

Manitoba Protein Advantage Strategy

Developed collaboratively under the guidance of Manitoba Agriculture and Resource Development and the Manitoba Protein Consortium.

March 2021 ver. (print dimensions 35.75 x 29")

PRIORITIES

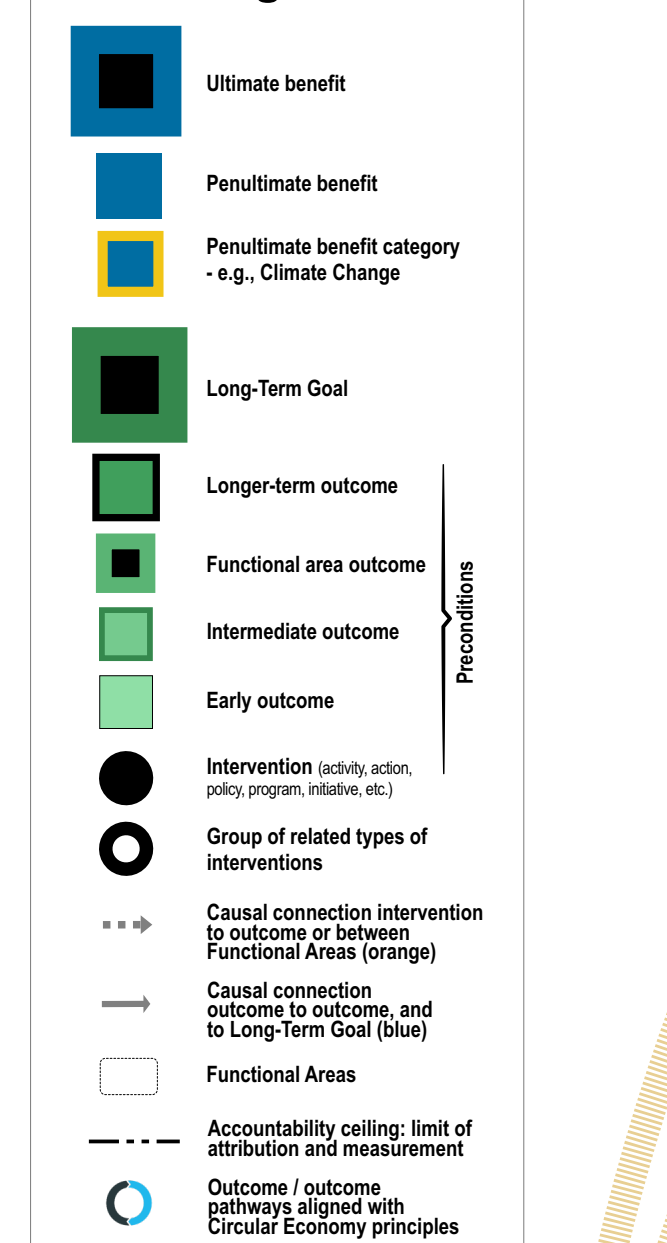
This version of the Strategy indicates priority interventions and outcomes as identified by more than 85 stakeholders from across the agriculture and food sectors. The work was undertaken by participants of the Sustainable Protein Innovation Forum on January 28, 2021. Each individual could select up to seven priorities.

Members of the Design Team

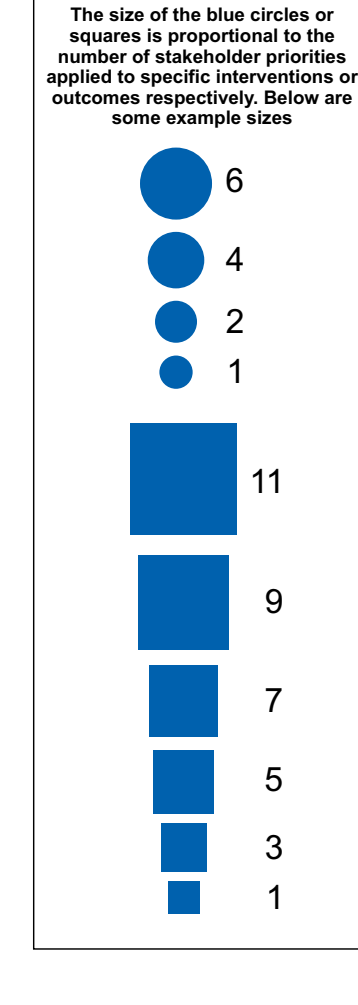
- The Strategy was co-created through the generous contributions of:
- Chris Anderson - Protein Industries Canada
- Dominique Baumann - Roqueette
- Sav Bellissimo - Federated Co-op Ltd.
- Carson Callum - Manitoba Beef Producers
- Tim Favari - Maple Leaf Foods
- Bruce Hardy - Myra Group
- Jayne Hiltz - Manitoba Chicken Producers
- Way House - University of Manitoba
- Marcel Joquin - IQFoodChain
- Egbert Frank Knol - Topigs Norsvin

- Suzie Miller - Canadian Roundtable for Sustainable Crops
- Luncan Morrison - Manitoba Forage & Grasslands Association
- Dee Anne Murphy - Protein Highway
- Henry Rowland - Deluxe Project
- Dennis Tremblin - Pusa Canada
- David Weins - Dairy Farmers of Manitoba
- Robin Young - Food Development Centre

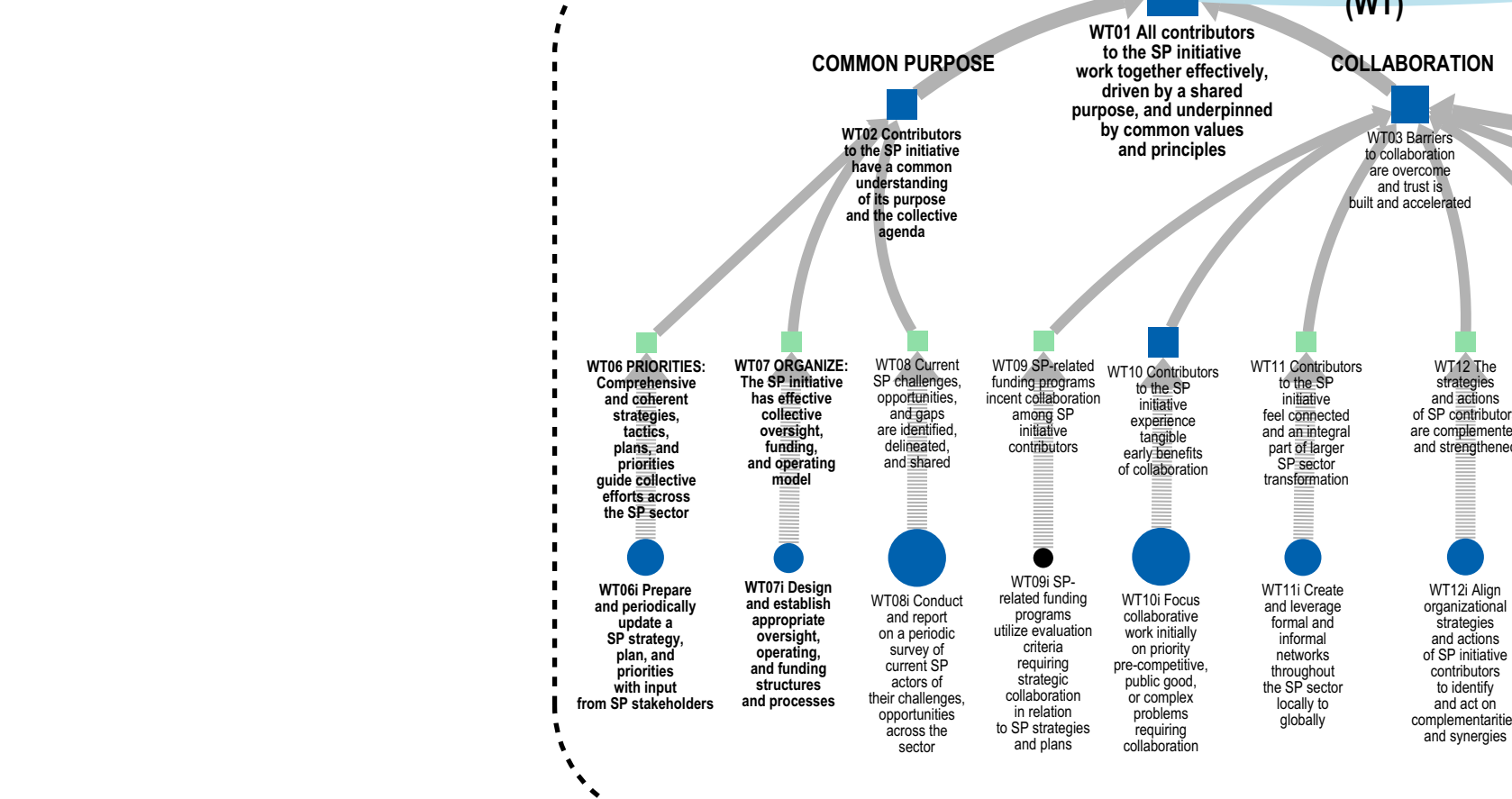
Legend



Priority Interventions and Outcomes



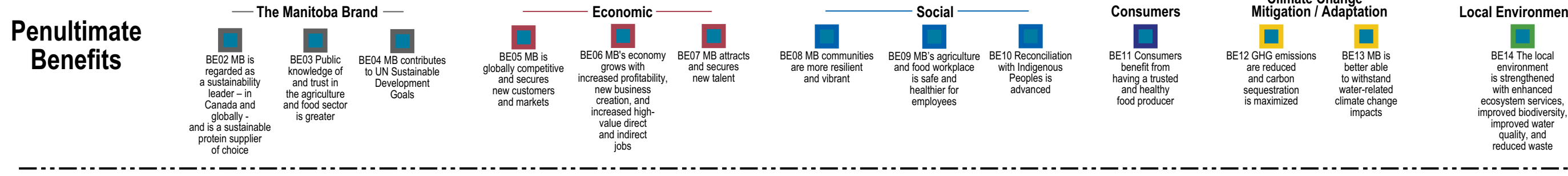
WORKING TOGETHER (WT)



Consulting led by Sustainable Growth Co.
Outcome Mapping led by R. Keith Jones & Associates
Challenge Dialogue System™ (CDS)
This Collaborative Outcome Change Framework used Theory of Change methodology and forum online system mapping software

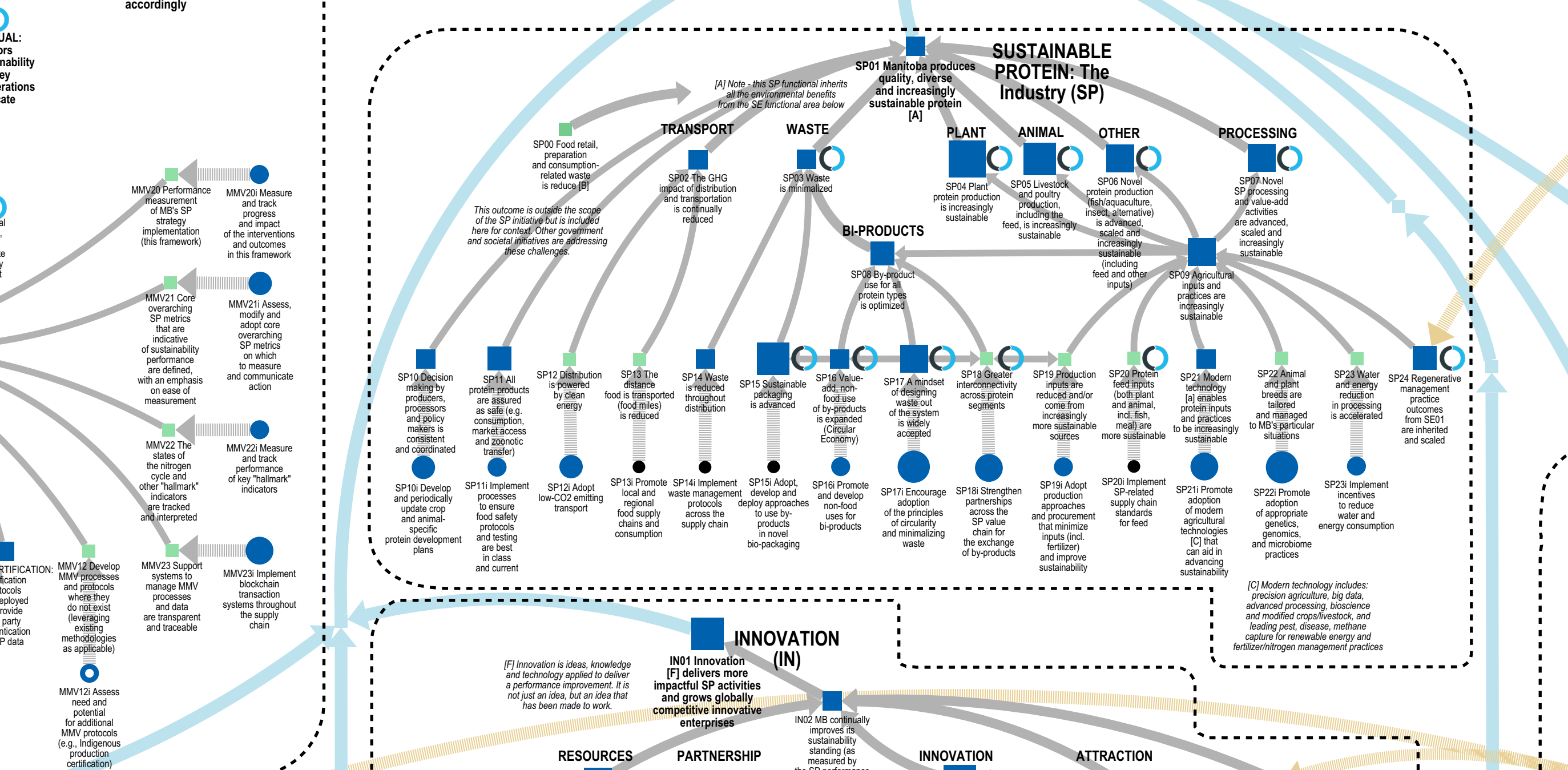
ULTIMATE BENEFIT

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



LONG-TERM GOAL

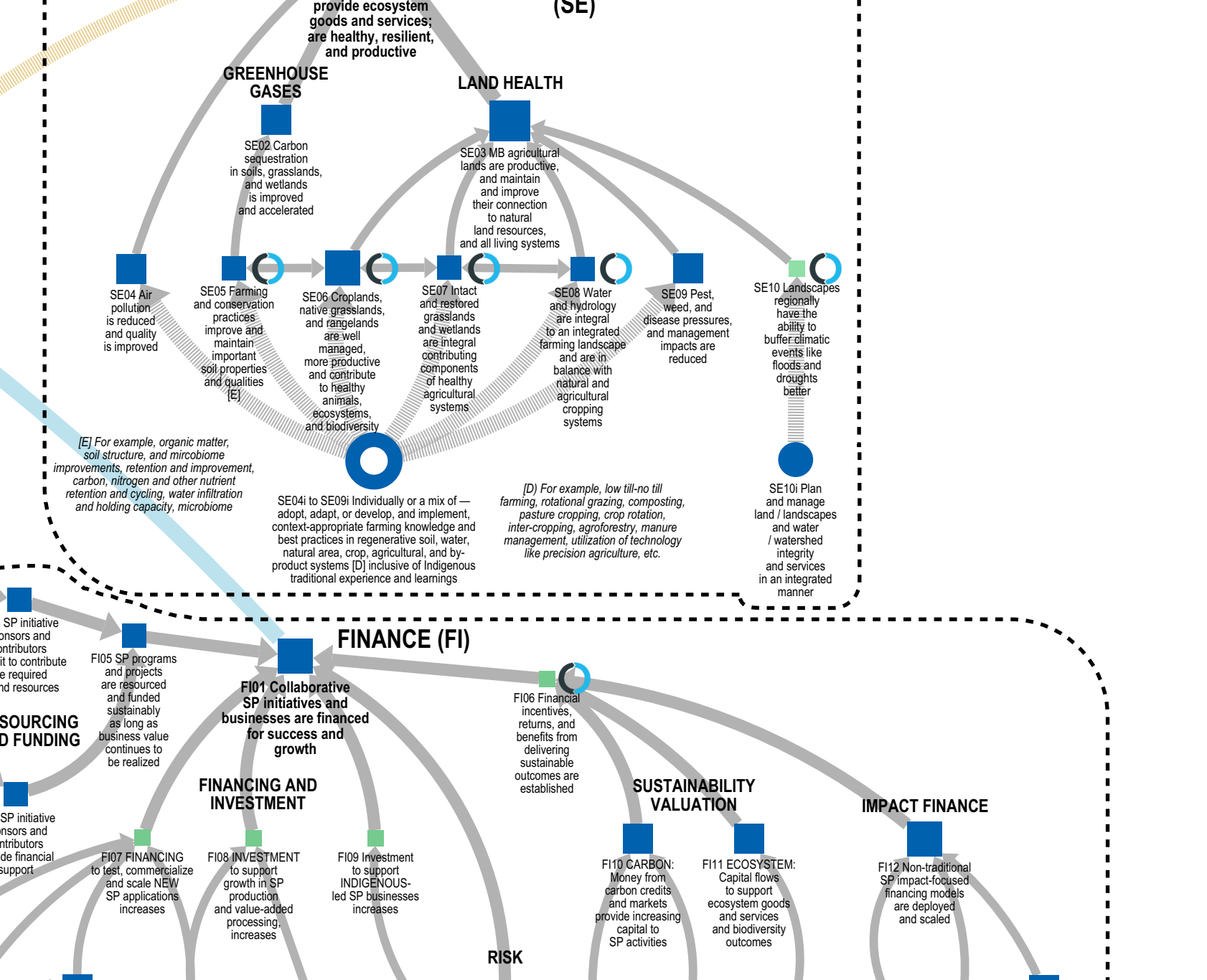
LTG01 Through strengthened collaboration and accelerated innovation, Manitoba realizes its collective and equitable potential to produce protein that is diverse, high quality, healthy and increasingly sustainable



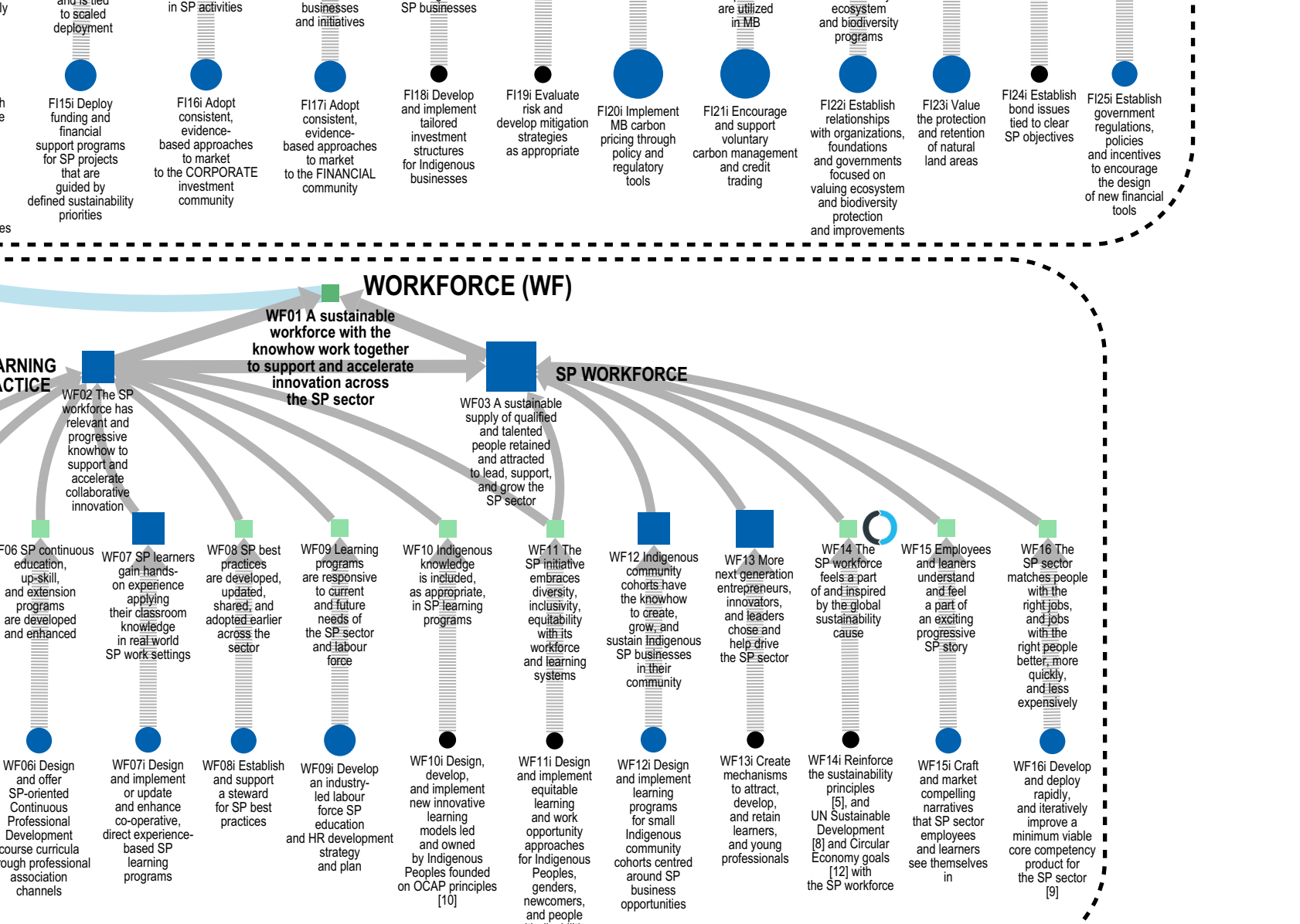
Important Definitional Notes

- 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, integratable, 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 acceptable; (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 outcomes 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.

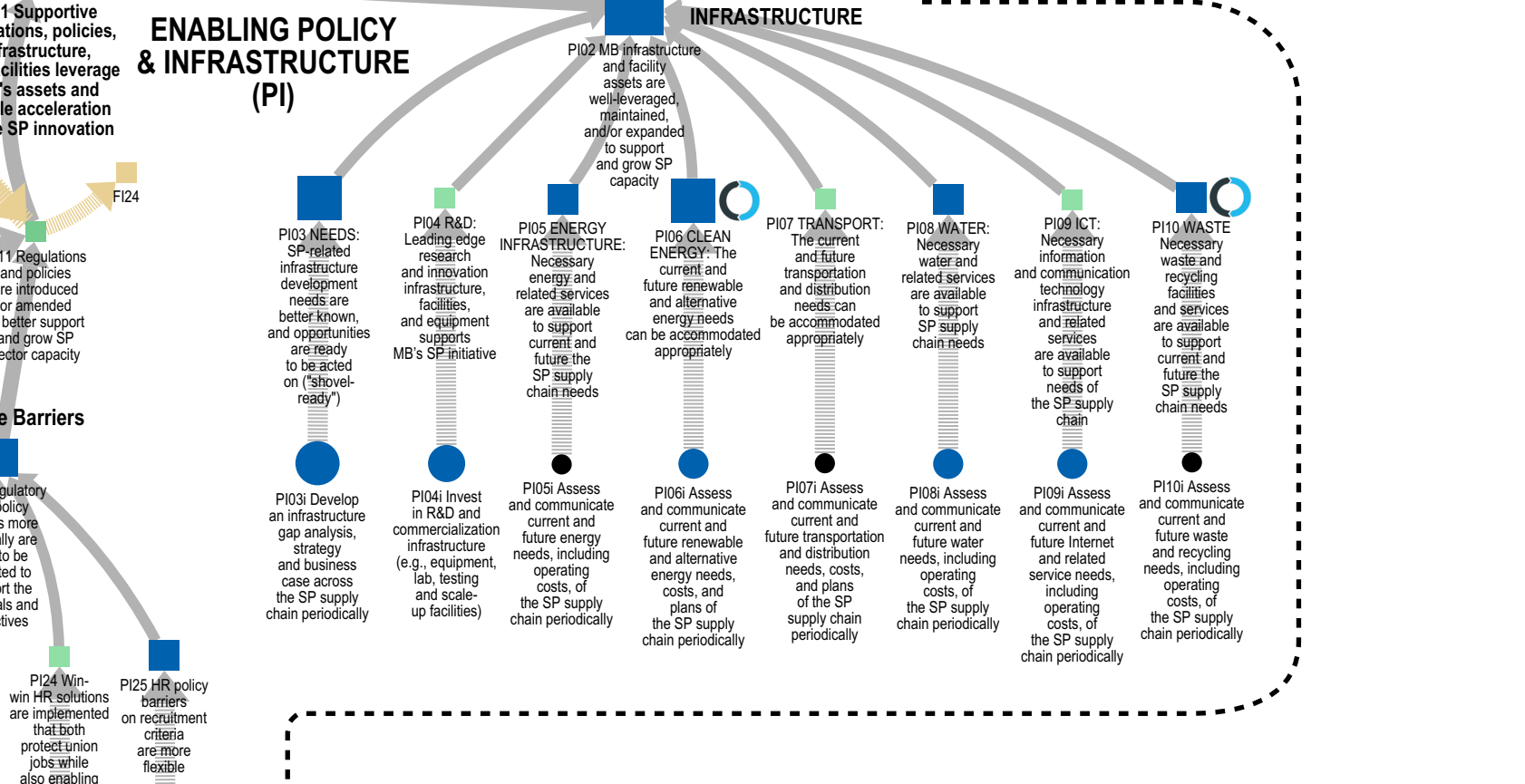
SOIL, ECOSYSTEMS & BIODIVERSITY (SE)



FINANCE (FI)



WORKFORCE (WF)



ENABLING POLICY & INFRASTRUCTURE (PI)

