

WHY PROJECT ASPIRE

Accelerating Sustainable Protein Impact and Results

IMAGINE

MANITOBA IS A TRUSTED GLOBAL LEADER IN SUSTAINABLE PROTEIN

<p>SUSTAINABILITY is our biggest challenge and our greatest opportunity</p>	<p>OUR BIGGEST CHALLENGES</p> <ul style="list-style-type: none"> Manitoba’s food systems are evolving. Disruption is everywhere—from new technologies impacting production to consumers demanding innovative, affordable, and increasingly sustainable products. Global food systems must feed 8.6 billion people by 2030 while managing climate changes and other environmental impacts. Food production currently account for over a third of global emissions; the status quo will not be enough. Manitoba must play a role in sustainably feeding a growing global population. 	<p>OUR GREATEST OPPORTUNITIES</p> <ul style="list-style-type: none"> Investing in agriculture’s potential to help solve climate challenges. Creating economic development opportunities to meet market demands for sustainability. Leveraging the potential of the province we are proud to call home.
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OUR PLAN

Realizing Manitoba’s potential to produce protein that is diverse, high-quality, healthy and increasingly sustainable through a comprehensive [Sustainable Protein Strategy](#) created by and for stakeholders across all protein sectors. Believing everyone has a part to play and will benefit from achieving our goal. We must work together to embrace it.

Project ASPIRE is the industry-led implementation of the Manitoba Protein Advantage, a collaborative strategy to sustainably grow the protein industry and position Manitoba as a global leader in sustainable protein.

[LEARN MORE ABOUT THE STRATEGY AND HOW YOU CAN GET INVOLVED](#)

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Accelerating
SUSTAINABLE PROTEIN IMPACT
and Results

The Manitoba government appointed eight members to the Manitoba Protein Consortium to champion the Manitoba Protein Advantage Strategy

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|-----------------------------------|---------------------------------|
| 1. Progressive Group of Companies | 6. Federated Co-operatives Ltd. |
| 2. Juno Food Labs | 7. VersaPile Inc. |
| 3. Maple Leaf Foods | 8. Manitoba Government |
| 4. University of Manitoba | |
| 5. Ducks Unlimited Canada | |

Seventeen leading agencies from industry, academia, and government provide guidance and leadership

- DL Seeds
- Pulse Canada
- Manitoba Beef Producers
- Roquette Canada
- Murphy et al Inc./Protein Highway
- The Detox Project
- Topigs Norsvin
- University of Manitoba
- Maple Leaf Foods
- Strategem Capital
- Myera Group
- Manitoba Chicken Producers
- Dairy Farmers of Manitoba/ Dairy Farmers of Canada
- Canadian Roundtable for Sustainable Crops
- Manitoba Forage and Grassland Association
- Federated Co-operatives Ltd.
- Manitoba Agriculture

Manitoba Protein Consortium
Champions of the Manitoba Protein Advantage

Strategic Advisory

Inputs

ASPIRE Hub

Inputs

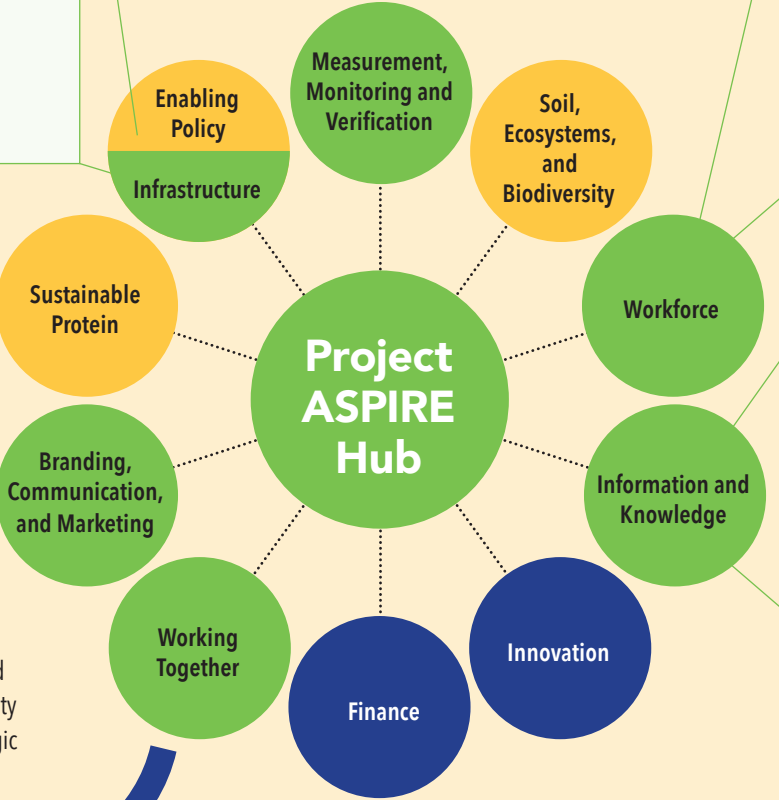
Manitoba Government

Industry-led Roundtables mobilize ASPIRE

Project ASPIRE: Industry-led roundtables to mobilize priority actions and coordinate strategic sustainable protein activities

- Water and Wastewater Roundtable**
- NutriPea
 - Roquette Canada
 - Canadian Manufacturers and Exporters Association
 - Economic Development Winnipeg
 - City of Winnipeg
 - City of Portage la Prairie
 - Maple Leaf Foods
 - Manitoba Government

10 Pillars of Sustainable Protein



- Workforce Roundtable**
- Canadian Manufacturers and Exporters Association
 - Food and Beverage Manitoba
 - Bioscience Association of Manitoba
 - Keystone Agricultural Producers
 - Enterprise Machine Intelligence and Learning Initiative
 - Canadian Agricultural Human Resource Council
 - Food Processing Skills Canada

- Manitoba Research Strategy Steering Committee**
- University of Manitoba
 - Red River College Polytechnic
 - Manitoba Industry-Academia Partnership
 - The Winning Combination
 - Manitoba Protein Consortium

- Activated roundtables
- Developing roundtables
- Future roundtables



Learn more about
Manitoba's Protein Advantage

#MBProteinAdvantage