

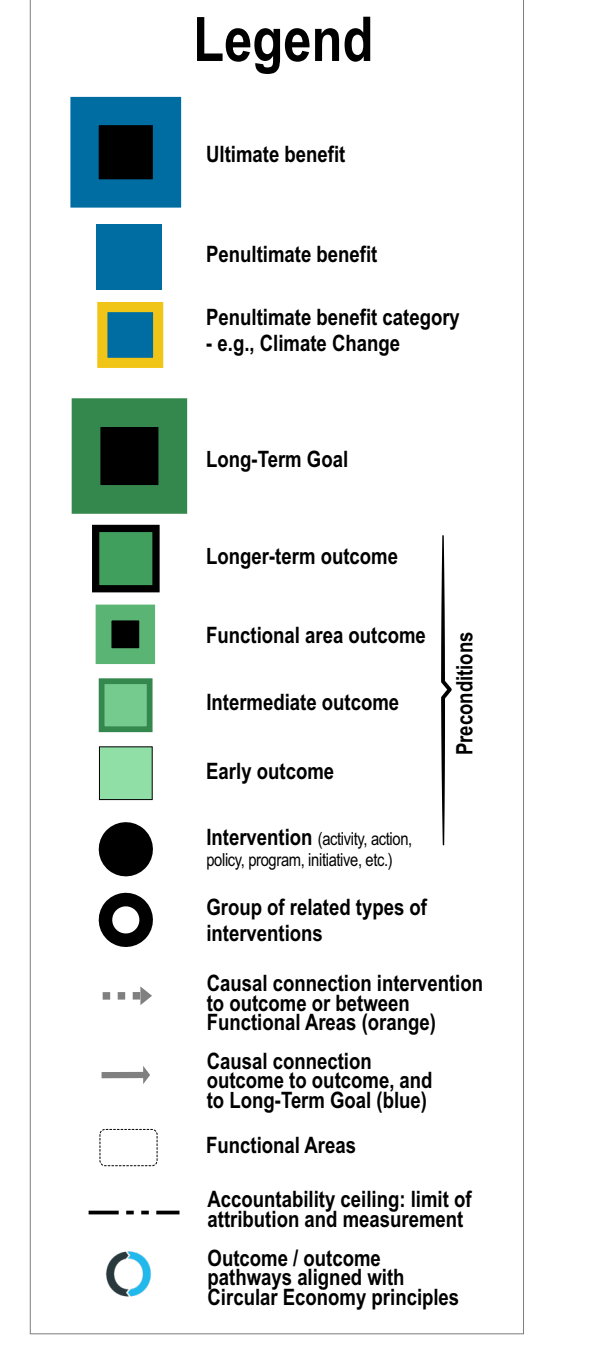
# Manitoba Protein Advantage Strategy

Developed collaboratively under the guidance of Manitoba Agriculture and Resource Development and the Manitoba Protein Consortium.  
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**Members of the Design Team**

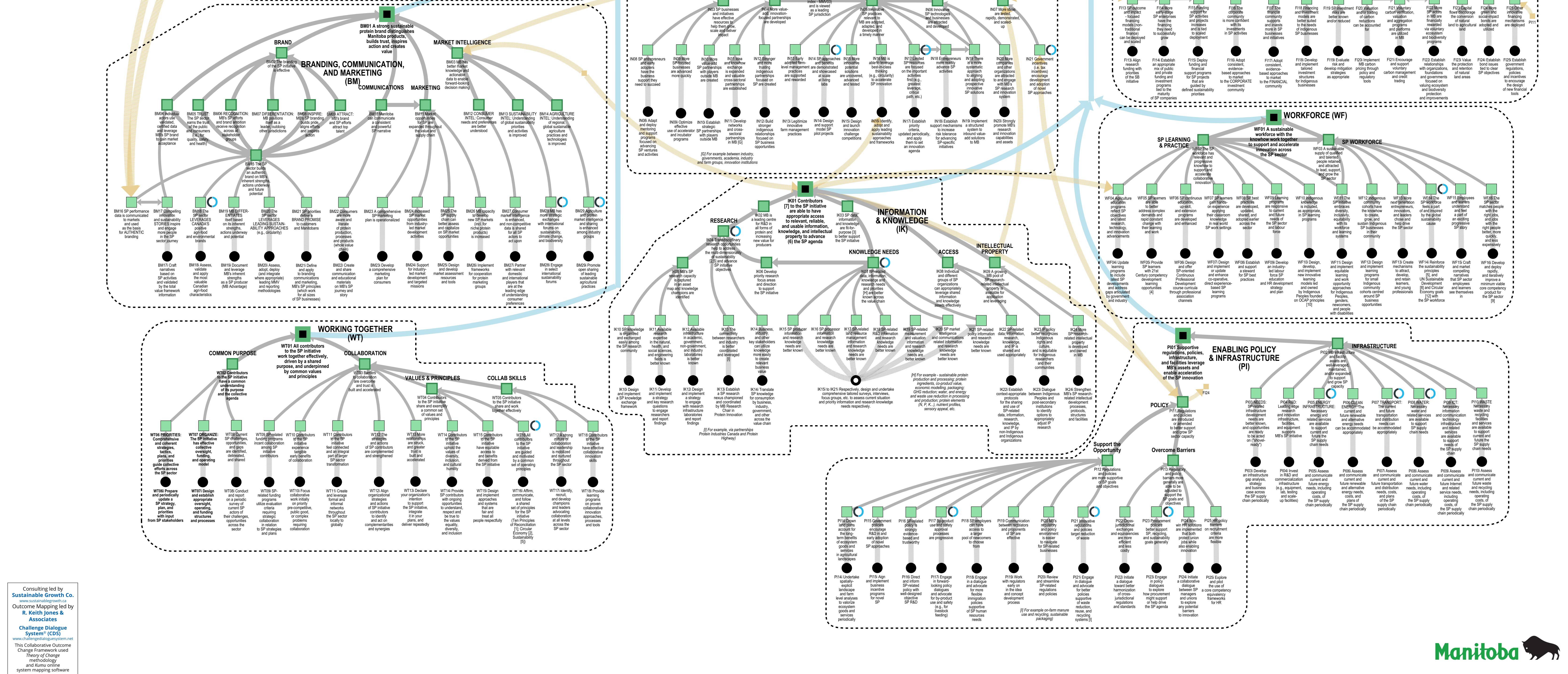
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### Important Definitional Notes

- 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 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 Conditions - Other Considerations section of a 2017 report titled Matchup: A Case for Pan-Canadian Competency Frameworks by the Canada West Foundation.
- [10] OCAP<sup>1</sup> principles are complied with regarding the right of First Nations to own, control, access, and possess information about their Peoples.



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 Kumu online system mapping software

