

Manitoba Protein Advantage Strategy

Developed collaboratively under the guidance of Manitoba Agriculture and the Manitoba Protein Consortium.
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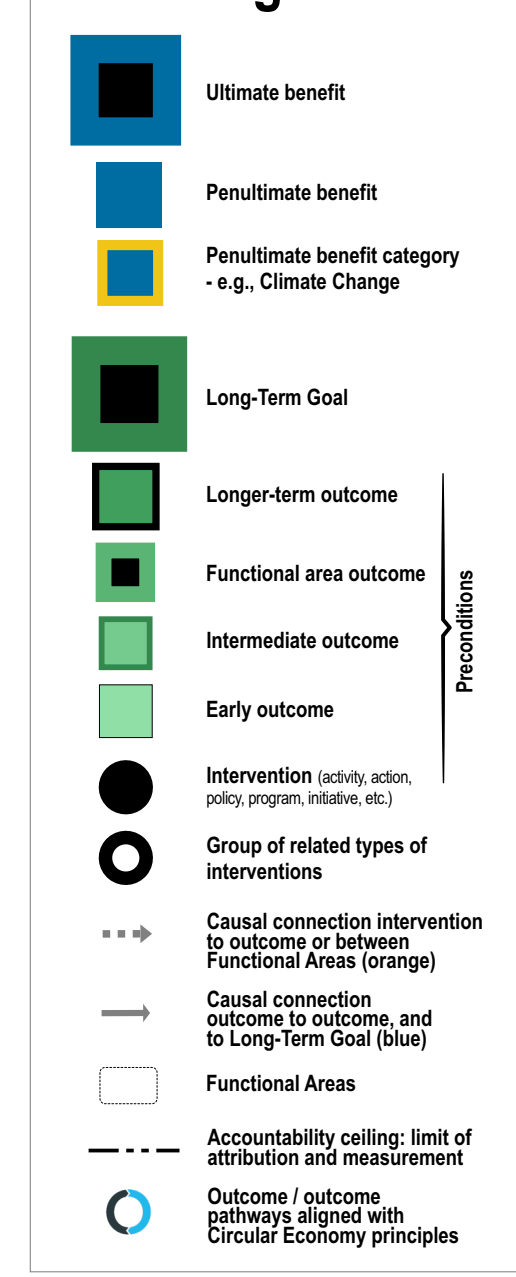
Members of the Design Team

- The Strategy was co-created through the generous contributions of:
- Chris Anderson - Protein Industries Canada
 - Dominique Bauman - Roquette
 - Sav Bellissimo - Federated Co-op Ltd.
 - Carson Callum - Manitoba Beef Producers
 - Tim Faveri - Maple Leaf Foods
 - Bruce Hardy - Myera Group
 - Wayne Hiltz - Manitoba Chicken Producers
 - Jim House - University of Manitoba
 - Marcel Joaquin - IQFoodChain
 - Egbert Frank Krol - Topigs Norsvin
 - Susie Miller - Canadian Roundtable for Sustainable Crops
 - Duncan Morrison - Manitoba Forage & Grasslands Association
 - Lee Anne Murphy - Protein Highway
 - Henry Rowlands - Datas Project
 - Denis Tremblay - Pulse Canada
 - David Weins - Dairy Farmers of Manitoba
 - Robin Young - Food Development Centre

Important Definitional Notes

- SP - Sustainable Protein (as an Initiative/ Sector / System including often the closely associated agriculture and food system / sector)
- [1] Principles of Reconciliation as described in "What We Have Learned - Principles of Truth and Reconciliation (pp3-4), 2015. Truth and Reconciliation Commission of Canada.
- [2] Circular Economy principles: A circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.
- [3] Fit-for-purpose means tabular, spatial, meta and are forms of information and knowledge that are relevant, authoritative, complete, accurate, integratable, inoperable, and affordable.
- [4] 21st Century competencies involve the ability to meet complex demands, thrive in a world where change is constant and continuous learning draws on many different complementary skills such as: learning - critical thinking, creativity, collaboration, innovation, self-direction, accountability, communication, literacy - digital information, media, technology, and life skills - flexibility and adaptability, leadership, initiative, productivity, and social skills and cross-cultural interaction.
- [5] Sustainability strives to attain balance across four dimensions: (a) place minimal pressure and impact on the environment; (b) promote all aspects of an individual's health and well-being; (c) be accessible and culturally appropriate; (d) be economically viable and affordable (source FAO, WHO).
- [6] For example, to inform, advance, and communicate policies, practices, research, innovative enterprise, industry, marketing, measurement and valuation, consumers, and the public.
- [7] For example, Indigenous People with traditional knowledge, scientists and researchers, analysts, marketers, practitioners, policy-makers, communicators, management-planners, etc.
- [8] UN SDG goals, and in particular #4 - Quality Education; #5 - Gender Equality; #8 - Decent Work and Economic Growth; #10 - Reduced Inequalities; and #16 - Peace, Justice, and Strong Institutions.
- [9] This intervention and outcome drawn on the Conditions - Other Considerations section of a 2017 report titled Matchup: A Case for Pan-Canadian Competency Frameworks by the Canada West Foundation.
- [10] OCAP™ principles are complied with regarding the right of First Nations to own, control, access, and possess information about their Peoples.

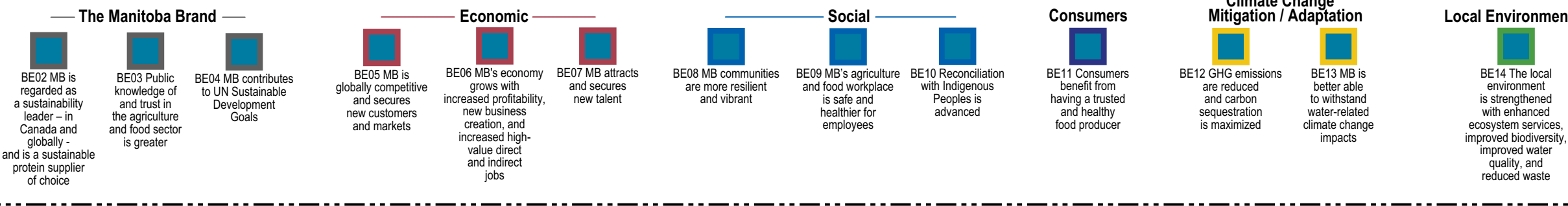
Legend



ULTIMATE BENEFIT

BE01 Manitoba proudly leads Canada and the world as an innovative model for high-value sustainable protein that nurtures and benefits all people, the local environment, and the climate

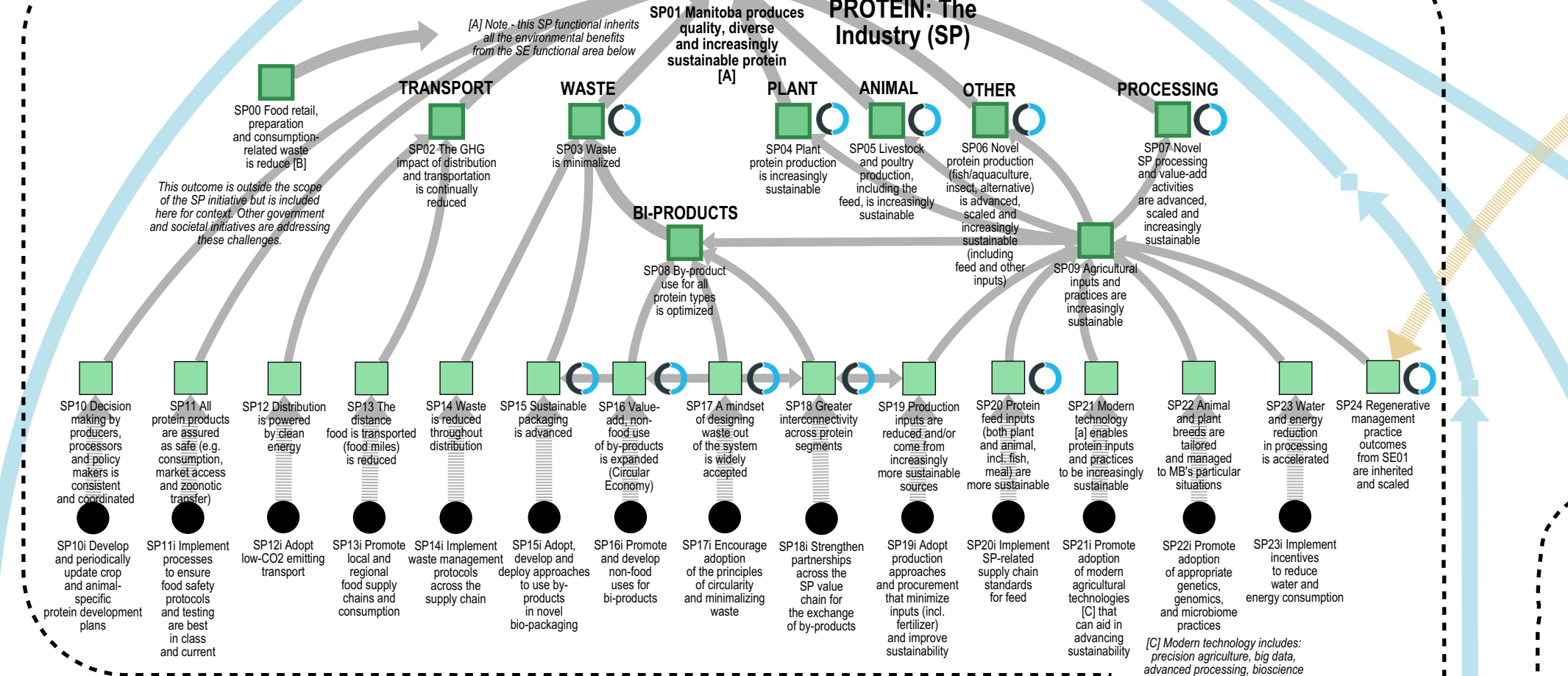
Penultimate Benefits



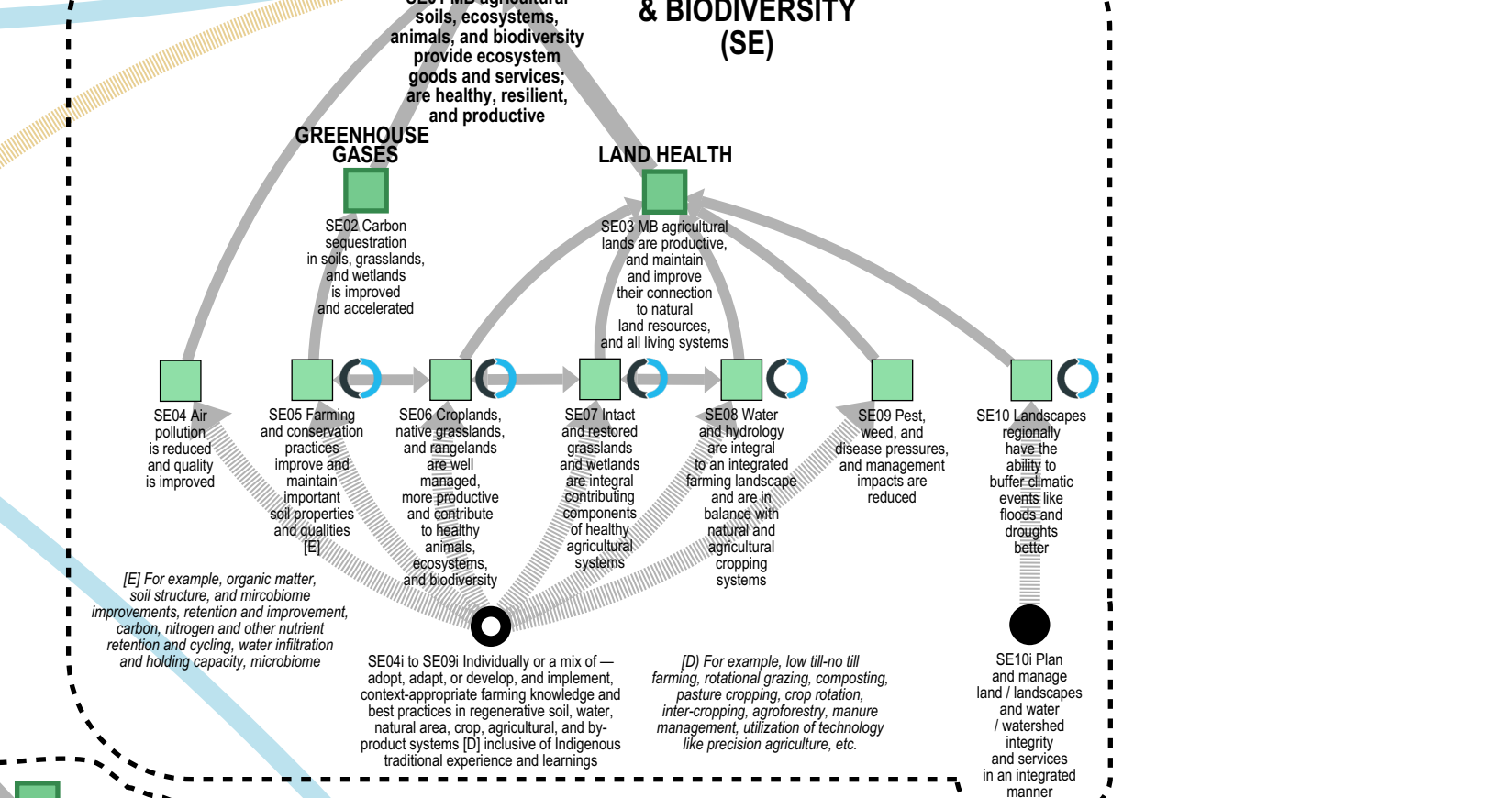
LONG-TERM GOAL

LTG01 Through strengthened collaboration and accelerated innovation, Manitoba realizes its collective and equitable potential to produce protein that is diverse, high quality, healthy and increasingly sustainable

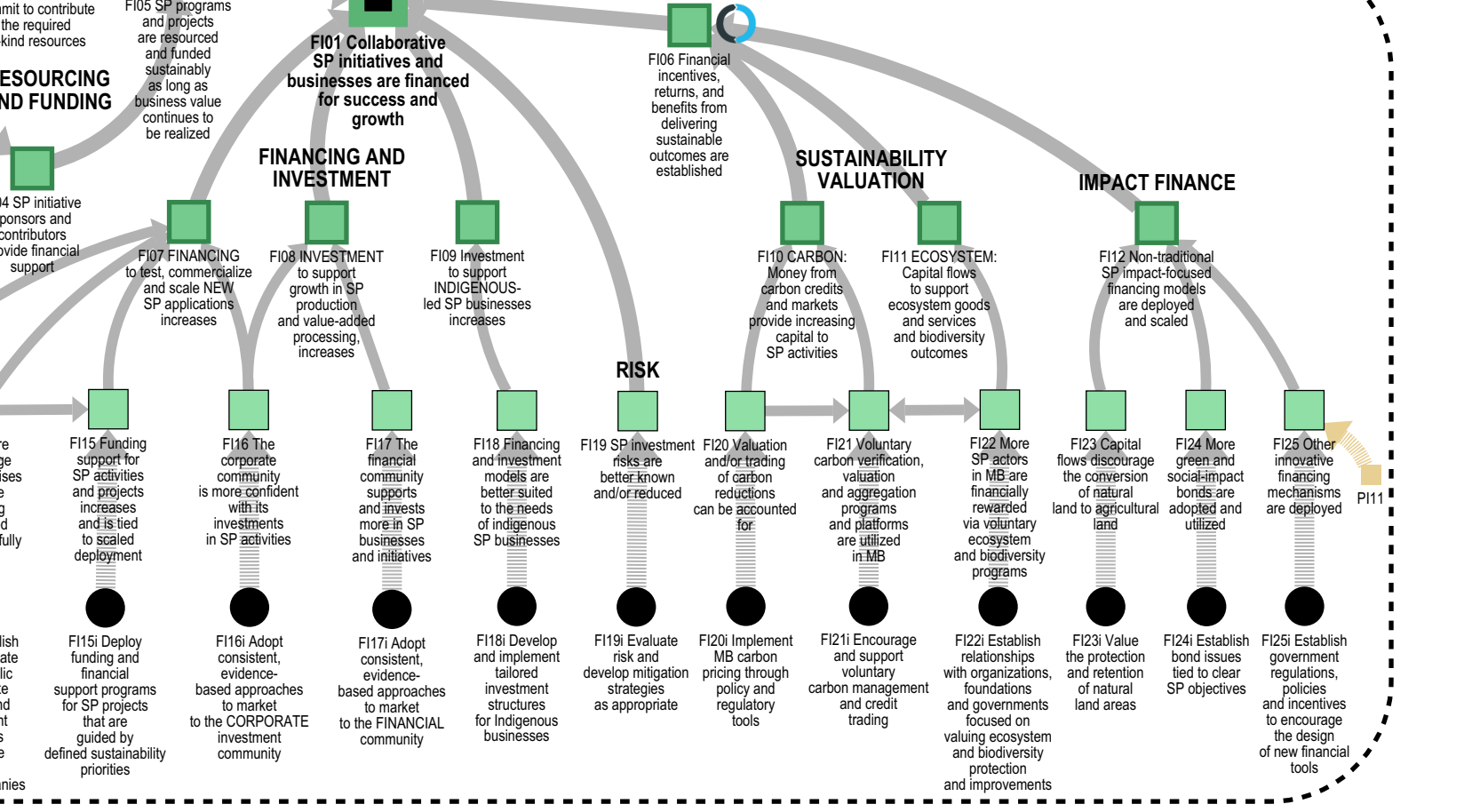
SUSTAINABLE PROTEIN: The Industry (SP)



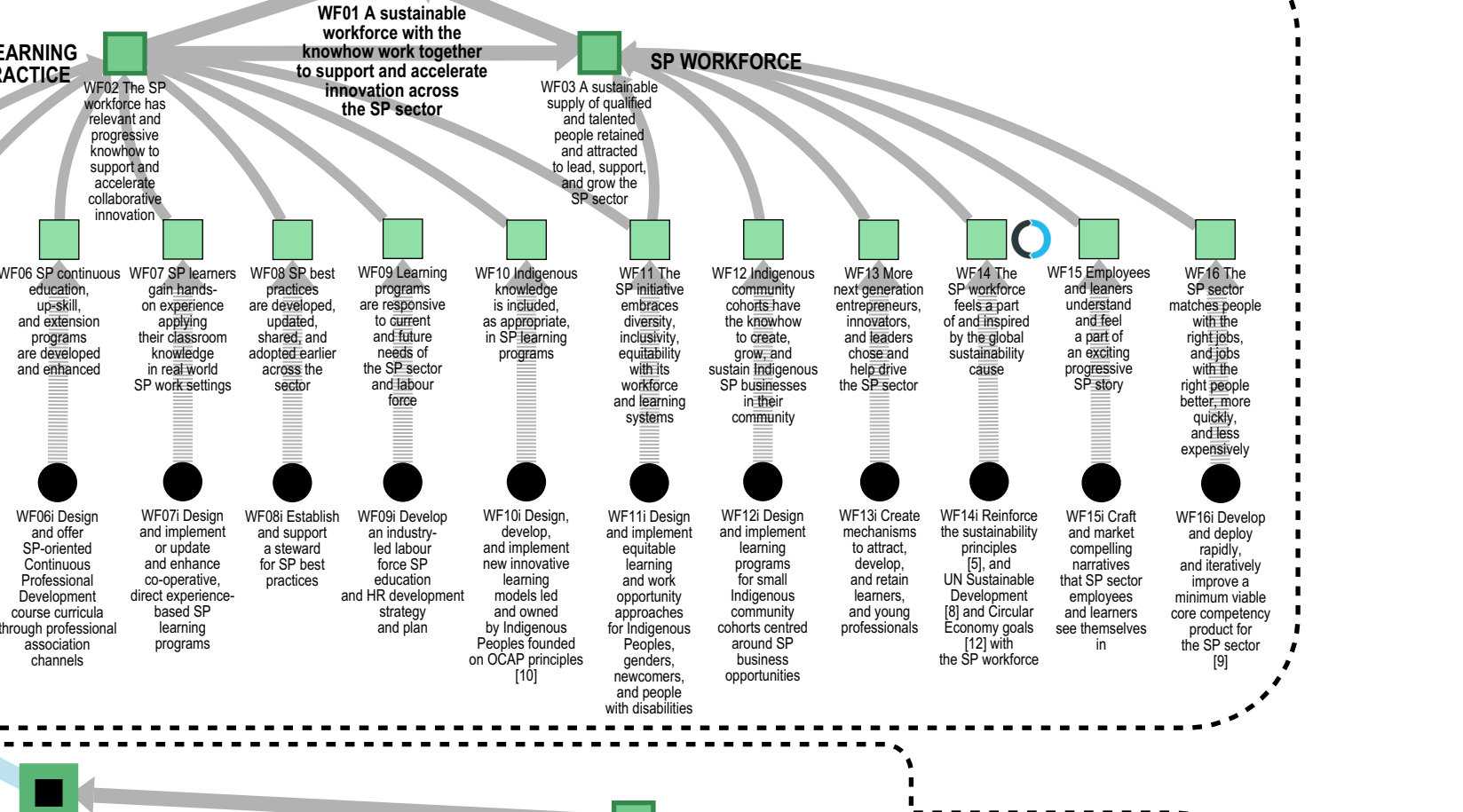
SOIL, ECOSYSTEMS & BIODIVERSITY (SE)



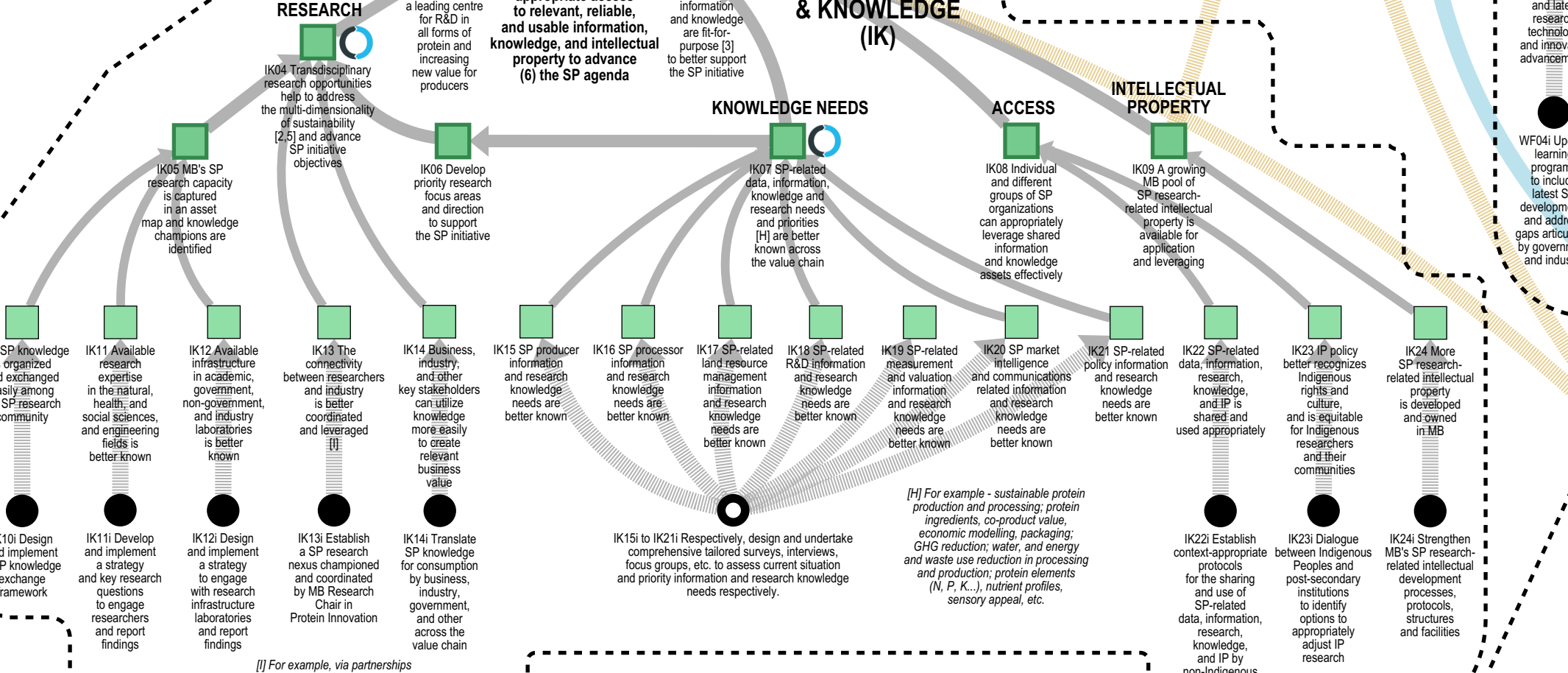
FINANCE (F)



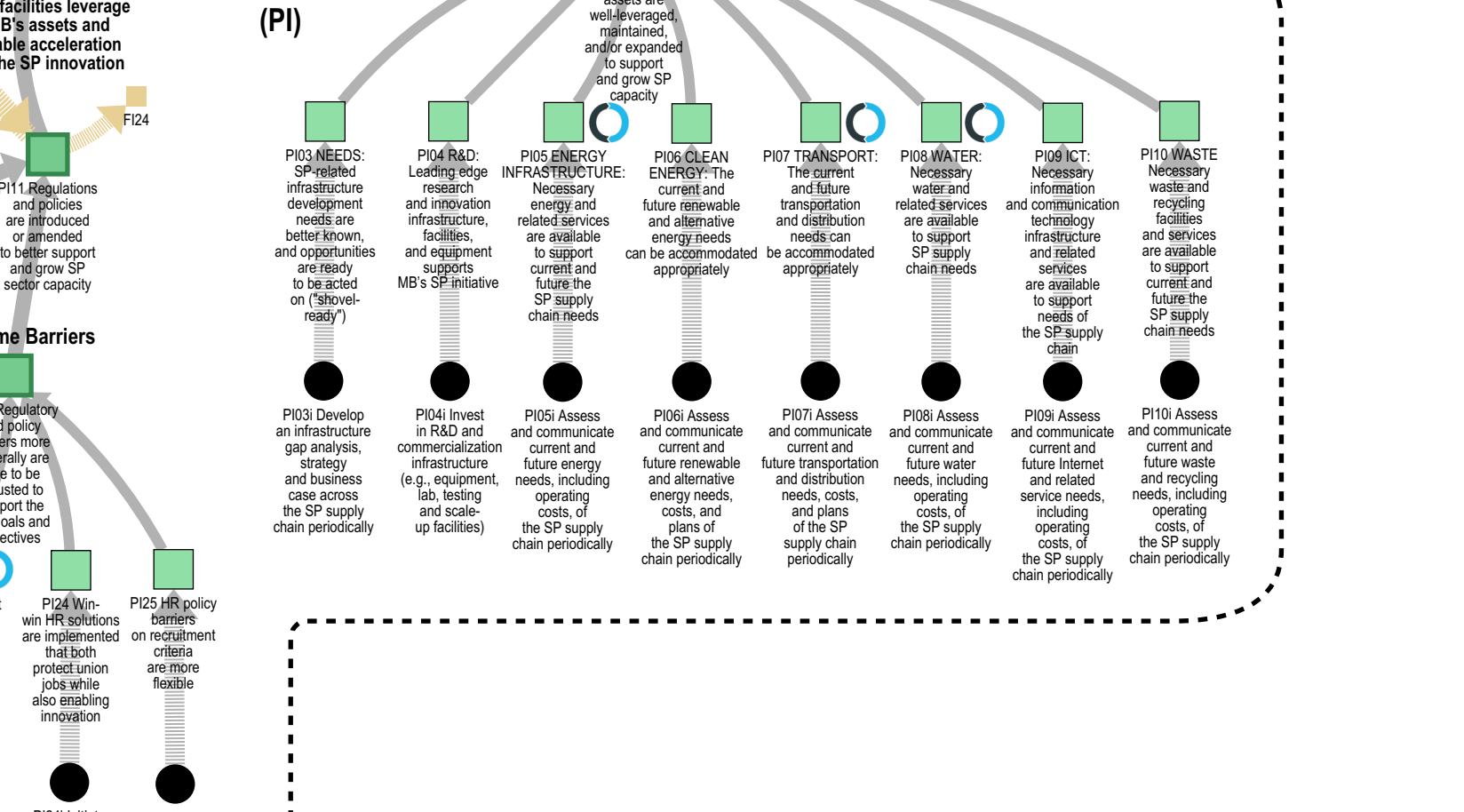
WORKFORCE (WF)



INFORMATION & KNOWLEDGE (IK)

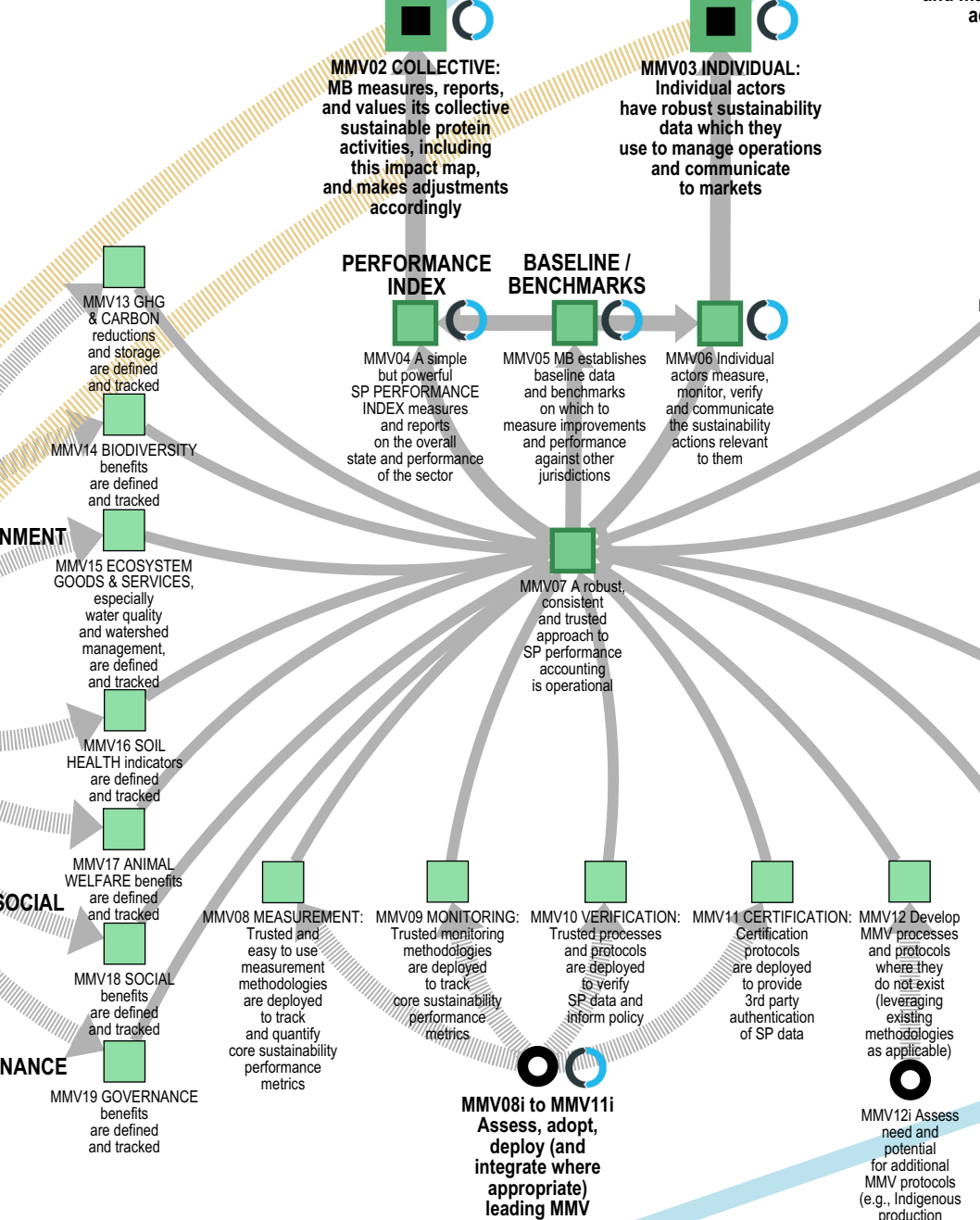


ENABLING POLICY & INFRASTRUCTURE (PI)

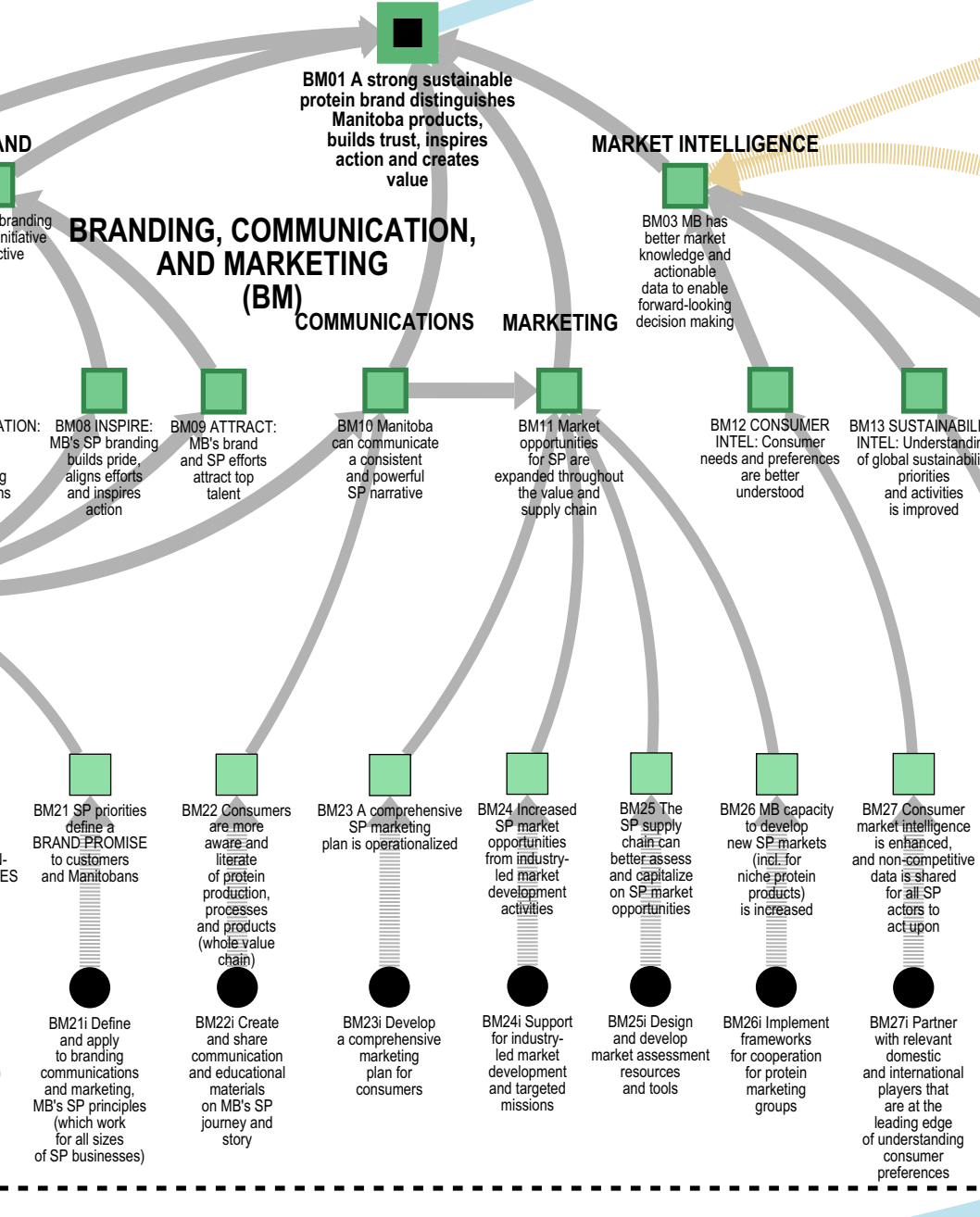


MEASUREMENT, MONITORING, AND VERIFICATION (MMV)

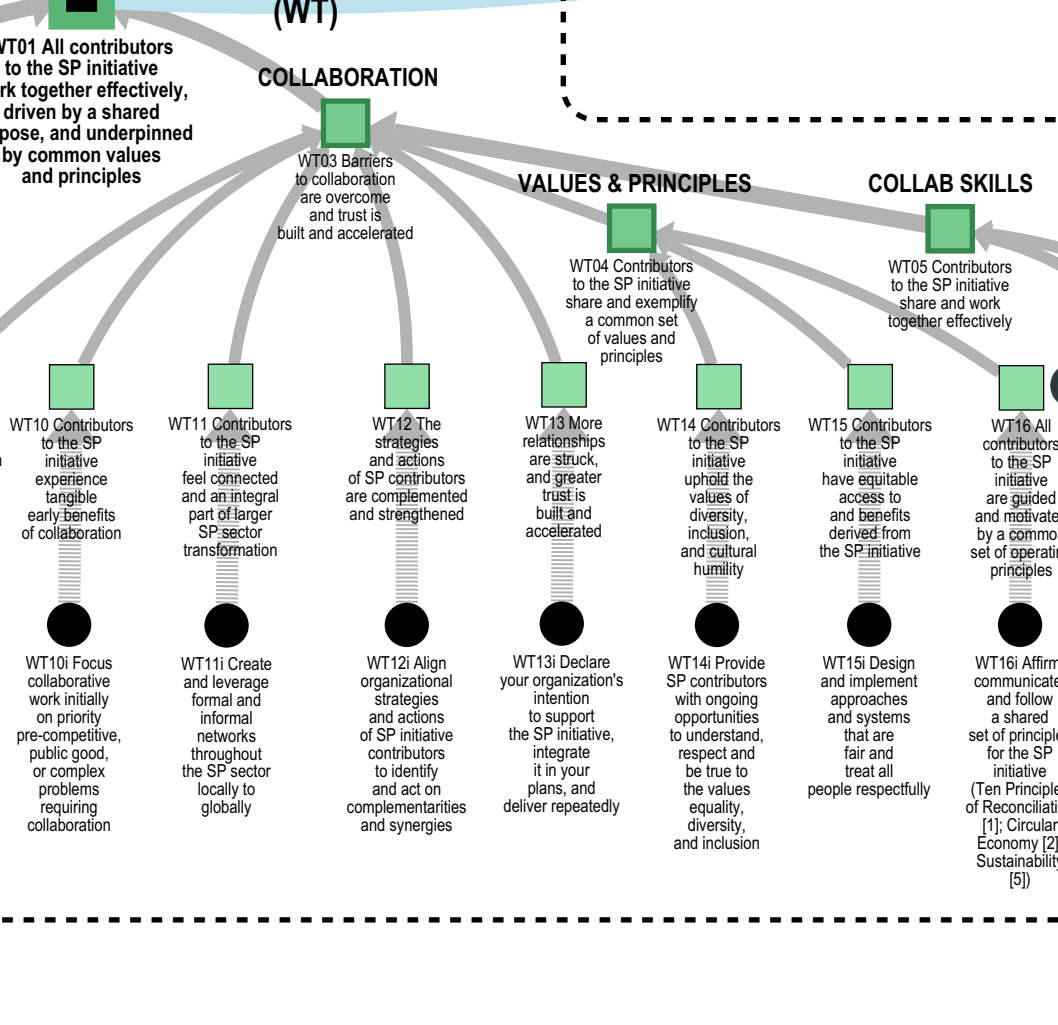
MMV01 MB and individual actors in the SP system measure, report, and value respectively their collective and individual sustainable protein activities and make adjustments accordingly



BRANDING, COMMUNICATION, AND MARKETING (BM)



WORKING TOGETHER (WT)



Consulting led by Sustainable Growth Co.
Outcome Mapping led by R. Keith Jones & Associates
Challenge Dialogue System (CDS)
This Collaborative Outcome Change Framework used Theory of Change methodology and Kumon online system mapping software

