



Manitoba Protein Advantage



PROTEINMB ASSUMES PUBLICATION OF PROTEIN NEWSLETTER STARTING DECEMBER

ProteinMB represents a cooperative effort, driven by the Manitoba Protein Advantage's ten pillars for sustainable protein. The newly established ProteinMB serves as the central platform and advocate for advancing sustainable protein in Manitoba and beyond. [Click here](#) to learn how to engage with this industry-led initiative. Stay tuned for exciting developments as ProteinMB prepares for its official November launch, including how to subscribe to their newsletter.

Want more details about ProteinMB? Email info@ProteinMB.ca for more information.

EMILI Collaboration Fosters Digital Agricultural Skills for Canadian Youth

Protein Industries Canada “Explore” project, which facilitated Enterprise Machine Intelligence and Learning Initiative’s (EMILI) partnership with Actua and Agriculture in the Classroom Canada, has engaged over 91,000 Canadian youth, including Indigenous participants. Through technology demonstrations, research, and data literacy training, the EMILI Data Initiative is building data and digital agriculture capacity, benefiting all stakeholders in the value chain. [Learn more](#) about how EMILI’s Data Initiative is empowering the Canadian agriculture sector to harness data and digital tools responsibly.

This investment supports at least 18 key actions identified in the MPA Strategy within the Working Together, Innovation, Information and Knowledge, and Workforce Pillars of Sustainable Protein.

Pioneering Microbial Solutions for Sustainable Agriculture

Dr. Ivan Oresnik from University of Manitoba is co-leading a \$6 million research project to transform crop production. The aim of this project is to harness the power of microbial inoculants to reduce farmers' reliance on chemical fertilizers and curb agricultural greenhouse gas emissions in Canada. Funded by Genome Canada's Climate-Smart Agriculture and Food Systems initiative, the project seeks to identify beneficial microbes in Canadian soil and develop microbial strains that enhance crop health and production. To learn more about Dr. Oresnik’s research, click [here](#).

This research supports at least 8 key actions identified in the MPA Strategy within the Sustainable Protein, Innovation and Soil, Ecosystems and Biodiversity Pillars of Sustainable Protein.

Protein Industries Canada Empowering Inclusivity and Growth in Canada’s Plant-based Sector

Protein Industries Canada is seeking Expressions of Interest (EOIs) for their Capacity Building stream to strengthen Canada's plant-based ecosystem, with a special focus on inclusivity and opportunities for Indigenous and under-

represented groups. Consortiums can submit EOIs by November 15, 2023, with the aim of advancing economic reconciliation, job development, and social well-being within the plant-based sector. This initiative is part of Protein Industries Canada's renewed efforts, supported by a \$150 million federal government investment. Click [here](#) to learn more.

This initiative addresses at least 10 key actions identified in the MPA Strategy within the Working Together, Workforce and Finance Pillars of Sustainable Protein.

HyLife Builds New, Sustainably-Designed Headquarters in Steinbach

Canada's top pork producer, HyLife, sets a new sustainability benchmark with the opening of its modern headquarters in Steinbach, Manitoba. This is expected to not only boost the local economy but also inspire high-tech agribusiness growth in the region. [Click here](#) to learn more about the eco-friendly features and employee-focused design of this state-of-the-art facility.

This initiative supports at least 7 key actions identified in the MPA Strategy within the Branding, Marketing, and Communication, Innovation, and Working Together Pillars of Sustainable Protein.

SPECIAL EVENTS & PROGRAMS

Unlock Export Opportunities for your Food Business

Embark on a journey to understand the advantages of exporting your food products and learn the fundamentals of successful export preparation at our two-day workshop led by Manitoba Agriculture in partnership with World Trade Centre (WTC) Winnipeg. Join us November 21-22, 2023, at the Winnipeg Winter Club. Gain valuable insights into market research, pricing strategies, food safety, and more. To register or for more information, [click here](#).

Navigating the Path to Financial Growth: Funding Day 2023

Attend Funding Day 2023 hosted by Bioscience Association Manitoba on December 6, 2023, from 7:30 am – 5:00 pm at the Hilton Winnipeg Airport Suites. Funding Day facilitates one-on-one meetings between companies, start-ups, program managers, consultants, investors, and service providers, offering a fast and efficient way to gain access to funding, forge strategic partnerships, and secure resources for business growth. This event is open to all industries. To register or for more information, [click here](#).

UPCOMING PROTEIN EVENTS

<p>Leadership Development Program 2023 (Virtual Delivery) Bioscience Association Manitoba October 4, 2023 - March 26, 2024 (Virtual)</p>	<p>Food Technology and Research Day Richardson Centre for Food Technology and Research November 1, 2023, Richardson Centre for Food Technology and Research, Winnipeg, MB</p>
<p>2023 Level Up Conference Canadian Agri-Food Marketing Association November 1-2, 2023, Fairmont Winnipeg Hotel, Winnipeg, MB</p>	<p>MFGA's 6th Annual Regenerative Ag Conference Manitoba Forage and Grassland Association (MFGA) November 13-15, 2023, Victoria Inn, Brandon, Mb.</p>
<p>Canadian Hemp Trade Alliance's 2023 National Conference:</p>	<p>2023-2024 BCRC Webinar Series Beef Cattle Research Council November 15, 2023 (Virtual Event)</p>

<p>Harvesting Potential: Cultivating Sustainable Futures The Canadian Hemp Trade Alliance November 14 - 16, 2023, Holiday Inn and Suites, Nisku AB</p>	
<p>Manitoba Farm Women's Conference 2023 Manitoba Farm Women's Conference November 21-23, 2023, Winkler, MB</p>	<p>Manitoba Beef and Forage Production Conference Manitoba Agriculture in partnership with Manitoba Beef & Forages Initiatives, Manitoba Beef Producers and other industry members December 12th & 13th, 2023, Victoria Inn Brandon, Manitoba</p>

CONTACT

As of December 2023, ProteinMB will be delivering Protein-related newsletters and the **Manitoba Agriculture protein newsletter will cease**. Please contact info@proteinmb.ca for details on how to subscribe their newsletter updating you on activities and programs supporting the goals of the Manitoba Protein Advantage Strategy.

For protein-related industry development inquiries, you can continue to contact the Manitoba Agriculture team at mbproteinadvantage@gov.mb.ca.

Sincerely,

Dickson Gould

Manitoba Protein Consortium, Chair

The Progressive Group of Companies Inc., President