THE MANITOBA PROTEIN ADVANTAGE

A Strategy for Sustainable Protein Production, Processing and Innovation
Our Advantages

Manitoba has clear advantages to attract sustainable protein production and processing investment.

- Renewable, low-cost and reliable electricity
- Central location and superior logistics with access to rail, air and sea
- Leading-edge research and innovation facilities and talent
- High quality and sustainable plant and animal production
- Skilled and diverse workforce
- Business-friendly, low-cost environment
- Enviable quality of life – affordable housing and living costs, with abundant natural and cultural recreational opportunities
- Client-centred business approach – based on relationships and a single point of contact

Our Vision

Manitoba will be North America’s protein supplier of choice, leading Canada in sustainable protein industry growth that benefits the profitability and competitiveness of Manitoba producers, processors and the provincial economy.

Our Goals

INVESTMENT ATTRACTION

- $1 billion in new plant protein processing investment, resulting in 850 new jobs
- $500 million in new animal protein production and processing investment, resulting in 700 new jobs

PROCESSING AND PRODUCTION

- 35 per cent increase in animal protein processing
- 35 per cent increase in animal protein production
- Leading research and development centre in North America for plant protein extraction
- New value for producers from crop innovation and value chain collaboration

SUSTAINABILITY

- 15 per cent reduction in carbon intensity per kilogram of animal protein
- 15 per cent increase in productivity of agricultural Crown lands and privately-owned grassland and forages
- Increase in public trust of protein production and processing
Areas of Focus

**RESEARCH, INNOVATION AND COMMERCIALIZATION**
- Mobilize industry and government investments in equipment, protein innovation and partnerships at the Food Development Centre
- Develop a Manitoba Protein Development Consortium to coordinate protein industry development and alignment on strategic projects
- Focus one third of department research and innovation resources towards protein production and processing innovation
- Target protein ingredients, co-product value and packaging innovation
- Leverage opportunities through initiatives such as Protein Industries Canada and the Protein Highway
- Facilitate collaboration between academic and innovation institutions and industry groups, to align research priorities with sustainable protein targets
- Establish a research chair in protein innovation

**SUSTAINABILITY**
- Facilitate research and innovation to:
  - reduce greenhouse gas emissions per kilogram of animal protein
  - reduce water usage, energy use and waste in production and processing
- Increase public trust and market acceptance through science-based regulatory decisions and strong assurance systems
- Strengthen industry-government partnerships to identify and manage disease and pest threats to production
- Support early adoption of innovative beneficial management practices to enhance water quality, biodiversity and increase carbon sequestration

**INVESTMENT ATTRACTION AND GROWTH**
- Enhance Manitoba’s business environment through red tape reduction, reducing unnecessary regulation and policy development
- Coordinate resources with external economic development agencies and the Manitoba Provincial Nominee Program to target investment attraction and growth
- Align protein innovation attraction to Manitoba with processing investment attraction
- Promote Manitoba’s research and innovation capabilities and assets to prospective companies
- Assess the state of infrastructure to support protein processing investment attraction

**PROFITABILITY AND COMPETITIVENESS**
- Increase sustainable use and productivity of agricultural Crown lands through range management innovation
- Develop a skilled labour force that aligns education and training institution programming with labour and skills needs
- Develop an industry-led labour force strategy to support skills development for production and processing industry growth
- Align industry sector council skills and training strategies with protein industry needs
- Connect protein opportunities with traditional and non-traditional capital sources
- Develop resources and tools to enable protein producers and processors to capitalize on market opportunities

**INDUSTRY AND MARKET DEVELOPMENT**
- Enhance protein market intelligence and sharing among industry groups and stakeholders
- Develop crop and animal-specific protein development plans
- Facilitate value chain collaboration to increase producer and processor profitability and alignment with consumer needs
- Facilitate cooperative marketing groups for niche protein opportunities
- Develop industry and processor-led initiatives to expand market opportunities for protein
- Support industry-led market development capacity and targeted missions