

Sustainable Protein Impact Map: A Collaborative Action Framework

Accelerating Innovation to Realize Manitoba's Impact Potential

IMPACT MAP*

Developed as part of Manitoba's Sustainable Protein Advantage Strategy, under the guidance of Manitoba Agriculture and Resource Development and the Manitoba Protein Consortium.

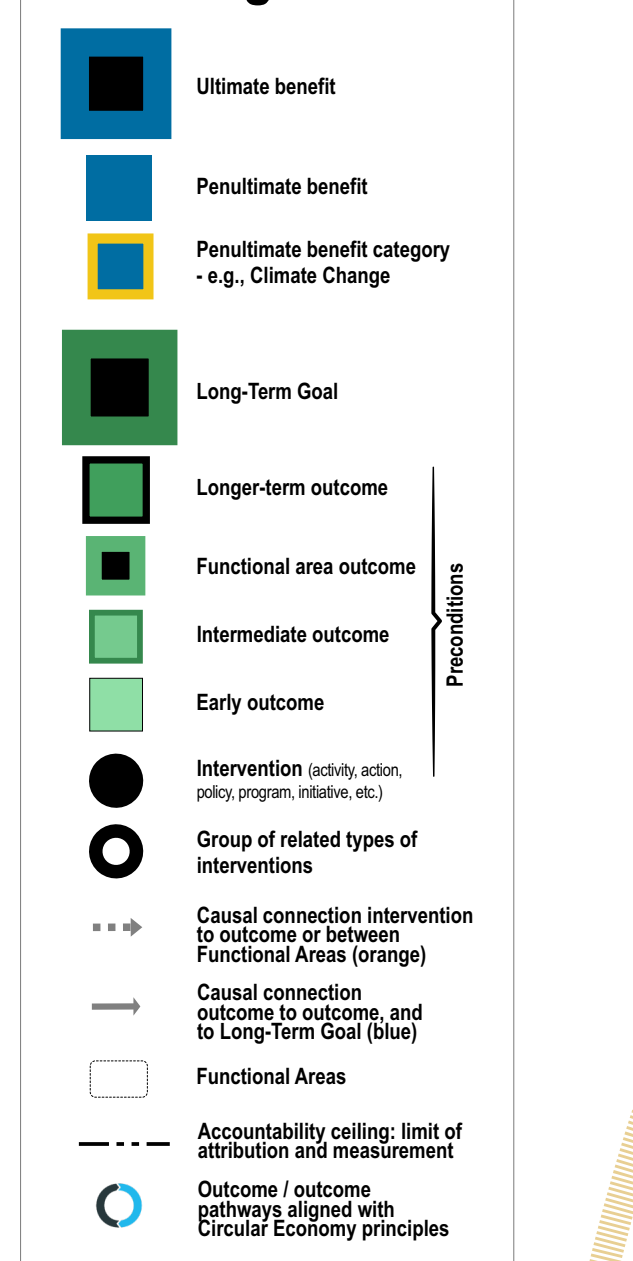
Members of the Design Team

This Impact Map was co-created through the generous contributions and guidance of a diverse Design Team:

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Dominique Bauman - Roquette
Sav Bellissimo - Federated Co-op Ltd.
Carson Calium - Manitoba Beef Producers
Tim Faveri - Maple Leaf Foods
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Wayne Hiltz - Manitoba Chicken Producers
Jim House - University of Manitoba
Marcel Joaquin - IQFoodCham

Egbert Frank Klot - Topigs Norsvin
Susan Miller - Canadian Roundtable for Sustainable Crops
Duncan Morrison - Manitoba Forage & Grasslands Association
Lee Anne Murphy - Protein Highway
Henry Rowlands - Detox Project
Denis Treimor - Pulse Canada
David Weiss - Dairy Farmers of Manitoba
Robin Young - Food Development Centre

Legend



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, integrable, 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).

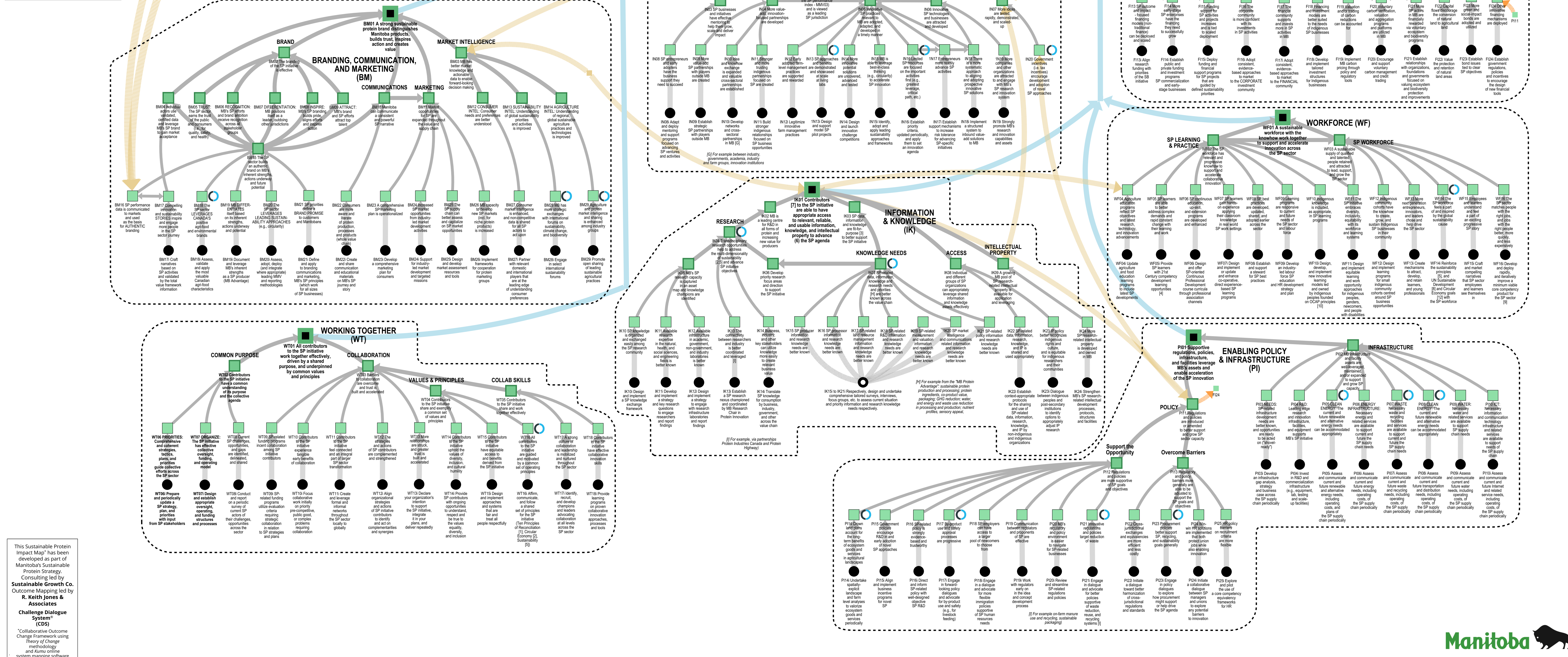
[6] For example, to inform, advance, and communicate policies, practices, research, innovative enterprise, industry, marketing, measurement and valuation, consumers, and the public.

[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 drawn 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.



This Sustainable Protein Impact Map* has been developed as part of Manitoba's Sustainable Protein Advantage Strategy. Consulting led by Sustainable Growth Co. Outcome Mapping led by R. Keith Jones & Associates Challenge Dialogue System (CDS)

*Collaborative Outcome Change Framework using Theory of Change methodology and Axiom online system mapping software



ULTIMATE BENEFIT

BE01 Manitoba proudly leads Canada and the world as an innovative model for high-value sustainable protein that nurtures and benefits all people, the local environment, and the climate



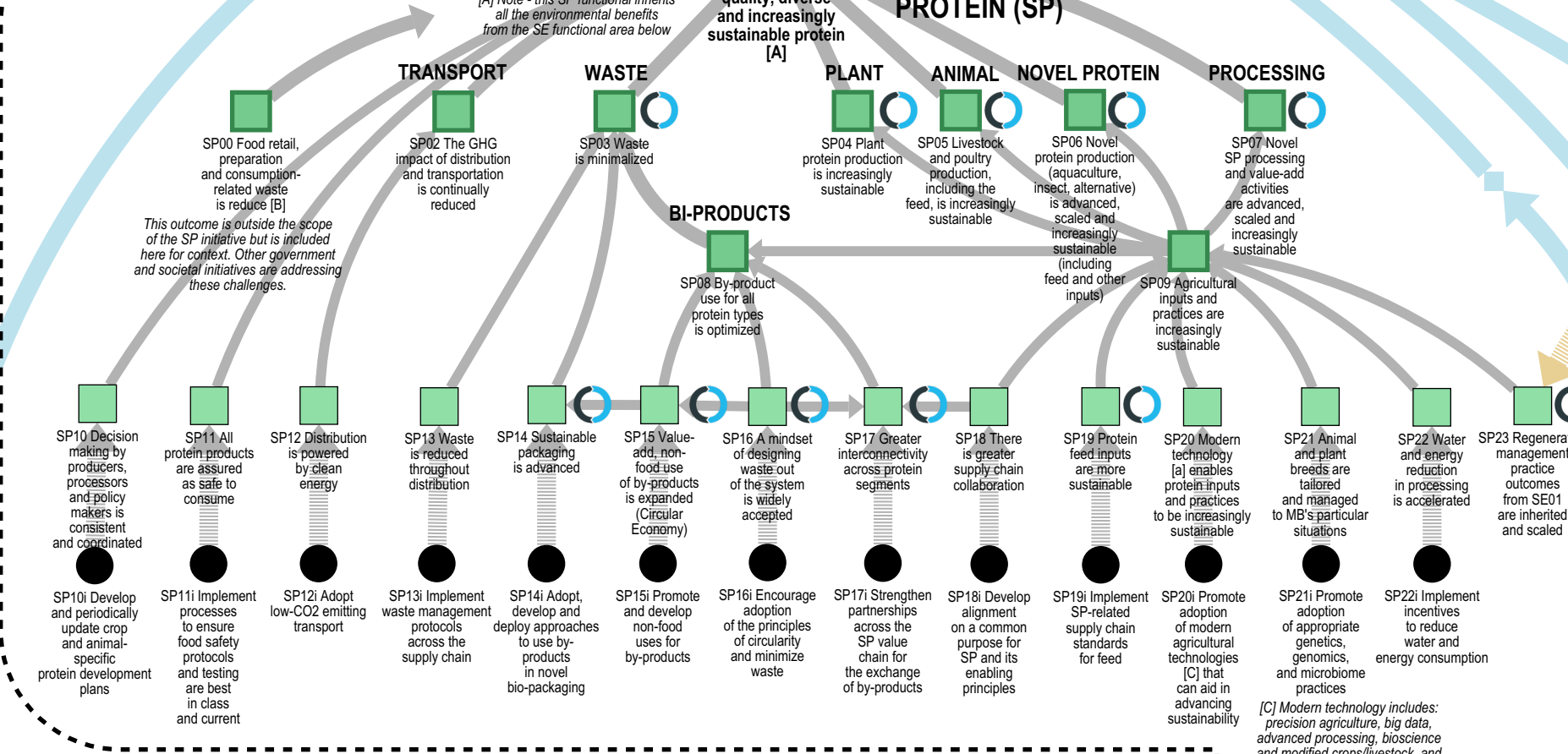
Penultimate Benefits

- The Manitoba Brand:** BE02 MB is regarded as a sustainability leader in Canada and globally; BE03 Public knowledge of and trust in the agriculture and food sector is greater; BE04 MB contributes to UN Sustainable Development Goals.
- Economic:** BE05 MB is a globally competitive and secure food and agri-food system; BE06 MB is a growing economy with increased productivity, innovation and increased high value direct and indirect jobs.
- Social:** BE07 MB attracts and secures new talent; BE08 MB communities are more resilient and vibrant; BE09 MB's agriculture and food landscape is safe and healthier for employees.
- Consumers:** BE10 Recognition with Indigenous Peoples is advanced; BE11 Consumers benefit from having a trusted and healthy food producer.
- Climate Change Mitigation/Adaptation:** BE12 GHG emissions are reduced and carbon sequestration is maximized; BE13 MB is better able to withstand water-related climate change impacts.
- Local Environment:** BE14 The local environment is strengthened with enhanced ecosystem services, improved biodiversity, improved water quality and reduced waste.

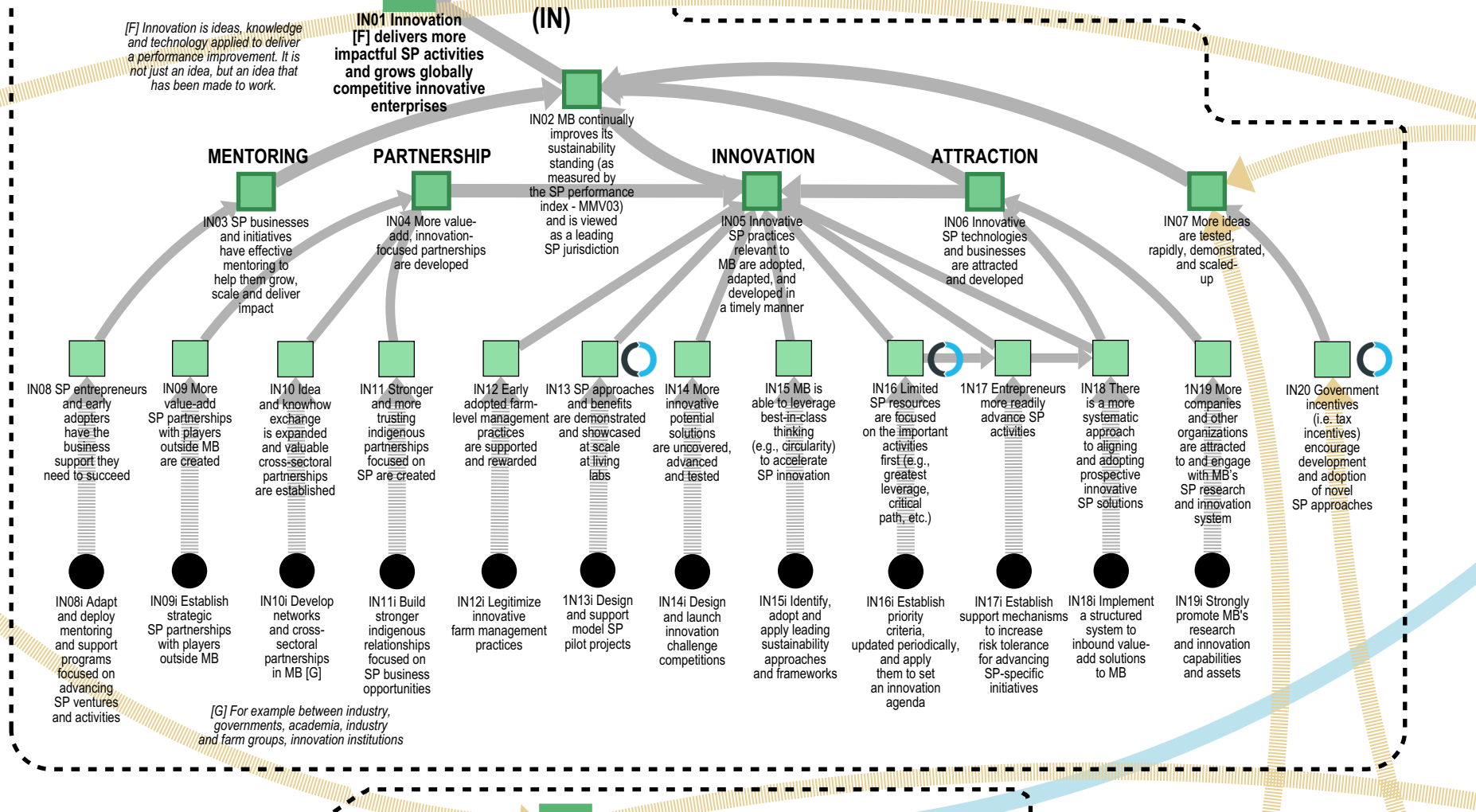
LONG-TERM GOAL

LTG01 Through strengthened collaboration and accelerated innovation, Manitoba realizes its collective and equitable potential to produce protein that is diverse, high quality, healthy and increasingly sustainable

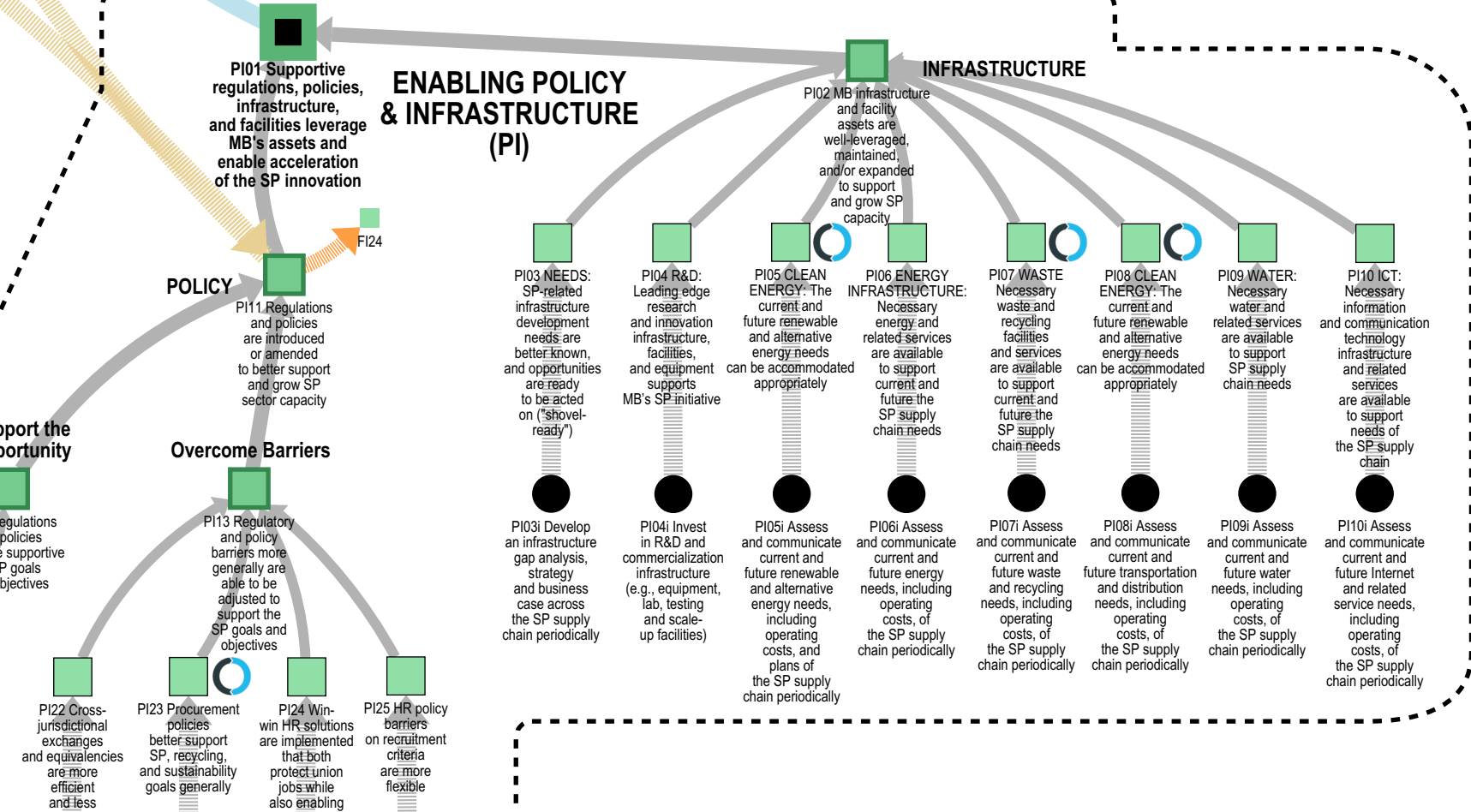
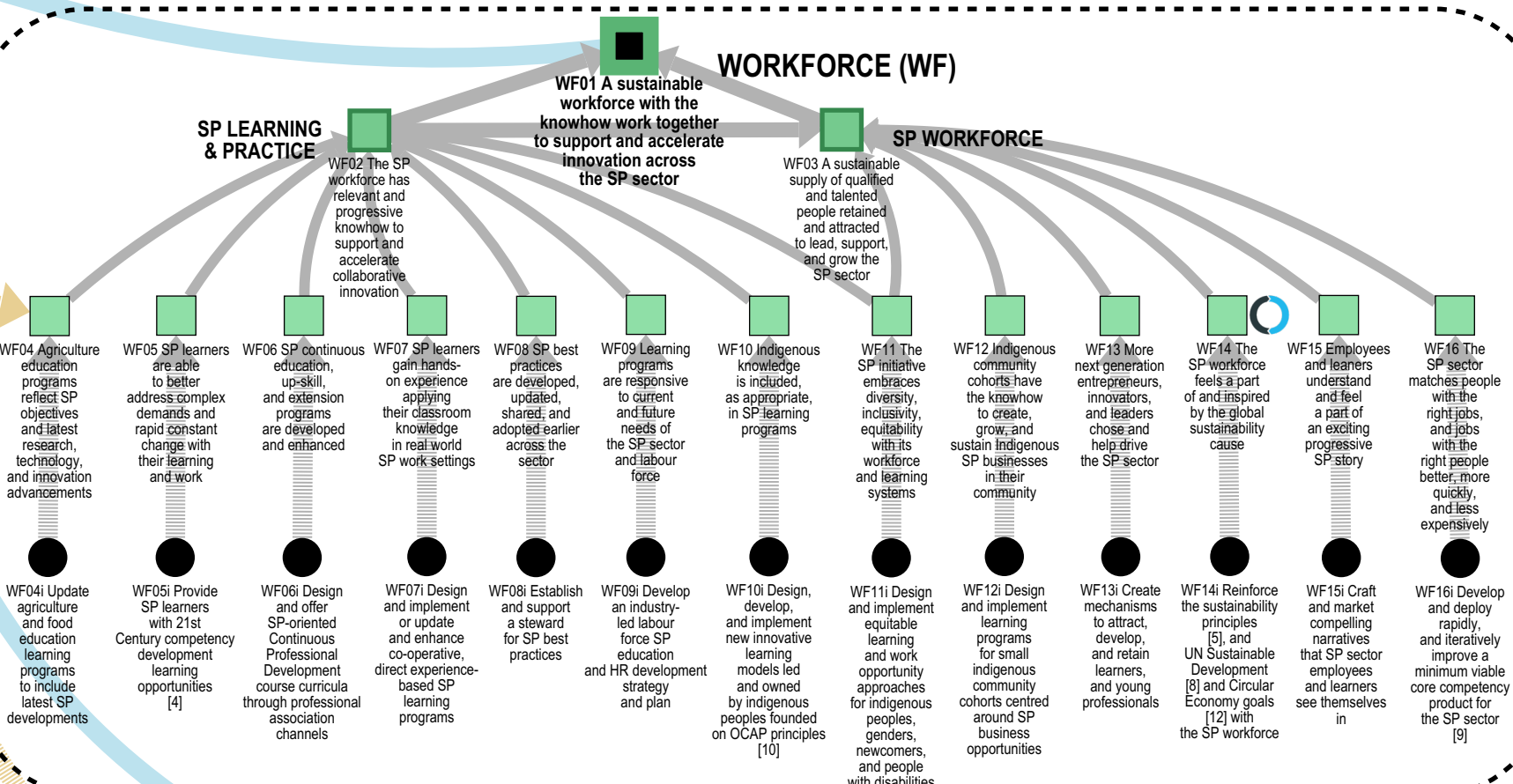
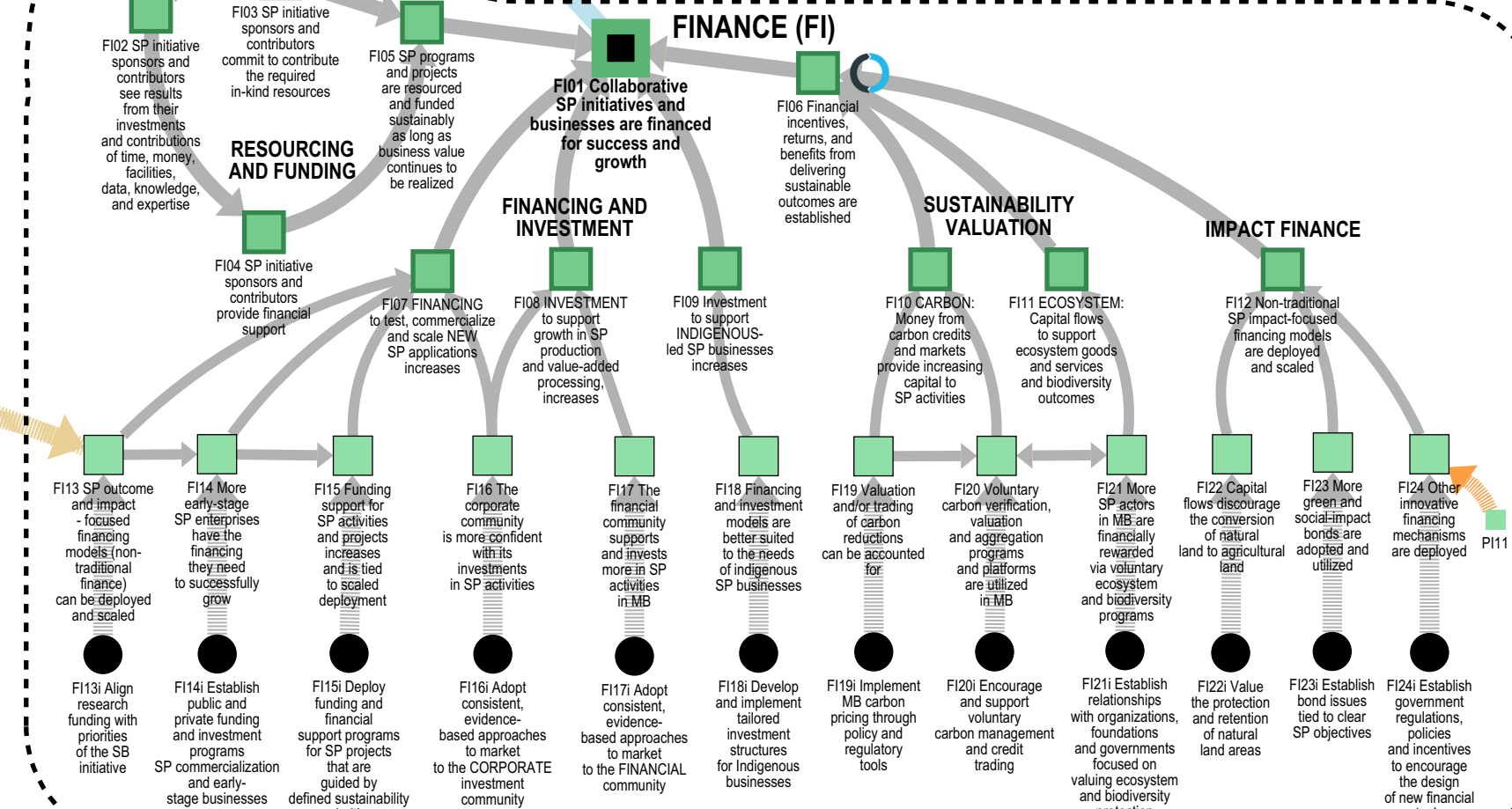
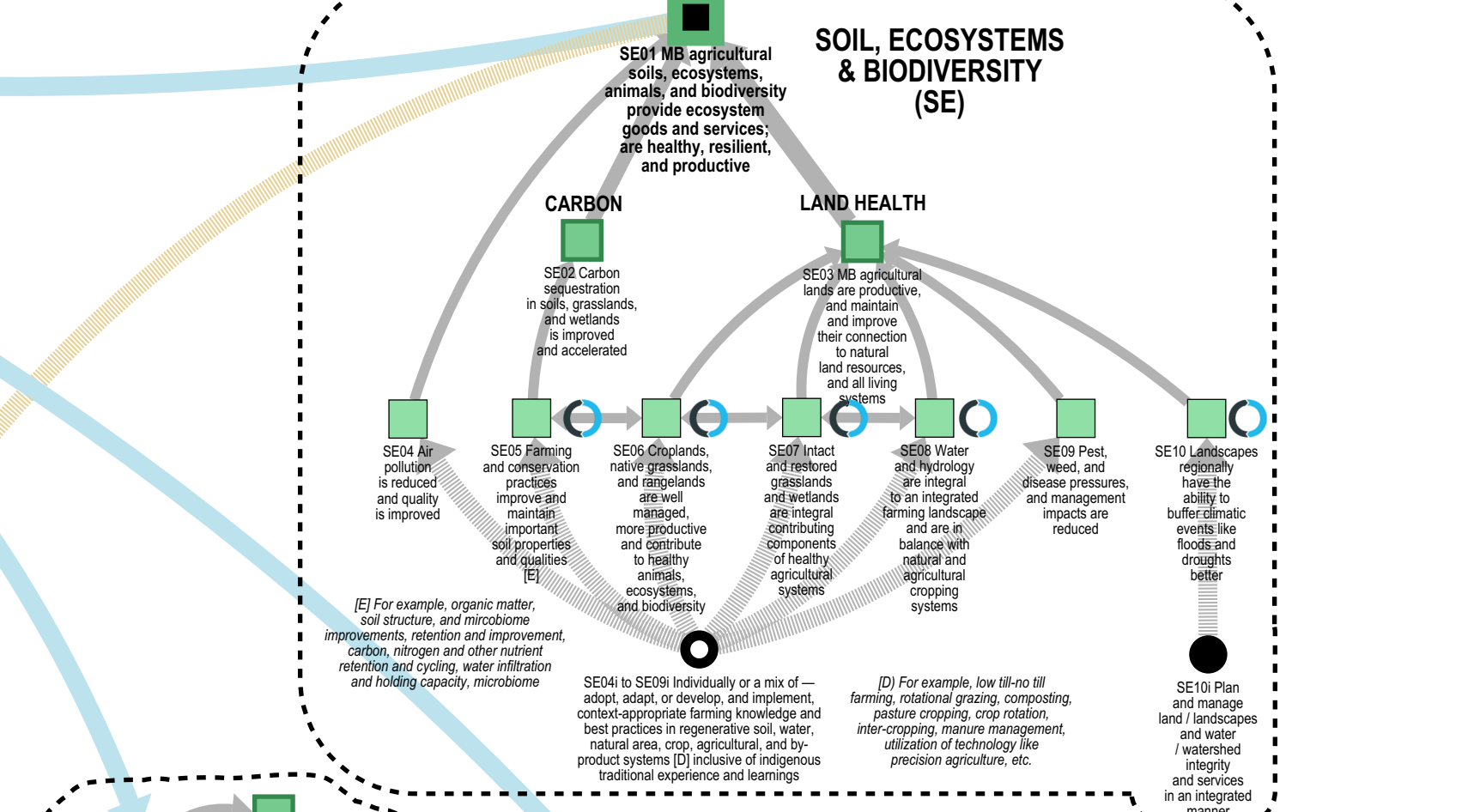
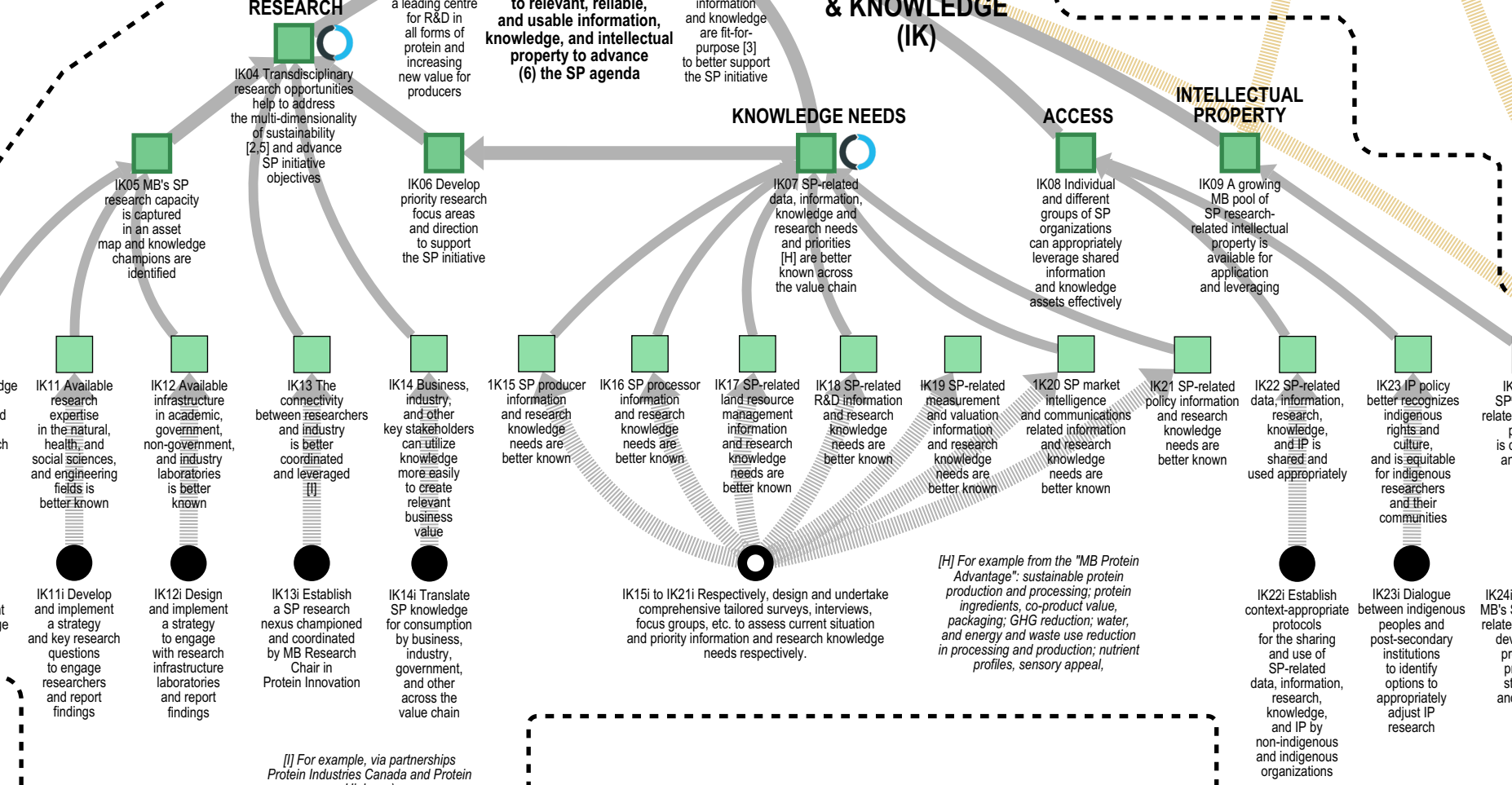
SUSTAINABLE PROTEIN (SP)



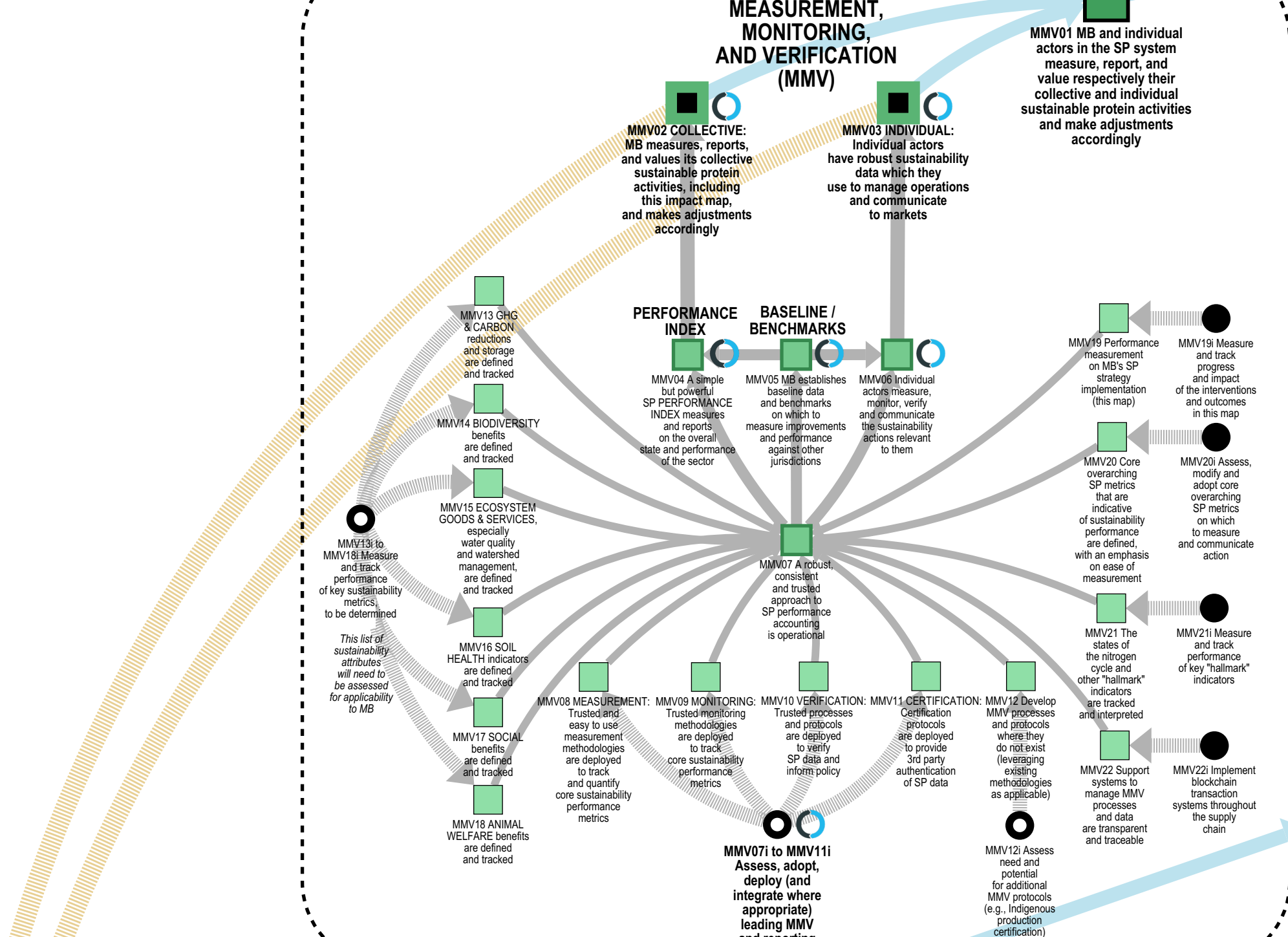
INNOVATION (IN)



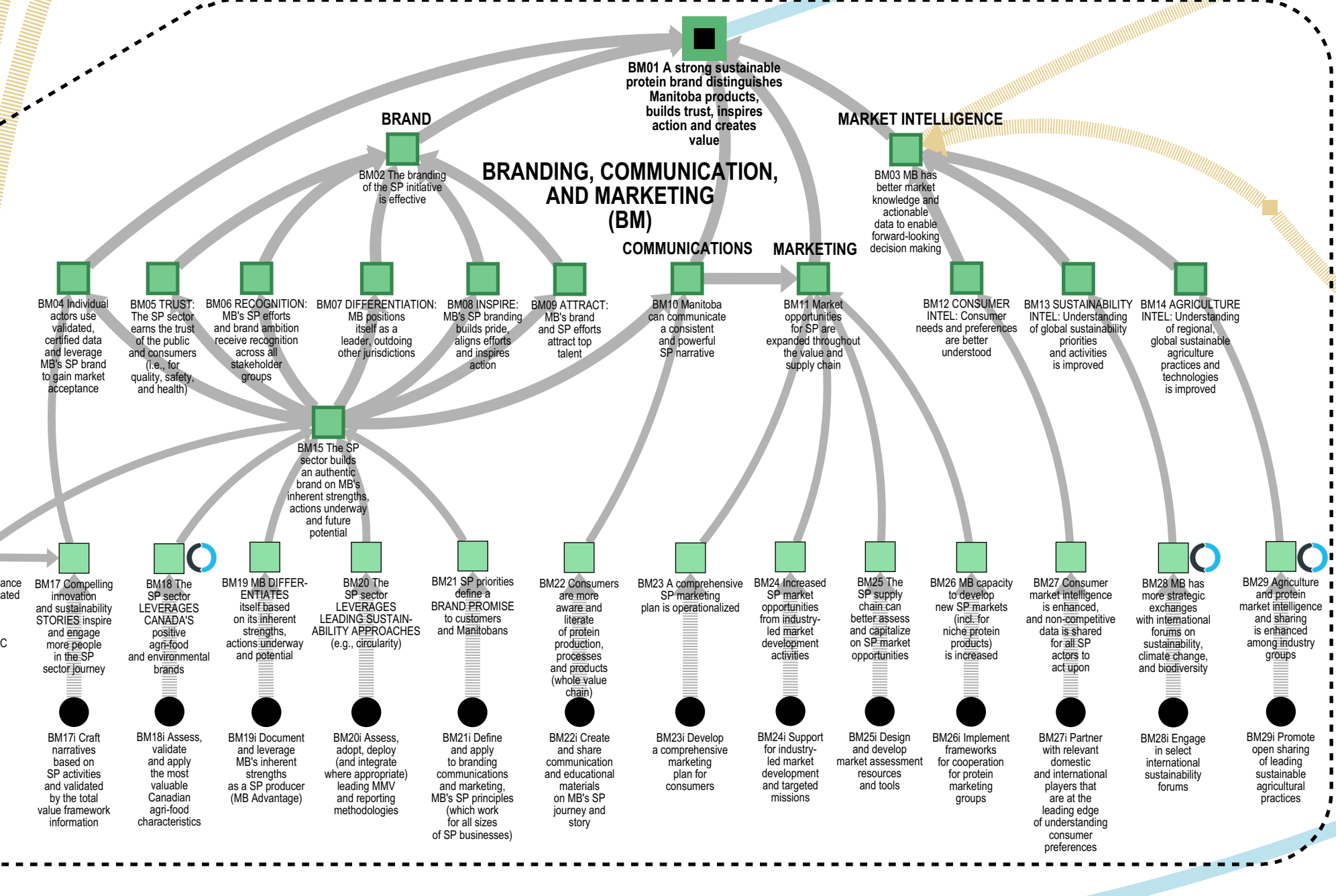
INFORMATION & KNOWLEDGE (IK)



MEASUREMENT, MONITORING, AND VERIFICATION (MMV)



BRANDING, COMMUNICATION, AND MARKETING (BM)



WORKING TOGETHER (WT)

