



ProteinMB

MANITOBA'S SUSTAINABLE
PROTEIN ADVANTAGE

Empowering Industry Growth

Canada 



Sustainable Canadian
Agricultural Partnership
Competitive. Innovative. Resilient.

Manitoba 



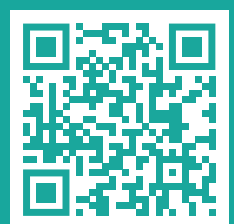
ProteinMB supports the expansion of Manitoba's protein industry, collaboratively working with all protein players in our joint pursuit of providing local sustainable protein here at home and around the world.

proteinmb.ca



IN PARTNERSHIP WITH

CANADIAN
MANUFACTURERS
& EXPORTERS



ProteinMB is the facilitation team mobilizing the industry led implementation of the Manitoba Protein Advantage (MPA) Action Framework, a collaborative strategy to sustainably grow the protein industry and position Manitoba as the global leader in sustainable protein.

Our vision is that 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.

Our mission is to become a global leader in sustainable protein, putting Manitoba on the map and driving economic development.

Our commitment to truth and reconciliation is to build meaningful relationships and mutual understanding in order to mobilize advancement alongside diverse Indigenous communities because we want to serve as an innovative model of working together to advance sustainability goals for people, the planet, and shared economic prosperity.

For more information visit proteinmb.ca

FUNDERS/SPONSORS

ProteinMB is funded by the federal and provincial governments through the Sustainable Canadian Agricultural Partnership (S-CAP).

There is further opportunity for funders to support ProteinMB Working Group projects and event sponsorships. The ProteinMB Steering Committee makes decisions about funding opportunities and manages funding contacts.

PROTEINMB STEERING COMMITTEE

The ProteinMB Steering Committee steers the ProteinMB team with strategic advice from the Sustainable Protein Board and funding from Sustainable Canadian Agricultural Partnership (S-CAP) and other funders.

The ProteinMB Steering Committee consists of representatives of the following:

- Industry lead: Chair, Co-Chair of the Sustainable Protein Board
- Government of Manitoba
- Canadian Manufacturers & Exporters
- ProteinMB: Executive Director



SUSTAINABLE PROTEIN BOARD

The Sustainable Protein Board is a strategic advisory body that consists of leaders in Manitoba's protein sector that serve as champions, remove barriers and provide support to all areas of ProteinMB.

The board has the following responsibilities:

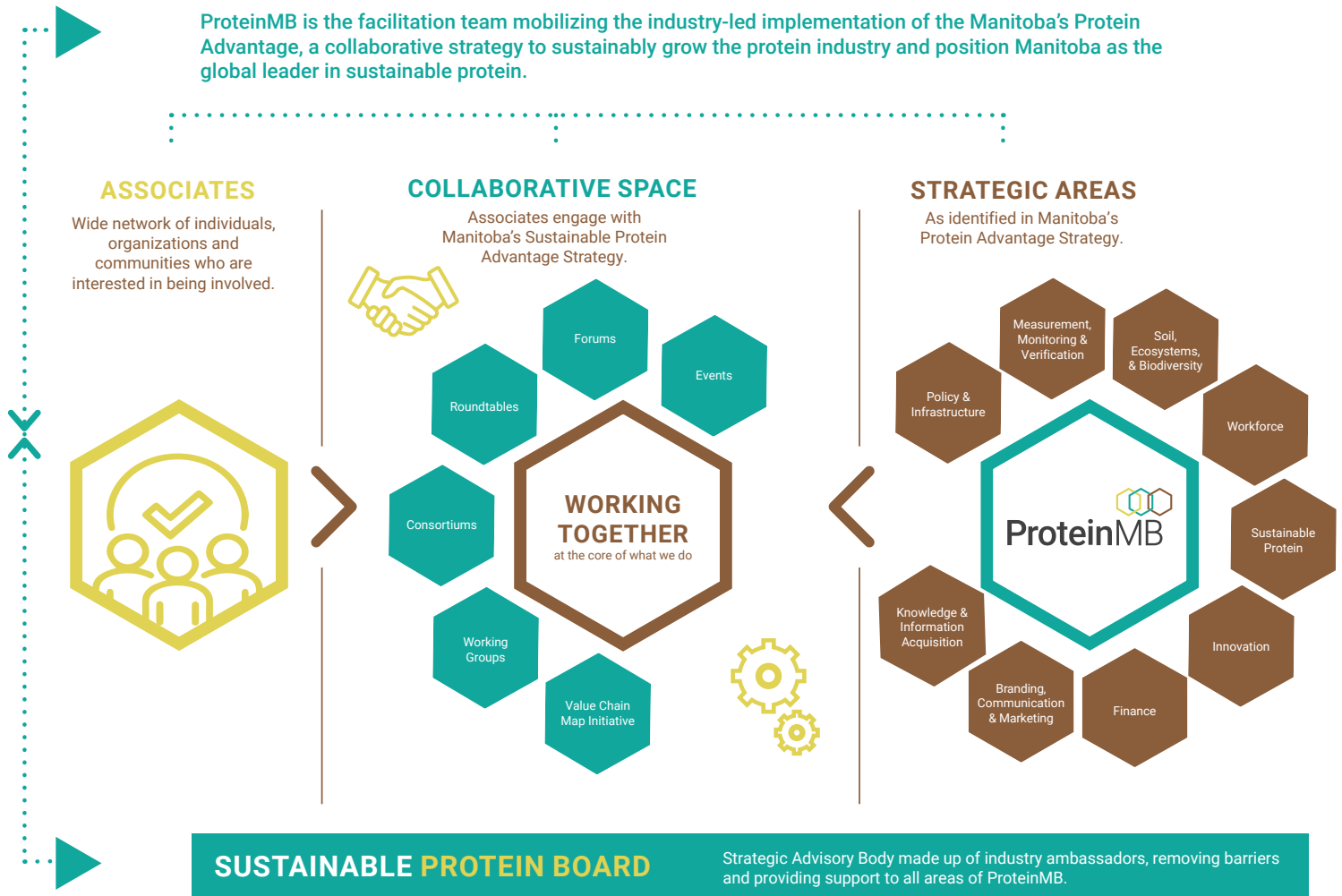
- Provide strategic guidance in an advisory capacity to ProteinMB.
- Protect the integrity of the strategy and its implementation in fulfilling the Ultimate Benefit.
- Serve as ambassadors for the strategy and ProteinMB in their respective constituencies, networks and champion collaborations.
- Identify issues and remove barriers for implementing the strategy.
- Support and ensure the longevity of ProteinMB, including its financial sustainability.
- Ensure ProteinMB delivers the outcomes included in the Sustainable Canadian Agricultural Partnership Contribution Agreement:

The Sustainable Protein Board is comprised of up to 30 members from major groups from across the protein supply chain. Representation includes academia, animal protein industry, environmental non-government organizations, finance, government, Indigenous groups, plant protein industry, processing, protein producers, and retail.

Meeting cadence: Quarterly

PARTNERSHIP MODEL

ProteinMB is the facilitation team mobilizing the industry-led implementation of the Manitoba's Protein Advantage, a collaborative strategy to sustainably grow the protein industry and position Manitoba as the global leader in sustainable protein.





ENGAGEMENT PATHWAYS

Opportunities for Associates to partner with ProteinMB.

PROTEINMB ASSOCIATES

ProteinMB Associates consist of people and organizations in the protein sector who activate and contribute to the implementation of MPA Action Framework.

Associates participate in ProteinMB facilitated collaborations, receive monthly e-news communications where they can feature their work, receive resource navigation support, have access to a team dedicated to listening, documenting, advocating and actioning their needs, and knowledge transfer activities including training, webinars, workshops, website and reports.

- Composition: ProteinMB Associates consist of a wide variety of individuals, organizations and communities.

EVENTS

ProteinMB events are broad-based gatherings designed to engage, inform, and connect participants across the sustainable protein ecosystem. Events bring together Associates, innovators, and industry to share insights, showcase advancements, and foster collaboration.

Events facilitate knowledge exchange through presentations, panels, and discussions, showcase industry advancements and highlight key initiatives, strengthen connections among Associates, ecosystem, and partners and encourage engagement and participation in ProteinMB led initiatives.

FORUMS

Forums are held to engage the protein ecosystem on specific topics or opportunities. They are conducted through in-person discussions and online surveys. Forums result in a 'What We Heard Report' which informs next steps.

SUSTAINABLE PROTEIN CONSORTIUMS

Sustainable Protein Consortia are made up of industry and facilitated by ProteinMB. Sustainable Protein Consortia meet regularly to share best practice, help learn from others, serve as outside eyes for problem solving, and identify areas where there are barriers and opportunities for growth.

Each Sustainable Protein Consortium will consist of protein companies. New Consortia are formed based on industry demand and the terms of reference is developed collaboratively by their forming members.

Meeting cadence: Monthly

PROTEINMB ROUNDTABLES

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. Roundtables meetings are held quarterly and facilitated by ProteinMB. Potential collaborative projects will arise from the Roundtables, and Working Groups will form to work on projects, where updates, results and next steps will be reported back to the Roundtables.

Roundtables consist of members from across the protein sector and may include representatives from industry, agriculture organizations, commodity organizations, sector councils, academia, environmental groups, government, and others.

VALUE CHAIN MAP INITIATIVE

The Value Chain Map Initiative maps protein processes using an interactive Measurement Monitoring and Verification (MMV) tool that allows industry members the opportunity to make their processes visible, uncover efficiencies and innovation, and collaborate towards a more sustainable, circular protein ecosystem.

WORKING GROUPS

Working Groups will form to address specific issues/opportunities identified through ProteinMB collaborations for projects that align with the interventions and actions of the MPA Action Framework. Working Groups are project specific and involve a strategic partnership of organizations or individuals that may participate in other ProteinMB collaborations.

Working Groups may or may not be facilitated by ProteinMB. ProteinMB contributes to externally led Working Groups when the objective activates the MPA Action Framework.

Meeting cadence: As required by the specific initiative.

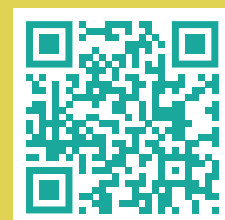
Additional engagement models will emerge based on industry needs and opportunities.



ProteinMB is an initiative of Canadian Manufacturers and Exporters and is funded through the Sustainable Canadian Agricultural Partnership.



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