

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")

ACTIVITIES

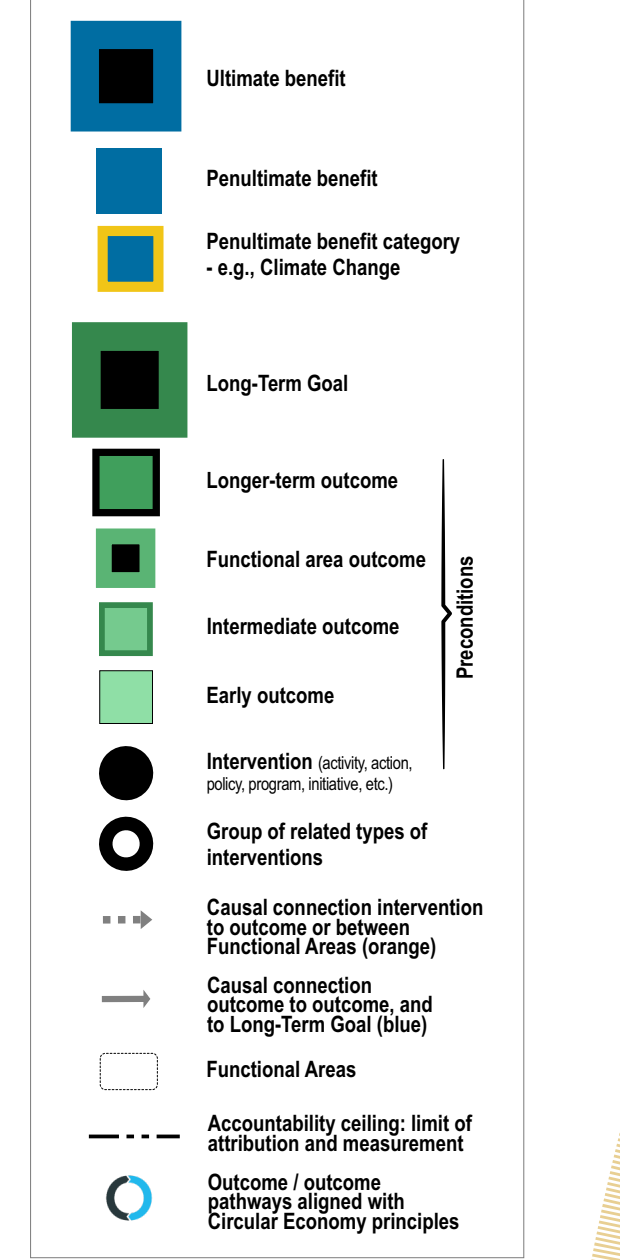
This version of the Strategy indicates where stakeholders in the agriculture and food sectors are already active. The work was undertaken by the more than 85 participants who attended the Sustainable Protein Innovation Forum on January 28, 2021. Participants were asked to identify where their work aligns with the interventions and outcomes in the Strategy.

Members of the Design Team

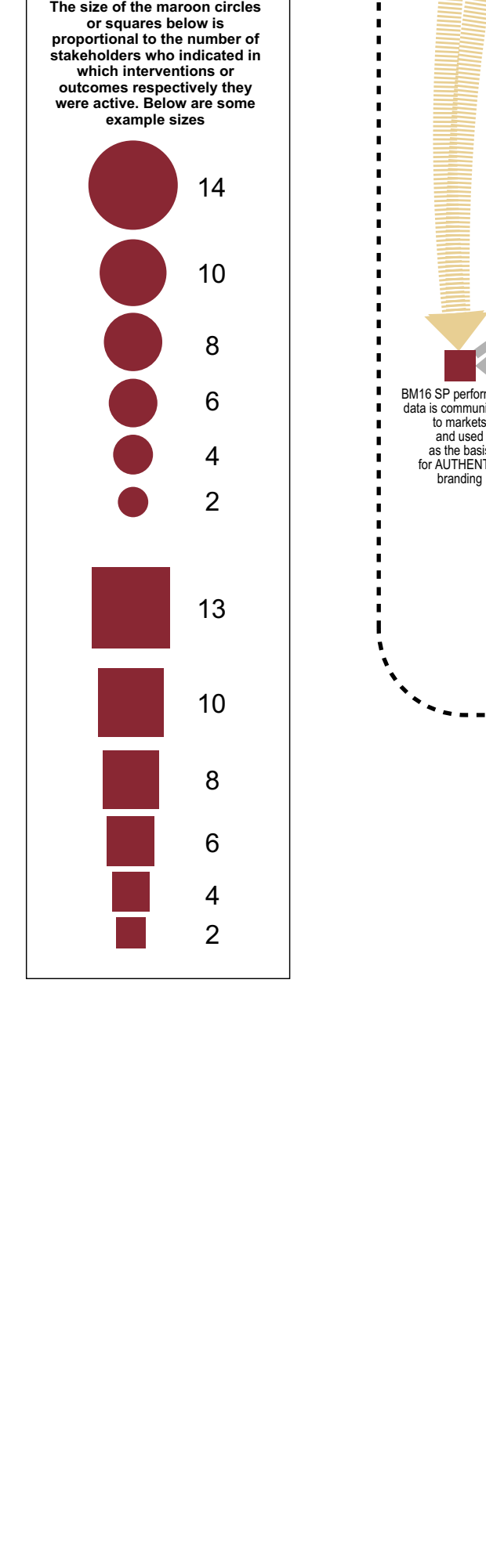
The Strategy was co-created through the generous contributions of:

- Chris Anderson - Protein Industries Canada
- Dominique Baumann - Rockette
- Sav Belissimo - Federated Co-op Ltd.
- Carson Caullen - Manitoba Beef Producers
- Tim Faveri - Maple Leaf Foods
- Bruce Hardy - Myera Group
- Wayne Hillz - Manitoba Chicken Producers
- Jim House - University of Manitoba
- Marcel Joaquin - iFoodChain
- Epstein Frank Knol - Topgus Norsvin
- Susie Miller - Canadian Roundtable for Sustainable Crops
- Duncan Morrison - Manitoba Forage & Grasslands Association
- Lee Anne Murphy - Protein Highway
- Henry Rowlands - Delux Group
- Denis Tremorin - Pulse Canada
- David Weins - Dairy Farmers of Manitoba
- Robin Young - Food Development Centre

Legend



Active Interventions and Outcomes



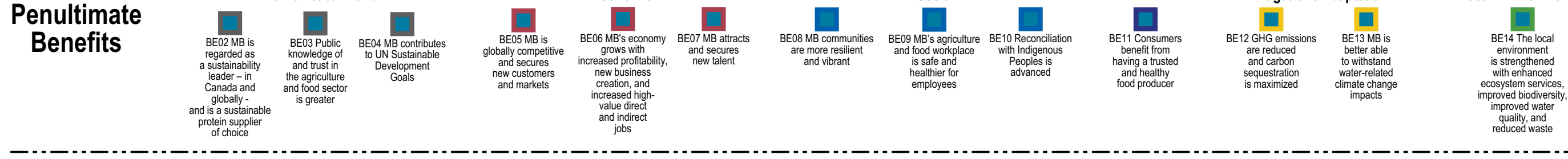
Consulting led by Sustainable Growth Co. Outcome Mapping led by R. Keith Jones & Associates. Challenge Dialogue System™ (CDS) www.challengedialogue.com This Collaborative Outcome Change Framework used the Theory of Change methodology and Kumu online system mapping software.

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 on the 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 draw on the Conditions - 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.

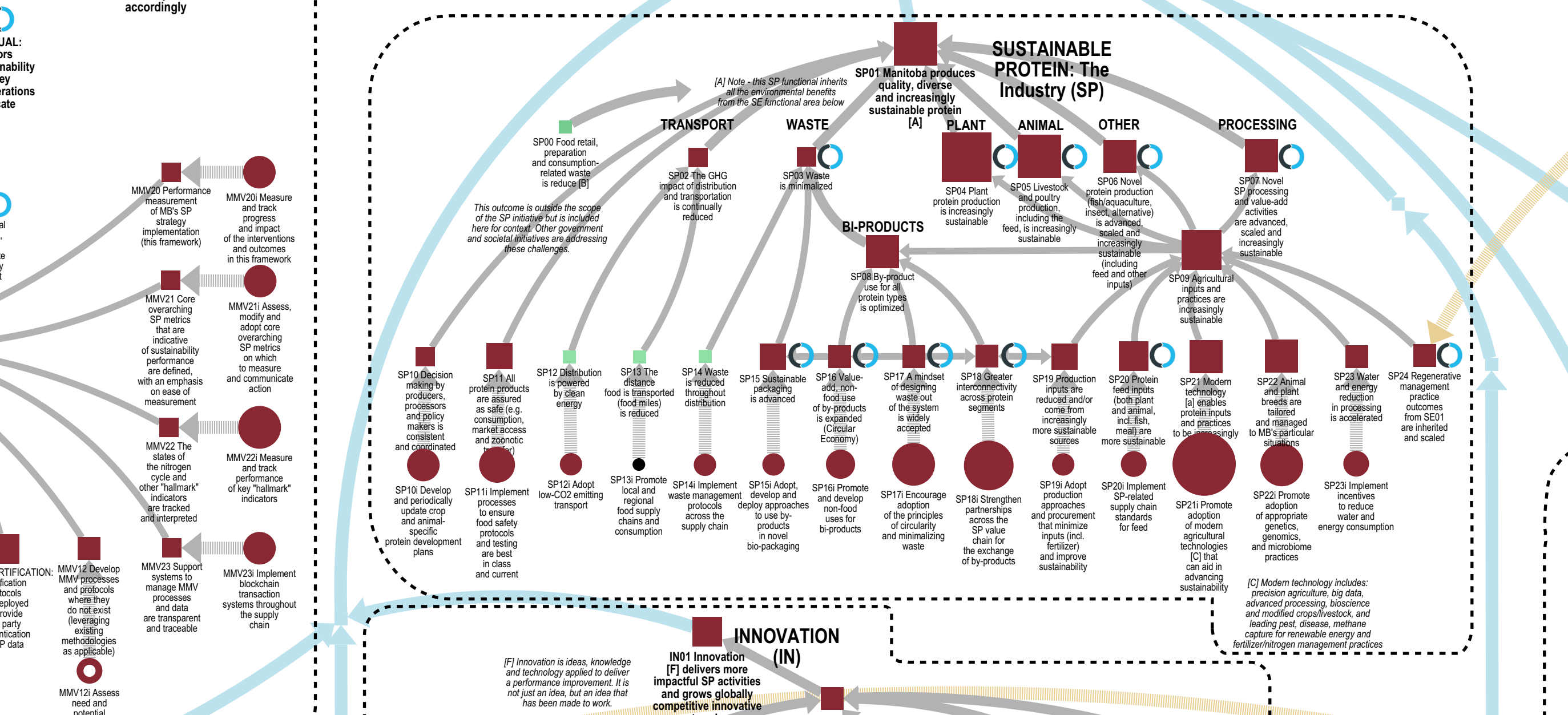
ULTIMATE BENEFIT

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



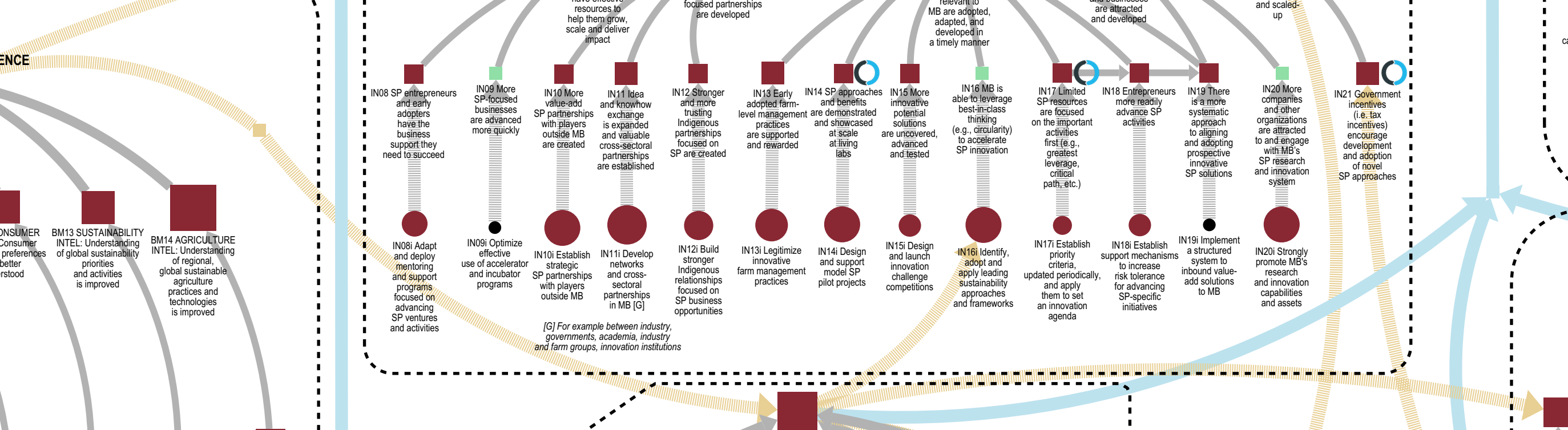
LONG-TERM GOAL

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



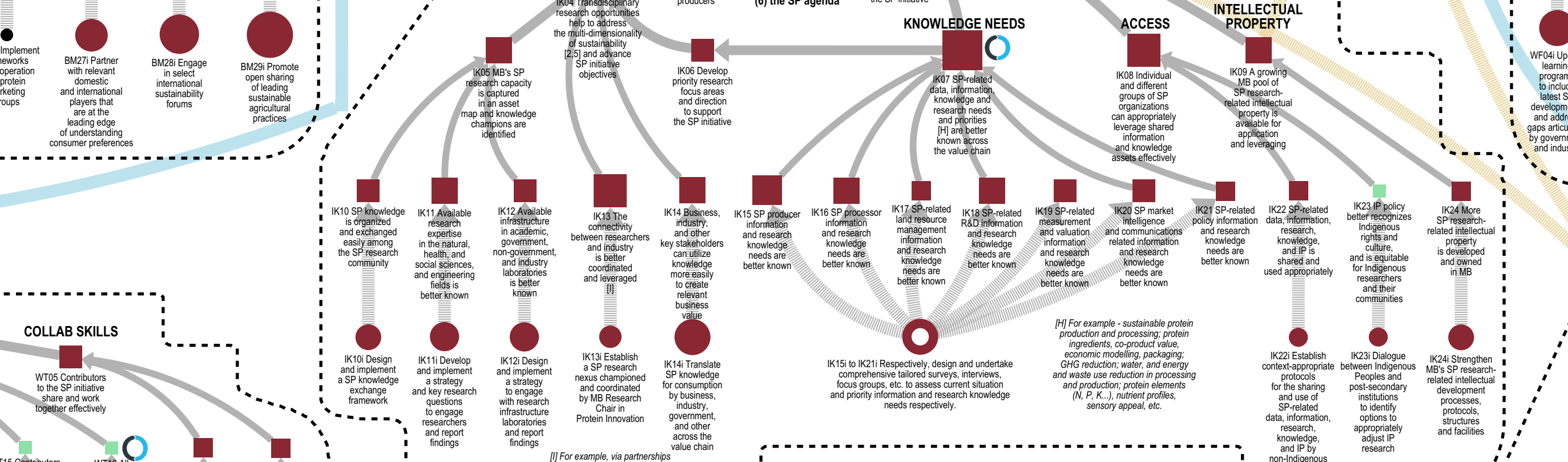
INNOVATION (IN)

IN1 Innovation ideas, knowledge and technology applied to develop a performance improvement that is not an idea that has been made work



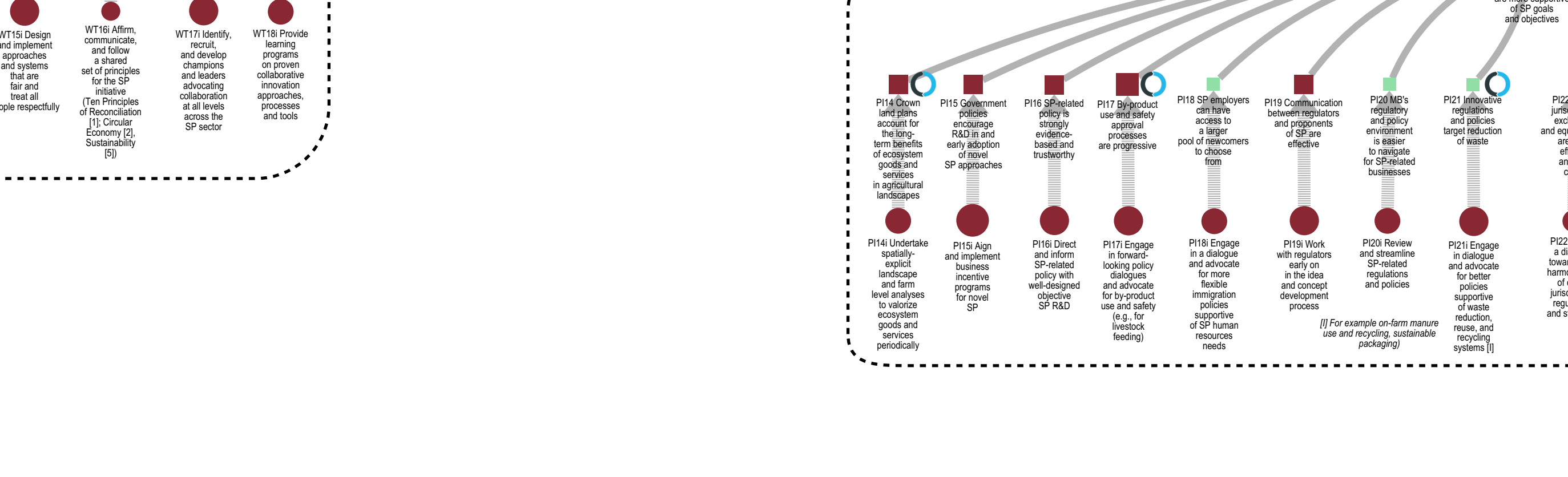
INFORMATION & KNOWLEDGE (IK)

IK1 Contributors are able to have appropriate access to relevant, reliable, and usable information, knowledge, and intellectual property to advance (a) the SP initiative (b) the SP agencies (c) the SP sector

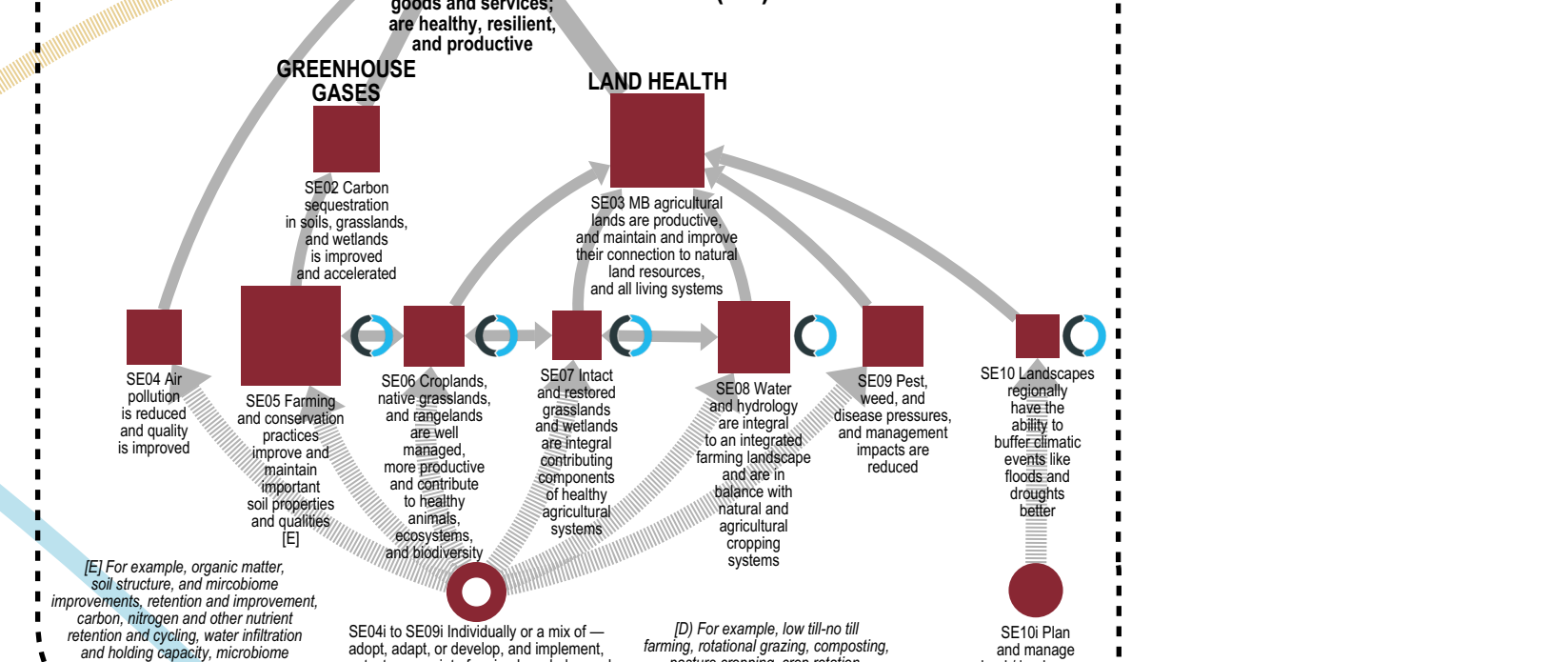


ENABLING POLICY & INFRASTRUCTURE (PI)

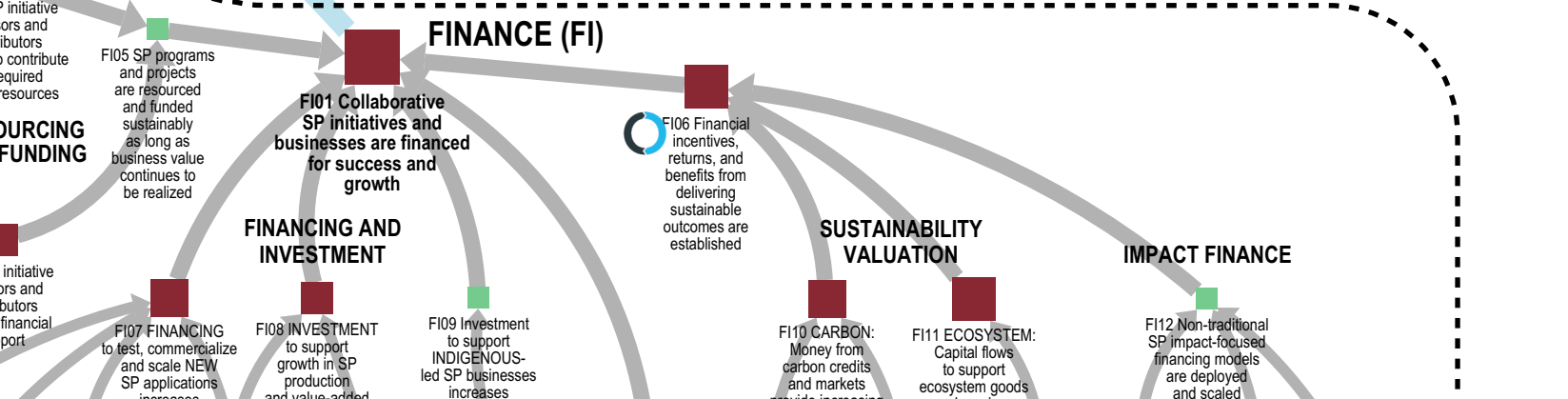
PI01 Supportive regulatory, infrastructure, and facilities policies, MEASURES and enable acceleration of the SP innovation



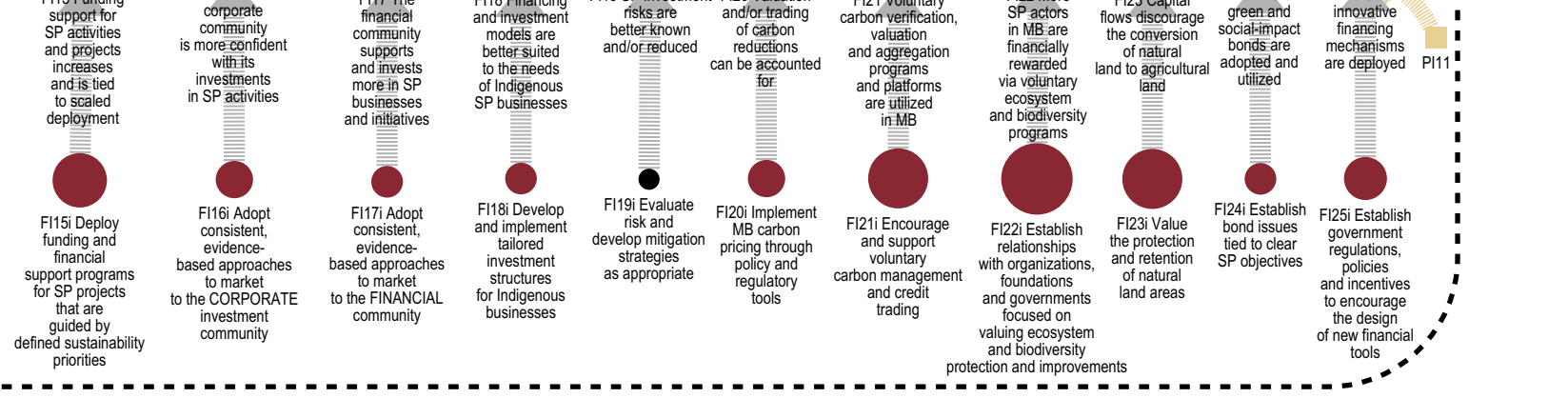
SOIL, ECOSYSTEMS & BIODIVERSITY (SE)



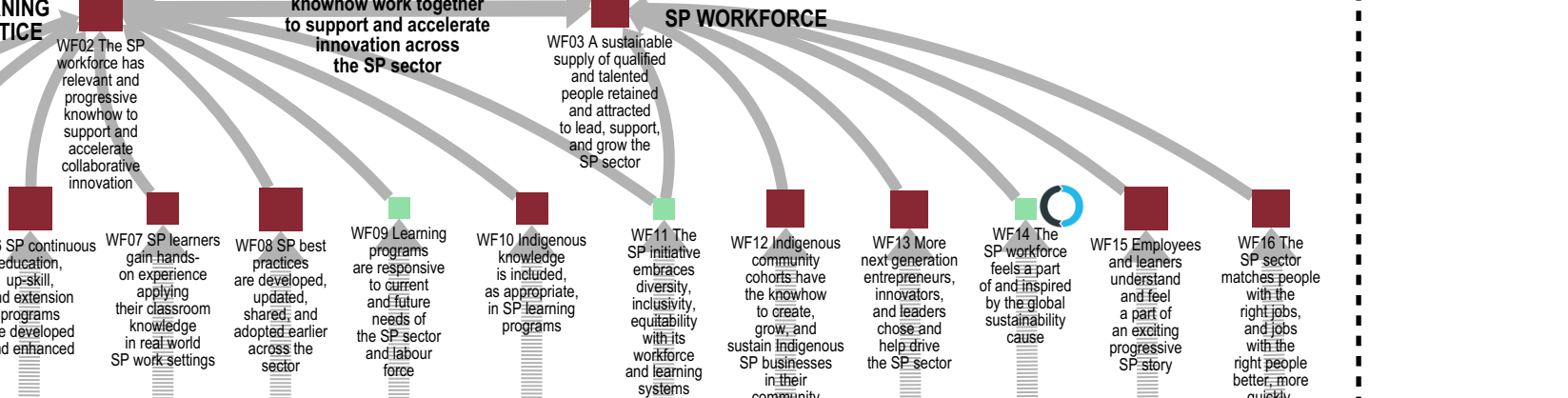
FINANCE (FI)



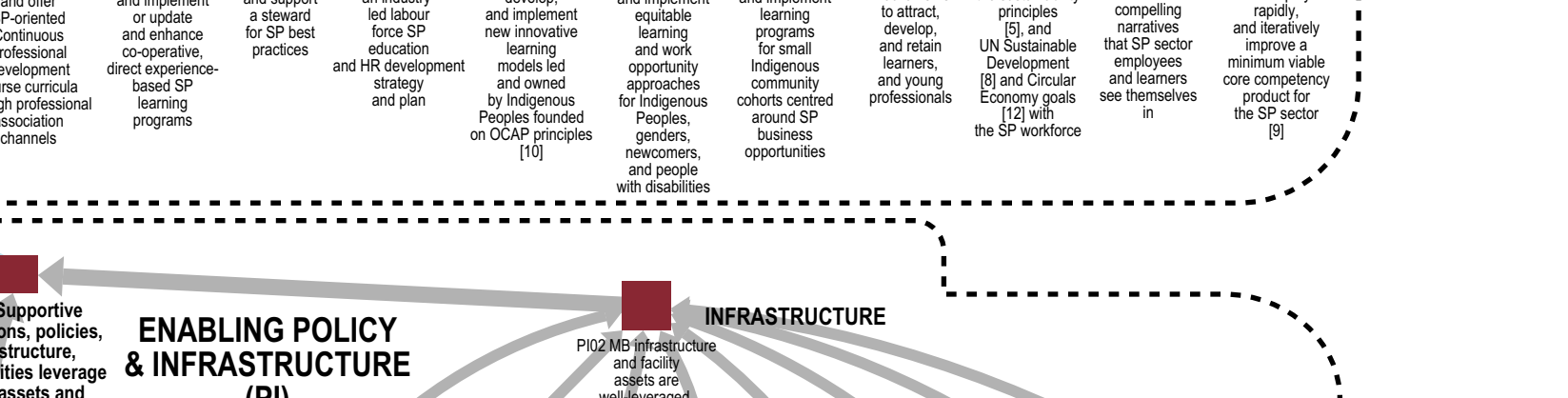
WORKFORCE (WF)



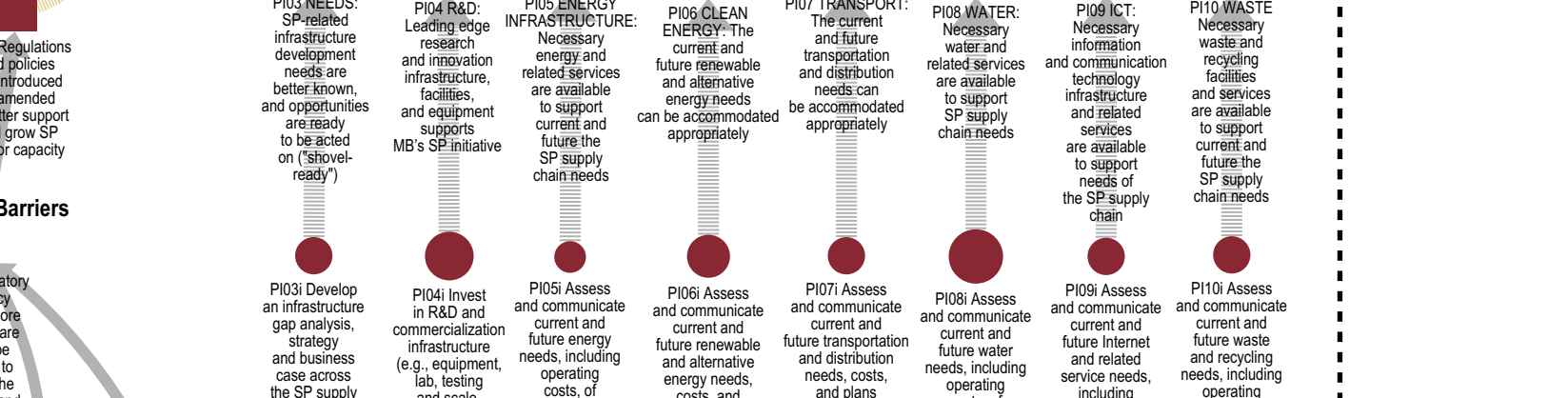
WORKING TOGETHER (WT)



BRANDING, COMMUNICATION, AND MARKETING (BM)



PERFORMANCE INDEX



MEASUREMENT, MONITORING, AND VERIFICATION (MMV)



ENVIRONMENT

