

THE MANITOBA PROTEIN ADVANTAGE

A Strategy for Sustainable Protein Production,
Processing and Innovation



SEPTEMBER 2019



THE MANITOBA PROTEIN ADVANTAGE

Our Advantages

Manitoba has **clear advantages** to attract sustainable protein production and processing investment.

- ✓ **Renewable, low-cost and reliable electricity**
- ✓ **Central location and superior logistics with access to rail, air and sea**
- ✓ **Leading-edge research and innovation facilities and talent**
- ✓ **High quality and sustainable plant and animal production**
- ✓ **Skilled and diverse workforce**
- ✓ **Business-friendly, low-cost environment**
- ✓ **Enviably quality of life** – affordable housing and living costs, with abundant natural and cultural recreational opportunities
- ✓ **Client-centred business approach** – based on relationships and a single point of contact

Our Vision

Manitoba will be

**North America's protein supplier of choice,
leading Canada in sustainable protein industry growth**

**that benefits the profitability and competitiveness of Manitoba
producers, processors and the provincial economy.**

Our Goals

INVESTMENT ATTRACTION

- 📈 \$1 billion in new plant protein processing investment, resulting in 850 new jobs
- 📈 \$500 million in new animal protein production and processing investment, resulting in 700 new jobs

PROCESSING AND PRODUCTION

- 📈 35 per cent increase in animal protein processing
- 📈 35 per cent increase in animal protein production
- 📈 Leading research and development centre in North America for plant protein extraction
- 📈 New value for producers from crop innovation and value chain collaboration

SUSTAINABILITY

- 📉 15 per cent reduction in carbon intensity per kilogram of animal protein
- 📈 15 per cent increase in productivity of agricultural Crown lands and privately-owned grassland and forages
- 📈 Increase in public trust of protein production and processing

Areas of Focus

RESEARCH, INNOVATION AND COMMERCIALIZATION

- Mobilize industry and government investments in equipment, protein innovation and partnerships at the Food Development Centre
- Develop a Manitoba Protein Development Consortium to coordinate protein industry development and alignment on strategic projects
- Focus one third of department research and innovation resources towards protein production and processing innovation
- Target protein ingredients, co-product value and packaging innovation
- Leverage opportunities through initiatives such as Protein Industries Canada and the Protein Highway
- Facilitate collaboration between academic and innovation institutions and industry groups, to align research priorities with sustainable protein targets
- Establish a research chair in protein innovation

SUSTAINABILITY

- Facilitate research and innovation to:
 - reduce greenhouse gas emissions per kilogram of animal protein
 - reduce water usage, energy use and waste in production and processing
- Increase public trust and market acceptance through science-based regulatory decisions and strong assurance systems
- Strengthen industry-government partnerships to identify and manage disease and pest threats to production
- Support early adoption of innovative beneficial management practices to enhance water quality, biodiversity and increase carbon sequestration

INVESTMENT ATTRACTION AND GROWTH

- Enhance Manitoba's business environment through red tape reduction, reducing unnecessary regulation and policy development

- Coordinate resources with external economic development agencies and the Manitoba Provincial Nominee Program to target investment attraction and growth
- Align protein innovation attraction to Manitoba with processing investment attraction
- Promote Manitoba's research and innovation capabilities and assets to prospective companies
- Assess the state of infrastructure to support protein processing investment attraction

PROFITABILITY AND COMPETITIVENESS

- Increase sustainable use and productivity of agricultural Crown lands through range management innovation
- Develop a skilled labour force that aligns education and training institution programming with labour and skills needs
- Develop an industry-led labour force strategy to support skills development for production and processing industry growth
- Align industry sector council skills and training strategies with protein industry needs
- Connect protein opportunities with traditional and non-traditional capital sources
- Develop resources and tools to enable protein producers and processors to capitalize on market opportunities

INDUSTRY AND MARKET DEVELOPMENT

- Enhance protein market intelligence and sharing among industry groups and stakeholders
- Develop crop and animal-specific protein development plans
- Facilitate value chain collaboration to increase producer and processor profitability and alignment with consumer needs
- Facilitate cooperative marketing groups for niche protein opportunities
- Develop industry and processor-led initiatives to expand market opportunities for protein
- Support industry-led market development capacity and targeted missions



CONTACT MANITOBA AGRICULTURE

Email us at mbproteinadvantage@gov.mb.ca

Toll free at 1-844-769-6224

Follow us on Twitter @MBGovAg

Join the #MBProteinAdvantage
conversation on social media

Visit www.manitoba.ca/agriculture

