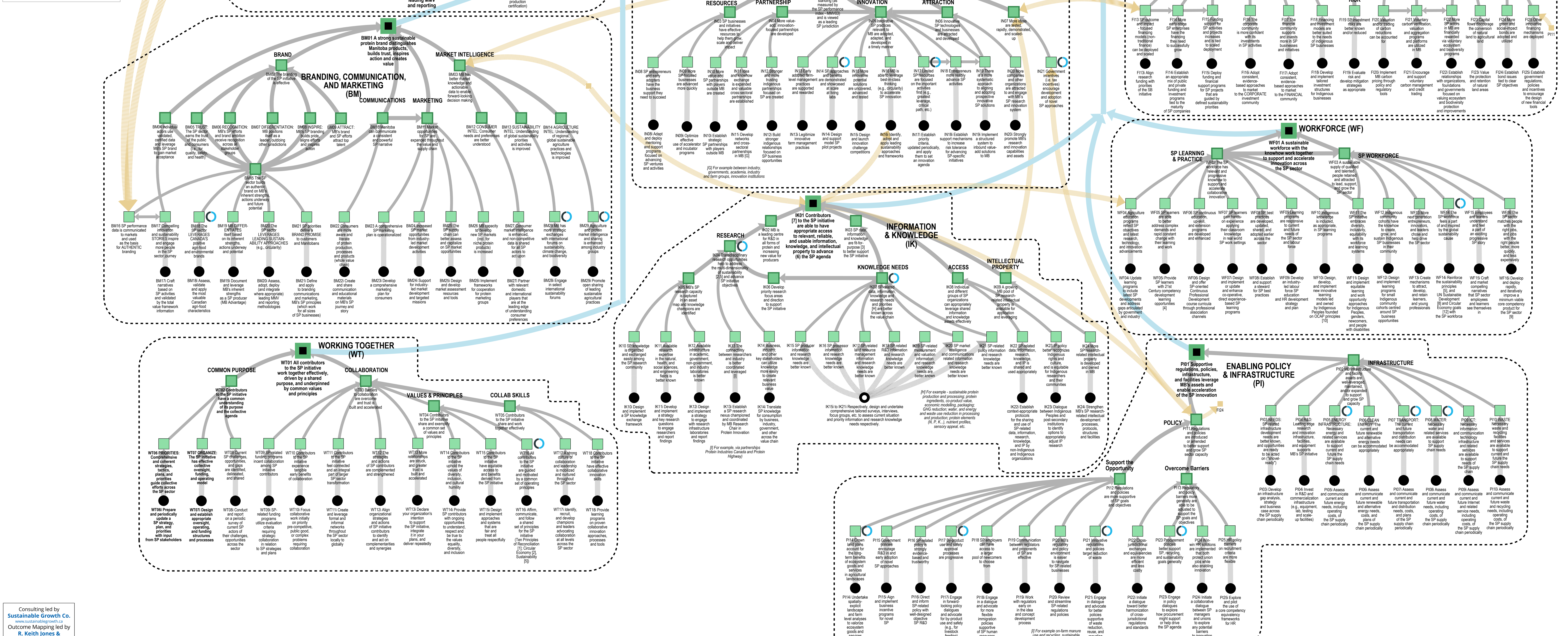
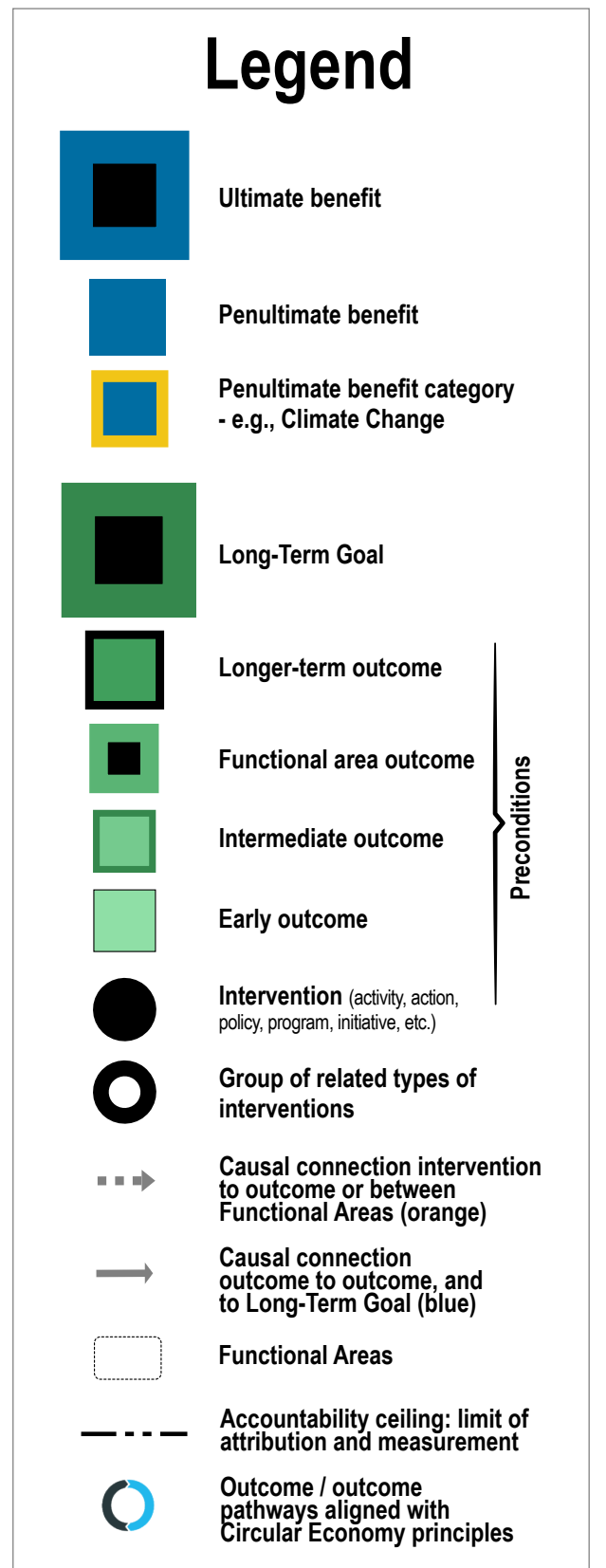


## MANITOBA SUSTAINABLE PROTEIN ACTION FRAMEWORK

Developed collaboratively under the guidance of Manitoba Agriculture and the Manitoba Protein Consortium.  
March 2021 ver. (print dimensions 35.75 x 29")

### Members of the Design Team

The Strategy was co-created through the generous contributions of:  
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Susie Miller - Canadian Roundtable for Sustainable Crops  
Duncan Morrison - Manitoba Forage & Grasslands Association  
Lee Anne Murphy - Protein Highway  
Henry Roussier - Detox Project  
Denis Tremorin - Pulse Canada  
David Weiss - Dairy Farmers of Manitoba  
Robin Young - Food Development Centre

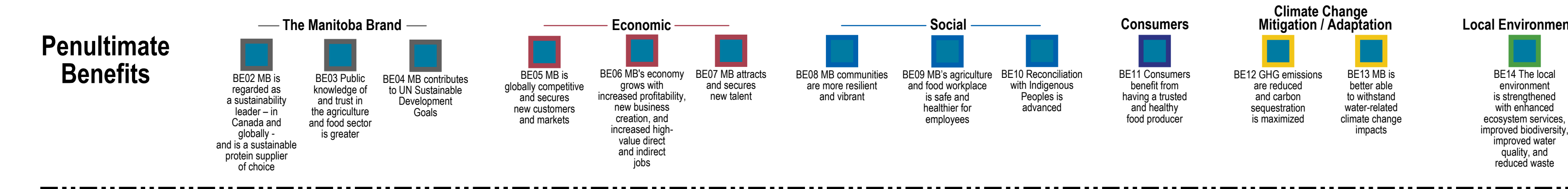


Consulting led by Sustainable Growth Co. Outcome Mapping led by R. Keith Jones & Associates. Challenge Dialogue System (CDS) www.cdsproject.com This Collaborative Outcome Change Framework used Theory of Change methodology and Kumu online system mapping software.

(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 repairing natural systems.  
[3] Fit-for-purpose means tabular, spatial, meta and are forms of information and knowledge that are relevant, authoritative, complete, accurate, integrable, interoperable, 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, and 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 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, artists, 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 draw on the Conclusions - Other Considerations section of a 2017 report titled "Matchup: A Case for Plan-Canadian Competency Frameworks" by the Canada West Foundation.  
[10] OCAMP principles are compiled with regarding the right of First Nations to own, control, access, and possess information about their Peoples.

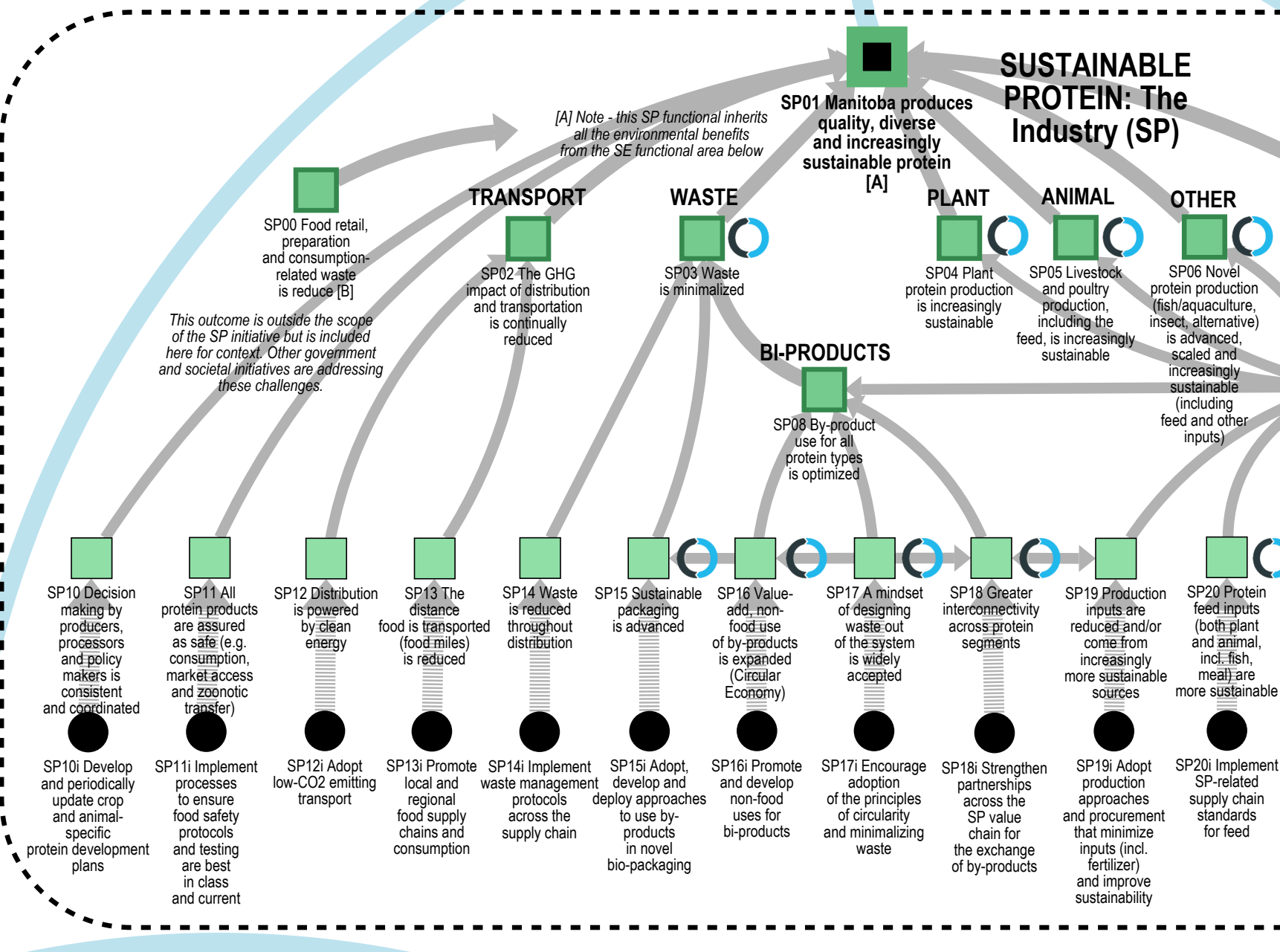
### ULTIMATE BENEFIT

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.

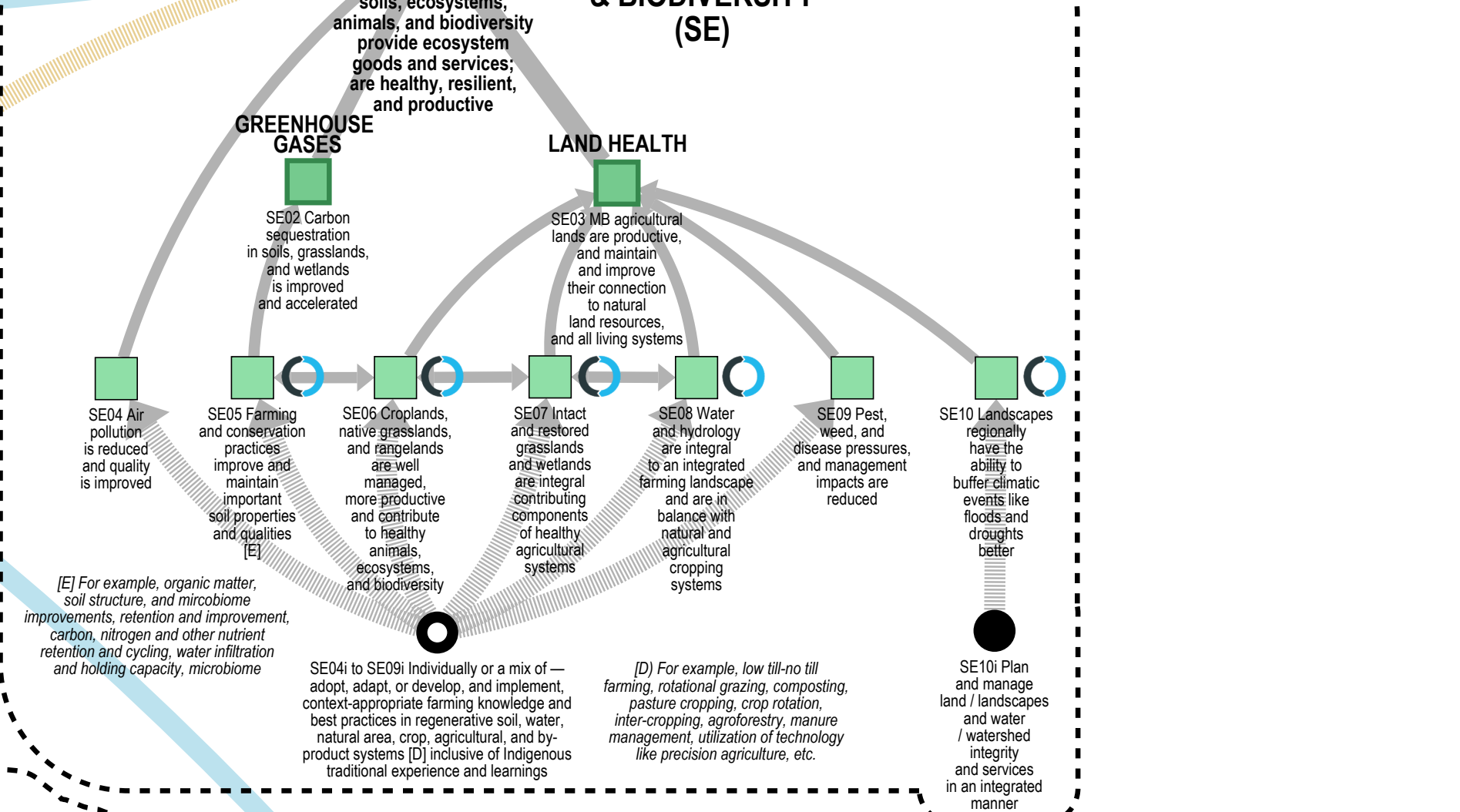


### LONG-TERM GOAL

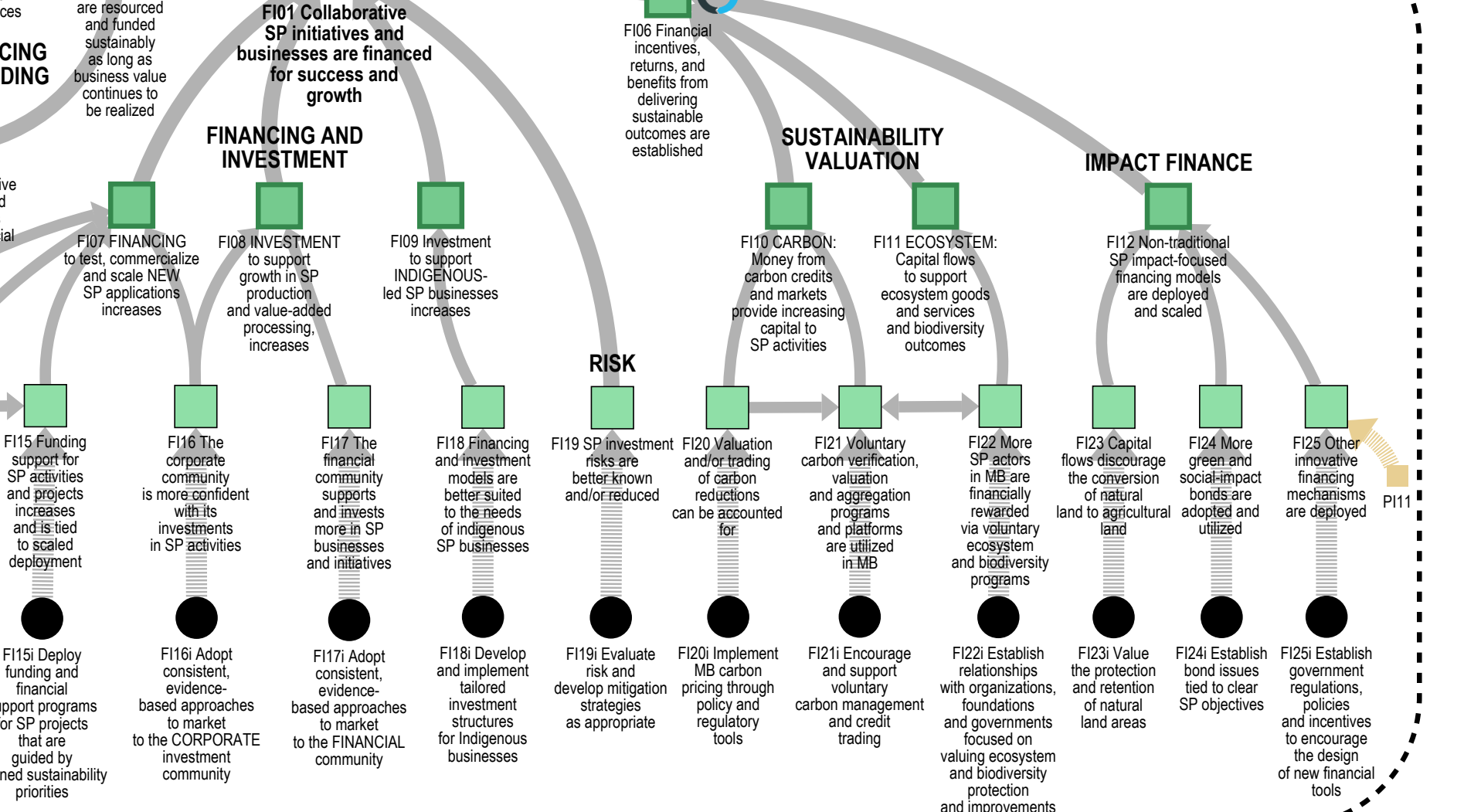
LTG01 Through strengthened collaboration and accelerated innovation, Manitoba realizes its collective and equitable potential to produce protein that is diverse, high quality, healthy and increasingly sustainable.



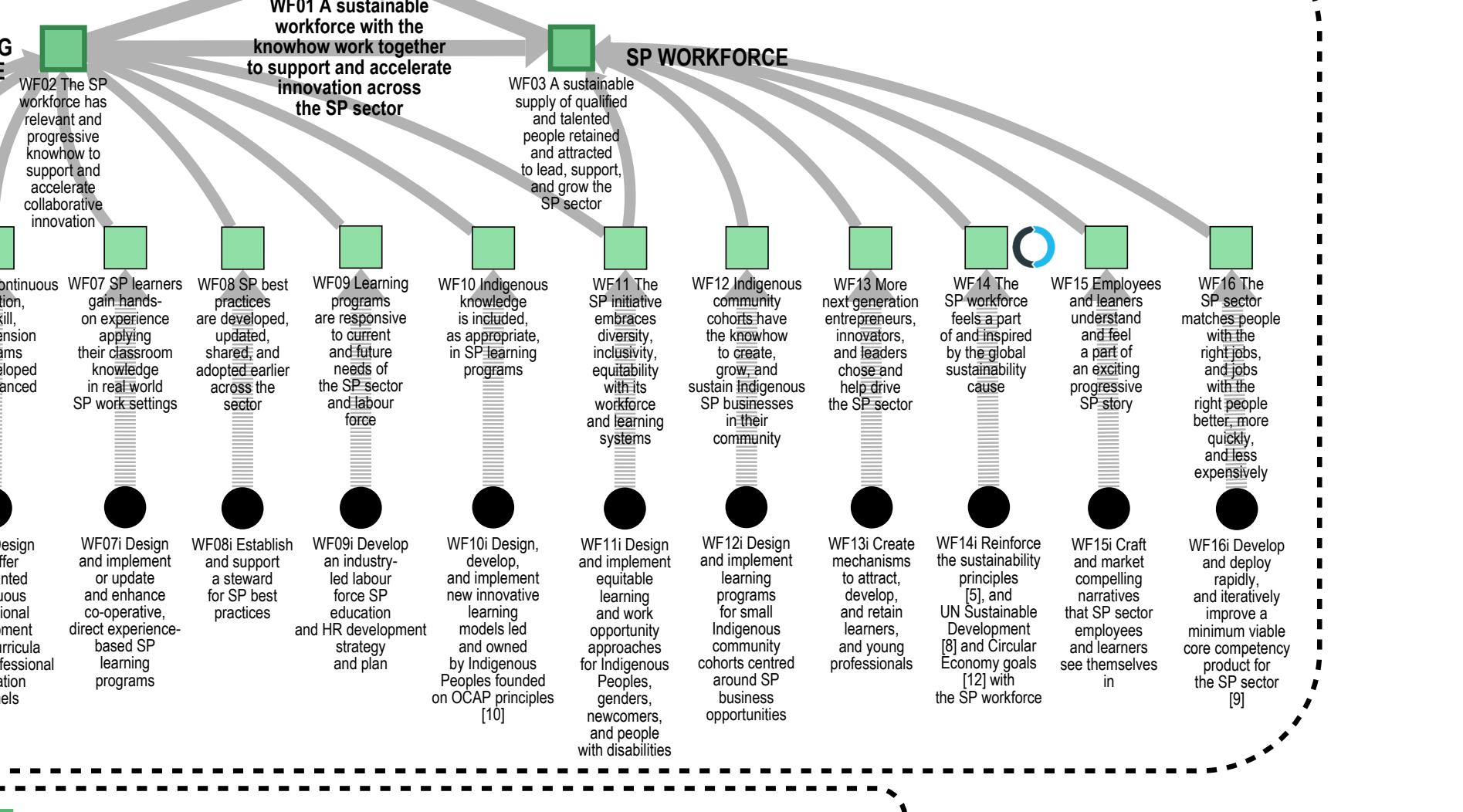
### SOIL ECOSYSTEMS & BIODIVERSITY (SE)



### FINANCE (FI)



### WORKFORCE (WF)



### ENABLING POLICY & INFRASTRUCTURE (PI)

