein Industries Canada and Wageningen University announced a new collaborative partnership. Read more [here](#) on how the organizations are committed to collaborating on the exchange of knowledge to accelerate the transition on both sides of the Atlantic.

*This partnership targets at least 12 key actions identified in the MPA Strategy within the Working Together, Enabling Policy and Infrastructure, Workforce, Sustainable Protein, and Innovation Functional Areas of Sustainable Protein.*

### **Protein Industries Canada Opens Call For Technology Leadership Projects**

Protein Industries Canada is now accepting Expressions of Interest (EOI) for its Technology Leadership Program. This is the second call for projects under the new tranche of \$150M in funding provided through the Global Innovation Cluster program. EOIs under the second round will be accepted until June 26, 2023. Interested consortiums can fill out the form [here](#).

*This program targets at least 20 key actions identified in the MPA Strategy within the Workforce, Sustainable Protein, Working Together, Innovation, and Enabling Policy & Infrastructure Functional Areas of Sustainable Protein.*

### **National Workforce Strategic Plan for Agriculture and Food and Beverage Manufacturing - Interim Report**

The Canadian Agricultural Human Resource Council and its partners the Canadian Federation of Agriculture and Food and Beverage Canada have shared the interim report on the development of an industry-led National Workforce Strategic Framework for Agriculture and Food & Beverage Manufacturing. Download the interim report [here](#).

*This framework 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.*

### **Agri-Tech Accelerator Partners With Brandon University**

Brandon University has signed a memorandum of understanding with Guelph, Ont.-based business accelerator Bioenterprise Canada. The deal will support new commercialization opportunities for start-ups and growth-

oriented companies in Western Manitoba. This partnership is designed to give the university access to expertise, mentorship, funding and support opportunities through the Bioenterprise network. Click [here](#) to learn more.

*This collaboration supports at least 15 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.*

### **Local Food Trend: Four Ways to Engage Consumers and Boost Sales**

The “eat local” trend encompasses much more than geography. It tugs at both the heart and the mind, having the potential to strike a chord with consumers while offering an attractive value-to-price ratio. It can evoke freshness, unique flavour, quality or special know-how. It can even generate a feeling of safety and pride. Read more [here](#) on the facets of the local food trend for your brand and your business.

*This consumer trend addresses 13 key actions identified in the MPA Strategy within the Sustainable Protein, Working Together, Innovation, and Information and Knowledge Functional Areas of Sustainable Protein.*

## **SPECIAL EVENTS & PROGRAMS**

### **The 3<sup>rd</sup> Annual Manitoba Sustainable Protein Research Symposium**

Join us for this exciting two-day event featuring in-person networking, plenary talks on sustainable protein, and opportunities for trainees, researchers, and industry members to present their research findings, with prizes for top trainee presentations.

Visit [www.mbprotein.ca](http://www.mbprotein.ca) for more info about the event. Please contact [mbprotein@umanitoba.ca](mailto:mbprotein@umanitoba.ca) if you would like more information.

## **UPCOMING PROTEIN EVENTS**

<a href="#">The Science Of Alt Protein: Structuring Plant-Based Whole Muscle Cut Analogs</a> <b>Good Food Institute</b> June 13, 2023, Virtual Event	<a href="#">Manitoba Sustainable Protein Research Symposium</a> <b>University of Manitoba</b> June 20-21, 2023, Winnipeg, MB
<a href="#">Canada Farm Show</a> <b>VITERRA</b> June 20-22, 2023, Regina, SK	<a href="#">Economic Reconciliation</a> <b>Protein Industries Canada</b> June 22, 2023, Virtual Webinar
<a href="#">Alternative Proteins Summit</a> <b>Future Food Tech</b> June 27-28, 2023, Hybrid Event	<a href="#">What Canadian Exporters Need To Know To Accelerate Your Business Growth Outside Of Canada</a> <b>CM&amp;E</b> June 28, 2023, Winnipeg, MB
<a href="#">International conference on Protein Bioinformatics and Applications</a> <b>World Academy of Science, Engineering, and Tech</b> July 12-12, 2023, Ottawa, ON	<a href="#">2023 Annual Conference &amp; General Meeting</a> <b>Protein Industries Canada</b> Sept 13, 2023, Edmonton, Alberta
<a href="#">Pulse &amp; Special Crops Convention 2023</a>	

<b>Pulse Canada</b> Sep 26-28 2023, Banff, Alberta	
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**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