



# Manitoba Protein Advantage



## PROTEIN NEWSLETTER TRANSITIONING TO NEW PLATFORM IN DECEMBER

ProteinMB is the collaborative, industry led implementation of the Manitoba Protein Advantage's ten pillars of sustainable protein. The newly established ProteinMB is the hub and voice for the advancement of sustainable protein in Manitoba and across the country. [Click here](#) for information on how to get involved and to stay informed about this industry led initiative. Stay tuned for more information when ProteinMB officially launches in November, including information on how to subscribe to their newsletter.

Questions about ProteinMB? Contact ProteinMB at [info@ProteinMB.ca](mailto:info@ProteinMB.ca) to learn more.

### Manitoba Pork Secures Funding to Fight African Swine Fever

Manitoba Pork has secured \$944,340 in funding from Agriculture and Agri-Food Canada's African Swine Fever Industry Preparedness Program to fortify its fight against African swine fever (ASF). This funding will support critical initiatives like the Squeal on Pigs Manitoba program, communication with small-scale pork producers, and an ASF response plan. [Learn more](#) about how Manitoba Pork is preparing for the possibility of an ASF outbreak, focusing on key areas such as disease response and financial support for the industry.

*This investment supports at least 10 key actions identified in the MPA Strategy within the Working Together, Innovation, Measurement, Monitoring and Verification, and Sustainable Protein Functional Areas of Sustainable Protein.*

### Celebrating Farm and Food Awareness Week with 'Discover the Farm'

"Discover the Farm" returned for its second year, successfully uniting urban and rural Manitobans on September 17 to mark the start of Farm and Food Awareness Week in the province. The event provided a space where people could learn about Manitoba's diverse food production and underscored the significance of agriculture in the provincial economy, which generates \$12.7 billion in revenue and employs nearly 50,000 individuals. Winnipeg hosts 189 food and beverage manufacturing companies, and the province houses 24 agri-food research and development centers. Thank you for joining us in this exciting event! Click [here](#) to learn more about the event.

*This event supports at least key 5 actions identified in the MPA Strategy within the Branding, Marketing, and Communication and Working Together Functional Areas of Sustainable Protein.*

### Apply for Manitoba Beef Producers' Environmental Stewardship Award

Manitoba Beef Producers (MBP) is now accepting applications until December 8, 2023, for The Environmental Stewardship Award (TESA), honoring cattle producers who excel in conservation. TESA, in place since 1996, recognizes the vital role of Canadian beef producers in environmental protection. Provincial winners receive recognition at MBP's annual meeting and can compete nationally for the prestigious TESA title, highlighting their innovative practices benefiting water, wildlife, and air quality. Click [here](#) to learn more.

*This initiative addresses at least 10 key actions identified in the MPA Strategy within the Soil, Ecosystems, and Biodiversity, Sustainable Protein, and Measurement, Monitoring and Verification Functional Areas of Sustainable Protein.*

### **Transforming Bioscience: Manitoba's Visionary Life Sciences Strategy**

Manitoba's ground-breaking Life Sciences Strategy is poised to transform the bioscience sector, fostering growth, innovation, and investment. With five strategic pillars, this visionary plan is set to make a significant impact on the province's economy and quality of life. Learn more [here](#) about the collaborative efforts between the Manitoba government and Bioscience Association Manitoba (BAM) that are driving this transformative initiative forward.

*This initiative supports at least 15 key actions identified in the MPA Strategy within the Enabling Sustainable Protein, Workforce, Finance, Innovation, and Working Together Functional Areas of Sustainable Protein.*

### **SPECIAL EVENTS & PROGRAMS**

#### **Elevate Your Business with Agriculture and Agri-Food Canada's Trade Show Services**

Discover Agriculture and Agri-Food Canada's (AAFC) Trade Show Services and the Canada Pavilion Program, on going until October 2024. Elevate your business by showcasing products and connecting with global markets. Learn more here about the Canada Pavilion Program to simplify trade show participation at top food and beverage events worldwide.

Visit [AAFC's website](#) for more information on the Canadian Pavilion Program.

### **UPCOMING PROTEIN EVENTS**

<p><a href="#">The Science of Alt Protein: Sustainable carbon and nitrogen sources for fermentative production of alternative proteins</a>  <b>Good Food Institute</b>          October 19, 2023, Virtual Event</p>	<p><a href="#">Agriculture Enlightened 2023</a>  <b>Enterprise Machine Intelligence &amp; Learning Initiative (EMILI)</b>          October 26, 2023, Winnipeg, MB</p>
<p><a href="#">CAMA Level Up Conference</a>  <b>Canadian Agri-food Marketing Alliance (CAMA)</b>          November 1-2, 2023, Winnipeg, MB</p>	<p><a href="#">2023 National Manufacturing Conference &amp; AGM</a>  <b>Canadian Manufacturers &amp; Exporters (CME)</b>          November 6-8, 2023, Ottawa, ON</p>
<p><a href="#">Manitoba Farm Women's Conference</a>  <b>The Manitoba Farm Women's Conference</b>          November 21-23, 2023, Winkler, MB</p>	<p><a href="#">Ask GFI: Alt Protein Careers</a>  <b>Good Food Institute</b>          December 12, 2023, Virtual Event</p>

### **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