

# Manitoba Protein Advantage Strategy

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

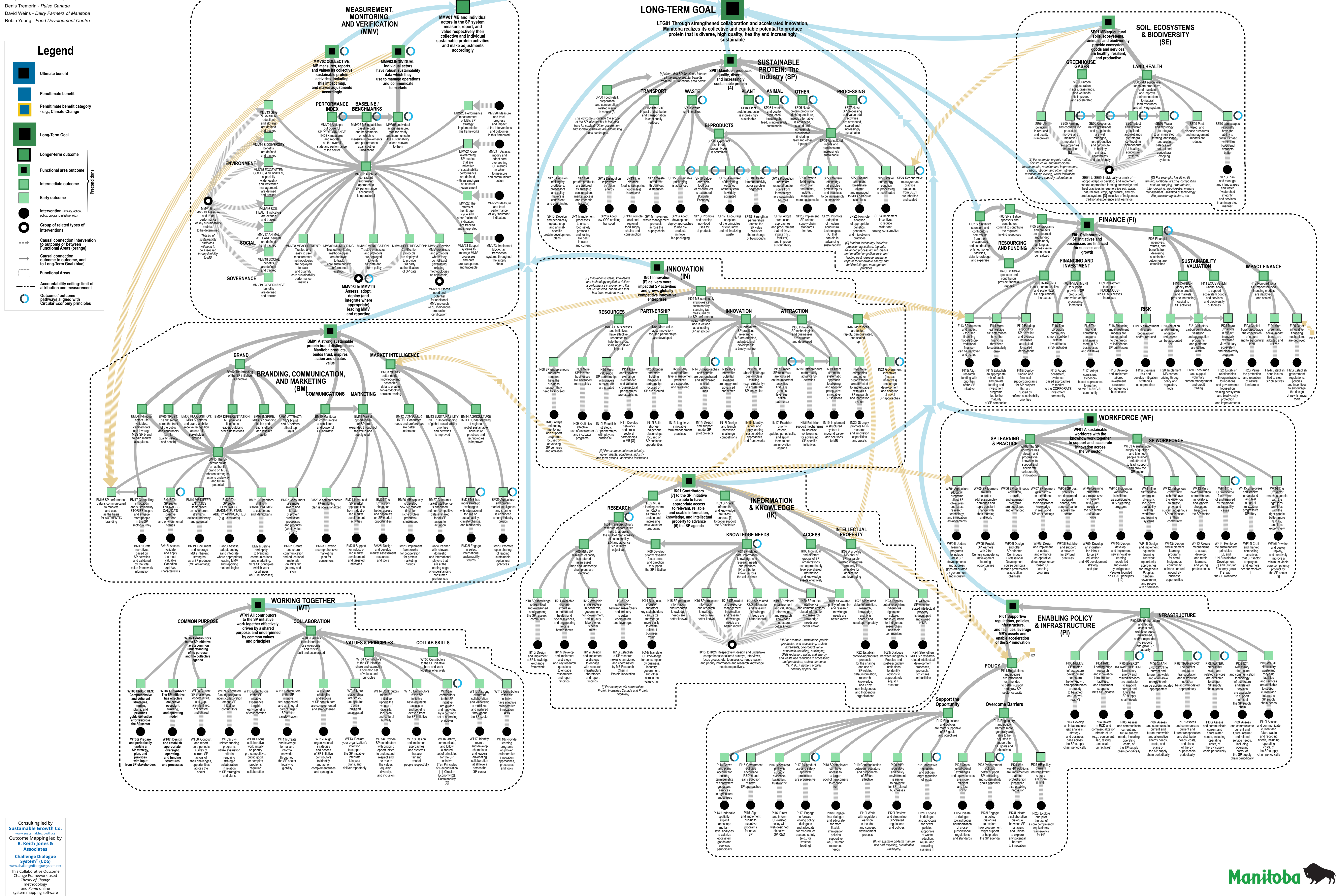
- The Strategy was co-created through the generous contributions of:
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  - Say Bellissimo - Federated Co-op Ltd.
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  - Egbert Frank Krol - Topigs Norsvin
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  - Duncan Morrison - Manitoba Forage & Grasslands Association
  - Lee Anne Murphy - Protein Highway
  - Henry Rowlands - Datas Project
  - Denis Tremblay - Pulse Canada
  - David Weiss - 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, 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'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 draw on the Considerations - 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 (Black square)
- Penultimate benefit (Blue square)
- Penultimate benefit category - e.g. Climate Change (Blue square with text)
- Long-Term Goal (Green square)
- Longer-term outcome (Light green square)
- Functional area outcome (Light green square)
- Intermediate outcome (Light green square)
- Early outcome (Light green square)
- Intervention activity, action, policy program, initiative, etc. (Green circle)
- Group of related types of interventions (Green circle with text)
- Causal connection between outcome to outcome or between Functional Areas (Orange arrow)
- Causal connection to outcome, and to Long-Term Goal (Blue arrow)
- Functional Areas (Dashed line)
- Accountability calling: limit of attribution and measurement (Dashed line)
- Outcome/ outcome pathways aligned with Circular Economy principles (Orange arrow)



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

