

WHY PROJECT ASPIRE

Accelerating Sustainable Protein Impact and Results

IMAGINE

MANITOBA IS A TRUSTED GLOBAL LEADER IN SUSTAINABLE PROTEIN

<p>SUSTAINABILITY is our biggest challenge and our greatest opportunity</p>	<p>OUR BIGGEST CHALLENGES</p> <ul style="list-style-type: none"> • Manitoba’s food systems are changing. Disruption is everywhere—from new technologies impacting production to consumers demanding new products. • Global food systems must feed 8.6 billion people by 2030 while managing climate changes and other environmental impacts. Food currently accounts for a third of global emissions. The status quo is not be enough. Manitoba must play a role in sustainably feeding a growing global population. 	<p>OUR GREATEST OPPORTUNITIES</p> <ul style="list-style-type: none"> • Investing in the agriculture industry’s potential to help solve climate challenges. • Building economic development opportunities to meet market demands for sustainability. • Growing the province we are proud to call home.
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OUR PLAN

Realizing Manitoba’s potential to produce protein that is diverse, high-quality, healthy and increasingly sustainable through a comprehensive [Sustainable Protein Strategy](#) created by and for stakeholders across all protein sectors. Believing everyone has a part to play and will benefit from achieving our goal. We must work together to embrace it.

Project ASPIRE: Accelerating Sustainable Protein Impact and Results is the industry-led implementation of the Manitoba Protein Advantage, a collaborative strategy to sustainably grow the protein industry and position Manitoba as a global leader in sustainable protein.

[LEARN MORE ABOUT THE STRATEGY AND HOW YOU CAN GET INVOLVED](#)

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Accelerating
SUSTAINABLE PROTEIN IMPACT
and Results

The Manitoba government appointed eight members to the Manitoba Protein Consortium to provide leadership to the Manitoba Protein Advantage Strategy

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|--|---------------------------|
| 1. The Progressive Group of Companies Inc. | 4. Ducks Unlimited Canada |
| 2. Sustainable Development Technology Canada | 5. University of Manitoba |
| 3. Federated Co-operatives Ltd. | 6. Juno Food Labs |
| | 7. Maple Leaf Foods |
| | 8. Manitoba government |

Manitoba Protein Consortium
Champions of the Manitoba Protein Advantage

A Strategic Advisory Body of 17 industry leaders developed an action plan for the Manitoba Protein Advantage Strategy

1. Protein Industries Canada
2. Manitoba Beef Producers
3. Roquette Canada
4. Pulse Canada
5. The Detox Project
6. Topigs Norsvin
7. University of Manitoba
8. Protein Highway
9. IQDignitech Inc.
10. Strategem Capital
11. Maple Leaf Foods
12. The Food Development Centre
13. Manitoba Chicken Producers
14. Dairy Farms of Manitoba & Dairy Farmers of Canada
15. Canadian Roundtable for Sustainable Crops
16. Manitoba Forage and Grassland Association
17. Federated Co-operatives Ltd.

Strategic Advisory Body

Inputs

ASPIRE
Accelerating Sustainable Protein Impact and Results

Inputs

Manitoba Government

Industry-led Roundtables to mobilize ASPIRE

Project ASPIRE: Industry-led roundtables for each pillar to mobilize priority actions and coordinate strategic sustainable protein activities in the province

Water and Wastewater Roundtable

1. NutriPea
2. Roquette Canada
3. Canadian Manufacturers and Exporters Association
4. Economic Development Winnipeg
5. City of Winnipeg
6. City of Portage la Prairie
7. Maple Leaf Foods
8. Manitoba Government

10 Pillars of the Manitoba Protein Advantage



- Activated roundtables
- Developing roundtables
- Future roundtables

Workforce Roundtable

- Canadian Manufacturers and Exporters Association
- Food and Beverage Manitoba
- Bioscience Association of Manitoba
- Keystone Agricultural Producers
- Enterprise Machine Intelligence and Learning Initiative
- Canadian Agricultural Human Resource Council
- Food Processing Skills Canada

GOAL – WF01: A sustainable workforce with the knowhow to work together to support and accelerate innovation across the Sustainable Protein sector

Manitoba Research Strategy Steering Committee

- University of Manitoba
- Red River College Polytechnic
- Manitoba Industry-Academia Partnership
- The Winning Combination
- Manitoba Protein Consortium

GOAL – IK01: Contributors to the Sustainable Protein (SP) initiative are able to have appropriate access to relevant, reliable, and usable information, knowledge, and intellectual property to advance the SP agenda

The Manitoba Protein Research Strategy identifies key research opportunities to enhance the sustainable protein eco-system, which will be critical in positioning Manitoba as a global leader of sustainable protein.

#MBProteinAdvantage