

MANITOBA PROTEIN CHALLENGE APPLICATION FORM

Tuesday, March 17, 2020
Winnipeg, Manitoba

Company Name (or individual if not a registered company):

Address:

Name of Contact:

Phone:

Cell Phone:

Email:

Please answer **all** the questions to the best of your ability. Your responses will allow the Manitoba Protein Challenge committee to assess the full commercialization potential for your food product as well as the suitability of your product as a submission in the challenge.

All information provided is protected by The Freedom of Information and Privacy Protection Act (FIPPA). It will be used for the sole purpose of Manitoba Protein Challenge 2020 and will not be shared without your written permission. **The completed application will only be seen by the Manitoba Protein Challenge committee.**

Eligibility criteria:

There are two product categories: plant protein and animal protein products. A protein ingredient(s) must be identified in the application form as one of the primary ingredients used in the product. This challenge is open to Manitoba food entrepreneurs and businesses with an animal or plant protein product in the pre-commercialization phase or in retail for less than a year.

1. **Product name you are submitting:**

2. **Is protein one of the primary ingredient(s) in your product?**

Yes No

3. **Describe your product.**

4. **Describe your production process.**

5. **List the protein ingredients in your product.** Identify any protein ingredient that is made or grown in Manitoba by placing an "M" beside the ingredient.

6. **List other ingredients that are made or grown in Manitoba (if any).**

7. **Describe your food product's unique features and benefits.**

8. **Describe how a consumer would use your product.**

9. **Are you currently selling the product you are submitting to the Manitoba Protein Challenge?**

Yes No

10. If yes, have you been selling the product for less than a year?

- Yes No

11. Indicate the sales method you use below.

	How Long?	# of Outlets	Geographical Area
<input type="checkbox"/> farmers' markets	_____	_____	_____
<input type="checkbox"/> craft sales and tradeshow	_____	_____	_____
<input type="checkbox"/> health food stores/boutiques	_____	_____	_____
<input type="checkbox"/> broker/distributor	_____	_____	_____
<input type="checkbox"/> grocery wholesaler	_____	_____	_____
<input type="checkbox"/> grocery stores	_____	_____	_____
<input type="checkbox"/> restaurant/foodservice wholesaler	_____	_____	_____
<input type="checkbox"/> online sales	_____	_____	_____
<input type="checkbox"/> other (describe) _____	_____	_____	_____

12. What are your future distribution and marketing plans for this product?

13. Describe your business. Identify number of full time, part-time/casual employees.

14. Do you have a valid Permit to Operate a Food Handling Establishment from: Manitoba Health, Seniors and Active Living (MHSAL) or Manitoba Agriculture and Resource Development; or do you have a Safe Food for Canadians (SFCR) Licence from the Canadian Food Inspection Agency (CFIA)?

- Manitoba Health, Seniors and Active Living (MHSAL) or Manitoba Agriculture and Resource Development
- Safe Food for Canadians (SFCR) License from the Canadian Food Inspection Agency (CFIA)
- No, I currently do not have a permit

15. Would you like to receive the Growing MB Ag Newsletter?

- Yes No

Eligible applicants must submit a completed application form by **February 7, 2020** to Manitoba Agriculture and Resource Development.

Applications can be dropped off or emailed to:

Manitoba Agriculture and Resource Development
#13 - 59 Scurfield Blvd.,
Winnipeg, MB R3Y 1V2
Email: mbproteinadvantage@gov.mb.ca

For questions about this application form, please contact Manitoba Agriculture and Resource Development:

Phone: 204-945-7672

Email: mbproteinadvantage@gov.mb.ca

For more information about the Manitoba Protein Advantage visit www.manitoba.ca/agriculture and click on protein