



ProteinMB

MANITOBA'S SUSTAINABLE
PROTEIN ADVANTAGE

PROTEINMB PARTNERSHIP FORUM WHAT WE HEARD REPORT

[ProteinMB](#) is focused on facilitating protein industry growth through value chain collaboration, providing representation and advocacy for the sector, measuring sustainability performance, supporting research and knowledge translation, and industry promotion and marketing. ProteinMB engages with the protein sector across 10 strategic areas outlined in the [Manitoba Protein Advantage Strategy \(MPAS\) action plan](#).

The objective of the ProteinMB Partnership Forum was to delve into the [ProteinMB Partnership Model](#) and identify priorities for industry that align with the protein strategy to support ProteinMB in identifying key collaborative initiatives for 2024-2025.

ENGAGEMENT OVERVIEW

ProteinMB held an inaugural Partnership Forum on April 19, 2024, at the Canadian Manufacturers and Exporters office in Winnipeg with a corresponding survey to gain additional insights. Attendance at the forum included 53 diverse representatives from Manitoba's protein sector from industry, government, academia, and financial institutions. The survey received five responses. This document provides a summary of feedback received.

WHAT WE HEARD

Feedback was received on issues in the protein sector that require industry collaboration and ProteinMB facilitation. Issues have been categorized as Roundtable, Working Group, and other priorities to align with the ProteinMB engagement pathways included in the Partnership Model.

PROTEINMB ROUNDTABLE PRIORITIES



The primary function of ProteinMB Roundtables is to bring sector participants together on a specific strategic area of the protein strategy or specific topics to improve information sharing, identify issues and opportunities and foster collaboration.

Finance/Investment

Finance and investment opportunities were brought forward as a Roundtable priority area for ProteinMB. Feedback on issues included the lack of funding overall for product development and commercialization and lack of investment for capital. Helping the industry navigate funding and access to capital was a key priority area shared by participants for ProteinMB facilitation. Topics included funding for the protein sector, more economical build design for the swine industry, accessibility to sustainable proteins for SMEs and attraction of more value-added business to Manitoba in the protein sector.

Indigenous

Participants identified the need for ProteinMB to form an Indigenous-led Roundtable. The objectives of the Roundtable include incorporating the 4 Directions vision of ProteinMB and facilitation of indigenous leadership in the value chain to identify barriers to within community production and processing, including supply and distribution chain issues. The development of a Red River Metis engagement table was suggested to include Red River Metis perspectives and traditional knowledge, build transparency, and stimulate investment attraction for Red River Metis.

Information & Knowledge Acquisition

Participants recommended the development of an Information & Knowledge Acquisition Roundtable. The focus on the Roundtable would be on innovation and technology, research and functional data, sharing scientific/academic protein industry perspectives and determining opportunities to leverage technology or AI.

Public Trust

Participants highlighted the need for a collaborative public trust initiative for protein. Identifying the public trust issues was highlighted as an important initiative, as well as determining how to brand Manitoba globally.

Sustainability Valuation

Determining the value of sustainability is a collaborative initiative that was put forward by participants requiring ProteinMB facilitation. Actions required include an economic analysis combined with sustainable measures, conducting a national and international competitive analysis, and developing cost/benefit statements for each sector along the value chain.

PROTEINMB WORKING GROUP PRIORITIES



Working Groups will form to address specific issues/opportunities identified for collaborative projects that align with the interventions and actions of the MPA Action Framework.

Ag Literacy to Feed the Protein Pipeline

A ProteinMB facilitated Working Group addressing Ag Literacy to Feed the Protein Pipeline was brought forward at the Forum. The initiative would address how the industry can be more supportive of Ag in the Classroom. Included would be how to address labour issues, promote education, build public trust, develop branding and marketing and foster engagement in the sector.

Barriers to Research Partnerships

Forum participants shared the need for ProteinMB to facilitate a Working Group to address barriers to research partnerships. The initiative would include research, development, and the commercialization ecosystem and bridging the gap between agriculture and technology. It was suggested that ProteinMB could develop business innovation centres to accelerate adoption of new ProteinMB initiatives.

Byproducts

Participants identified the need for a ProteinMB Working Group focused on byproducts to facilitate working together across commodity groups for economic and environmental benefits. Identifying new innovative ideas for byproducts and opportunities for byproducts in a circular economy were opportunities brought forward by forum participants. Participants noted that the Manitoba Government has developed a By Product Directory that could be leveraged as a part of this initiative.

Value Chain Map with Layers of Analysis

Value chain mapping was identified as a key priority area. A value chain map needs to be created for each protein source and include layers of analysis, such as identifying weak links, the impact of production practices and inputs on processing. There is a need to connect the dots across supply and value chains and farm level data required to satisfy rapidly changing regulatory reporting frameworks.

Capacity building is required to support data collection and to move from change over time to predictive modeling. ProteinMB heard from participants that value chain mapping will make Manitoba a stronger farm to table province.

Protein Summit

Partnership Forum participants identified the need for ProteinMB to develop a platform to enable industry collaboration and knowledge translation.

OTHER PRIORITIES



Additional feedback on priorities for ProteinMB facilitated engagements included:

- Water and wastewater, including infrastructure and determining the role of government.
- Regulatory barriers and the need to address inconsistent regulations within the value chain.
- Support for industry navigating the complexity of global sustainability certification and support to stay on top of trends.
- Engagement was emphasized as an important and a critical piece is aligning the industry with a common vision.
- A need to bring together animal and plant protein players and to foster producer engagement in the MPAS action plan.
- The workforce continues to be an issue for the protein sector. Including but not limited to opportunities in the plant protein industry requiring a workforce with knowledge, education, and experience in pea protein and the requirement of integration and advancement of more women and of underrepresented women in the protein sector.

NEXT STEPS

Thank you to all who participated in the forum. Feedback will inform ProteinMB collaborations. Stay informed of opportunities to engage with ProteinMB by [signing up for the monthly e-news](#).

QUESTIONS

Please contact Jillian Einarson at jillian.einarson@ProteinMB.ca if you have any questions about this report.



IN PARTNERSHIP WITH

CANADIAN
MANUFACTURERS
& EXPORTERS

CONTACT US:

200-1479 Buffalo Pl.
Winnipeg, Manitoba R3T 1L7
info@proteinmb.ca



proteinmb.ca



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