



# WELCOME TO THE MANITOBA PROTEIN SUMMIT

It is our pleasure to welcome you to the 2021 Manitoba Protein Summit. This is our second Manitoba Protein Summit, a gathering of key agricultural, food processing and academic stakeholders engaged in accelerating our province's economic position through plant, animal and alternative protein development.

The plant and animal protein industry continues its impressive growth with many opportunities for new products, new markets and the advancement of new technologies. **Manitoba** is at the forefront in the development of the protein industry and is [emerging as a protein powerhouse](#), with significant new investments being made and processing capacities coming online in both plant and animal protein processing. Manitoba has emerged as a leader in sustainable protein.

A lot has happened since the release of the [Manitoba Protein Advantage Strategy](#) at the inaugural Manitoba Protein Summit in September 2019. The Manitoba Protein Consortium, a group representing industry, academia and government, was formed to implement the Strategy. The Consortium hit the ground running in 2020 by leading local, national and international stakeholders in a [Sustainable Protein Challenge Dialogue](#), a process designed to advance thought and alignment of efforts to increase sustainable protein production in Manitoba. The Consortium also engaged with the University of Manitoba to develop a [Protein Research Strategy](#) that will align and leverage synergies in our research and innovation community.

Some of the exciting features of the **2021 Manitoba Protein Summit** include:

- **Alison Cairns from the United Nations**, who will share her views on how the increased demand for food by a growing global population can be met in a sustainable manner.
- **Jo-Ann McArthur from Nourish Food Marketing**, who will provide us with key market and consumer insights for North America's protein industry.
- **Abby Lyall from Big Idea Ventures**, who will discuss how to attract investment in protein and innovative technologies, as well as trending product categories.
- **Wageningen University and Research (Netherlands), The Good Food Institute (Washington), EY Parthenon, University of Manitoba, Maple Leaf Foods, Roquette, HyLife Viresco, Cargill Proteins**, and others will participate in panel discussions on various topics, including ways to drive innovation through collaborative networks, the post COVID-19 protein industry, and sustainability trends.

Through the 2021 Manitoba Protein Summit, we hope to increase our collective knowledge about opportunities in protein, determine means to create new value and increase markets for Manitoba protein, as well as energize each other to do our part in further advancing the sector and adding to our success.

---

**Hon. Blaine Pedersen**

MANITOBA OF AGRICULTURE AND RESOURCE DEVELOPMENT

---

**Dickson Gould**

MANITOBA PROTEIN CONSORTIUM CHAIR

## Meet the Members of the Manitoba Protein Consortium



### **Dickson Gould**

THE PROGRESSIVE GROUP OF COMPANIES INC.

Mr. Gould is the President of The Progressive Group, which offers business management services and livestock production expertise. Mr. Gould has served as an executive council member to Maple Leaf Foods.

### **Dr. Emma McGeough**

UNIVERSITY OF MANITOBA

Dr. McGeough is an associate professor of sustainable grasslands and livestock production systems in the department of animal science for the University of Manitoba.



### **James Battershill**

JUNO FOOD LABS

Mr. Battershill is the founder of Juno Food Labs. Mr. Battershill has a bachelor of arts from the University of Manitoba and has experience as the general manager and policy analyst for the Keystone Agricultural Producers.

### **Kristine Tapley**

DUCKS UNLIMITED CANADA

Ms. Tapley is a regional agrologist for Ducks Unlimited Canada as well as the owner and operator of Old Shore Cattle Company. She has a bachelor of science and a master's of science with a focus in animal sciences from the University of Manitoba.



### **Neil Cunningham**

GOVERNMENT OF MANITOBA

Mr. Cunningham is a Director of Conservation and Climate for the Government of Manitoba.

### **Sav Bellissimo**

FEDERATED CO-OPERATIVES LTD.

Mr. Bellissimo is the store brands manager for Federated Co-operatives Ltd. He has experience as the director of sourcing and procurement for Loblaw Companies and holds a BA from the University of Guelph.



### **Camila Jerger**

PROTEIN INDUSTRIES CANADA

Camila is an Ecosystems Development Manger at Protein Industries Canada. Camila has also worked at Economic Development Winnipeg, Cargill, Switzerland Global Enterprise and Euromonitor.