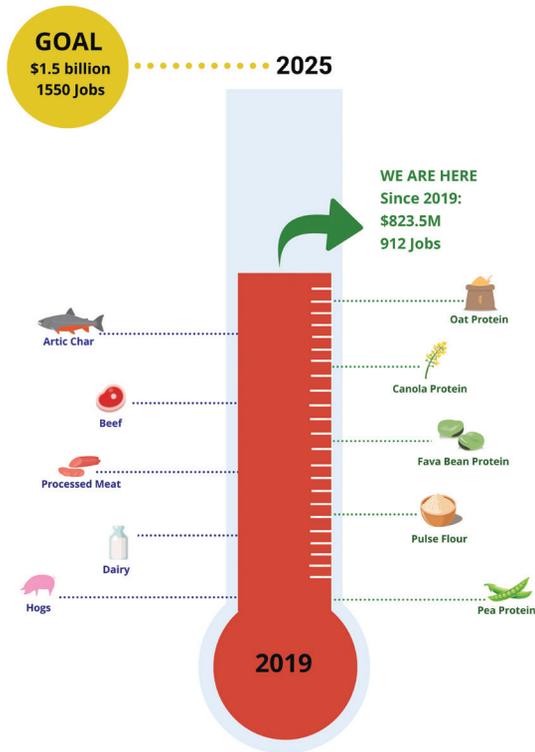


MANITOBA'S ANIMAL PROTEIN INDUSTRY: 2019-2022 HIGHLIGHTS

INVEST.
BUILD.
GROW.
MANITOBA

Much has happened since the release of the [Manitoba Protein Advantage Strategy](#) in 2019. Manitoba is emerging as a protein powerhouse at the forefront of protein industry development. The province has seen significant new investment in **processing capacity** and **leadership in building a collaborative sustainable protein research ecosystem**.

Since 2019, Manitoba's protein industry has attracted new **investments valued at \$823.5 million, creating 912 new jobs**. Manitoba has surpassed **50 per cent** of its **\$1.5 billion target** in new investments through 2025.



#MBPROTEINADVANTAGE

Manitoba 

Top Investments in Capital Infrastructure

Maple Leaf Foods has invested **\$182M** into their **73,000 square-foot Bacon Centre of Excellence** to expand processing operations and reduce freight, environmental footprint and production costs. The Manitoba government has invested **\$1.9M** through the Industry Expansion Program to support this expansion through skills training for about **350 new and existing employees**.

Topigs Norsvin is investing \$35M in a state-of-the-art sow nucleus barn north of Plumas, Manitoba, the single largest investment in Topigs Norsvin's history.

The Governments of Canada and Manitoba are contributing \$1.5M through Ag Action Manitoba to support Manitoba Egg Farmers to establish a **state-of-the-art Egg Layer Research and Public Engagement Facility** at the University of Manitoba's Glenlea Research Station.

Other Protein Investments

- New Bothwell Cheese invested over \$18M to improve capacity and efficiency
- HyLife invested \$15.9M in wastewater treatment
- Burnbrae Farms invested \$10M to increase egg processing and grading capacity
- True North Foods invested \$7M to expand cattle processing
- VJ Berscheid invested \$410K in new equipment
- Winkler Meats invested \$360K to improve and expand processing capacity



#MBPROTEINADVANTAGE

Project ASPIRE: Accelerating Sustainable Protein Impact and Results

The [Manitoba Protein Consortium](#) championed a global dialogue by engaging 89 stakeholders and working with a Strategic Advisory Body of 17 industry leaders to create an industry-led action plan for the [Manitoba Protein Advantage Strategy](#) called **Project ASPIRE**.

Since then, the Manitoba Protein Consortium has established **five industry-led roundtables** for Workforce; Information and Knowledge; Water and Wastewater; Measuring, Monitoring and Verification; and Branding, Marketing and Communications, and will continue to establish roundtables for the remaining focus areas. Collectively, these roundtables will foster industry participation and form a hub of sustainable protein expertise and innovation within Manitoba's protein industry.

Ten focus areas to position Manitoba as a global leader in sustainable protein

1. Measurement, Monitoring and Verification
2. Soil, Ecosystems and Biodiversity
3. Branding, Communications and Marketing
4. Sustainable Protein
5. Innovation
6. Finance
7. Working Together
8. Information and Knowledge
9. Workforce
10. Enabling Policy and Infrastructure

Sustainable Protein Research and Initiatives

Maple Leaf Foods has partnered with **Nutrien Ltd.** to engage crop farmers within its Manitoba supply chain to improve carbon performance through nitrogen management and conservation tillage practices to generate carbon assets at the farm level for both crop and hog production.

Since 2019, supported by **\$2.85M** from **Ag Action Manitoba** and **\$1.5M** from industry, **Manitoba Beef and Forage Initiatives** has worked with 27 collaborators to deliver 36 innovative research and demonstration studies designed to improve economic and environmental impacts of beef production. On-farm evaluation of livestock and crop monitoring technologies showcases precision ranching tools for enhanced production efficiencies.

Since 2019, **Ag Action Manitoba** allocated **58 per cent** or almost **\$6M** of its Research and Innovation funding to support research in protein on topics ranging from **protein extraction** to **livestock** and crop production innovation.

University of Manitoba (UM) is home to Canada's most highly cited and active innovators in livestock research with over **20 academic research programs** centred on sustainable livestock production, crop-livestock integration, animal protein, and animal welfare. UM is Canada's second most prolific innovator in livestock research, leading the country in swine and poultry nutrition and feed ingredient research, new hires in applied animal microbiology, and precision livestock agriculture.

From 2019-2022 **Manitoba's Diversification Centres** received **\$2.4M** from Ag Action Manitoba and **\$120,000** from partner organizations to complete **86 field-based research trials** to advance innovation, profitability and climate resilience in crops including forages and animal feed grains.

In 2021, **Prairie Agricultural Machinery Institute** managed over **150** research and development projects valued at **\$2.5M**, including equipment modifications for crop and livestock management **to improve efficiency, environmental impact and remote sensing technology.**

Investments in Sustainable Production Practices

Ag Action Manitoba's **Assurance Watershed Ecological Goods and Services Grant** helps watershed districts to work with farmers to implement sustainable environmental practices and supported **83 projects** with total approved funding of **\$5.7M**. The Ag Action Manitoba **Assurance Environment Grant** helps farmers and industry service providers implement and adopt beneficial management practices (BMPs)

#MBPROTEINADVANTAGE

as identified in the **Environmental Farm Plans**. The program approved **1,027** projects for total funding of **\$8.8M**.

Through **Ag Action Manitoba, Topigs Norsvin Canada** received **\$2.2M** to improve the precision feeding of sows and promote higher animal welfare standards that lead to better resource efficiency and reduced environmental footprint for producers.

The Manitoba government partnered with **Keystone Agricultural Producers** to deliver the new and accessible online **Environmental Farm Plan (EFP)**. Manitoba's online EFP offers the option to meet sustainability requirements for several commodities including potato, pea, and dairy.

In 2022, Ag Action Manitoba offered the **Agricultural Crown Lands Forage Productivity Pilot Program** to assist producers to invest in improvements such as rotational grazing, watering systems and rejuvenation of forage stands.

Manitoba Habitat Heritage Corporation in partnership with **Manitoba Beef Producers, Species at Risk Partnership on Agricultural Lands (SARPAL), Environment and Climate Change Canada (ECCC), and The Weston Family Foundation** have supported The Grassland Stewardship Program to provide nature-based approaches to climate change. In total,



165 agreements with over **\$1.9M** of landowner incentive payments have been signed between 2019-2022. These actions will enhance over **68,000 acres of grasslands** in Manitoba's Mixed Grass Prairie to support sustainable cattle operations with a focus on the co-benefits from multispecies biodiversity.

Manitoba's Protein Research Strategy

The **Manitoba Protein Research Strategy (MPRS)** identifies key research gaps and their connections to the four factors of sustainability: health, environment, sociocultural, and economic. The MPRS will serve as a work plan for the future **Strategic Research Chair in Sustainable Protein**, a nexus for research collaboration and knowledge translation activities. The Chair will foster important connections between academia and industry while leading strategic research priorities that will attract investment in the protein sector for long-term economic growth.

The **Sustainable Protein Research Network**, developed in collaboration with the **MPRS** and **EMILI**, serves as a database to highlight the diverse researchers, key expertise and infrastructure related to sustainable animal protein research in Manitoba.

The MPRS highlights 46 strategic research priorities under four main themes:

1. Climate resiliency of sustainable protein food systems
2. Novel sustainable protein product development and processing
3. Digital agriculture to enable sustainable food systems
4. Management and utilization of waste, water, by-product and co-product

A Skilled Animal Protein Workforce

For the fourth year in a row, **Assiniboine Community College (ACC)** has offered the Food Processing (Animal Proteins) program to support employers such as HyLife and Maple Leaf Foods. In December 2022, **ACC** is introducing a swine production foundations program enhancing students' understanding of swine operations.

Red River College Polytechnic now offers Pharmaceutical and Food Manufacturing training for operators and technicians to gain skills to work on food processing lines.

Manitoba's Animal Protein Sector Highlights

- Manitoba is home to Canada's third largest **beef** cow herd of 402,000 head, representing 11 per cent of the national herd. Manitoba exported 74,885 head of live cattle worth \$108 million in 2021, with the United States being the biggest export market.
- Manitoba's **hog sector** contributes over \$1.7B annually to the economy. Since 2017, approximately \$250M of private equity has been invested into new barns or refurbishment of existing infrastructure.
- Manitoba's **broiler chicken and hatching egg** industries contribute over \$170M in farm gate revenue and create over 4,250 jobs. The Canadian chicken industry has the lowest carbon footprint of meat protein in North America, and one of the lowest in the world. In the last 40 years, it has reduced this footprint by 37 per cent.
- From April 2021 to March 2022, Manitoba's **wild caught fish** production totaled 9.6M kilograms with an additional 104,000 kilograms from **aquaculture** production.
- In 2021, Manitoba had 94,100 head of **sheep and lamb** on farm and sold 62,300 for a total of \$15.2 million in cash receipts. Strong consumer demand for meat in Canada and "buying local" drove **lamb** prices to record highs in the spring of 2021 and latter part of 2020.
- Receipts from supply-managed **dairy** were \$325M in 2021, with 433 million litres of milk sold. As of January 2021, the dairy cow inventory accounted for 36,700 head.
- Manitoba is home to the third-largest local **bison** herd, with 82 bison farms raising 11,725 head, as of 2021. In the same year, Manitoba exported 3,053 head of bison, generating \$10M in revenue.
- **Turkey** production in Manitoba generated \$25M in farm cash receipts in 2021. There are 51 turkey farms in Manitoba, raising approximately 1.6 million turkeys annually.

For More Information

Continue to explore [Manitoba's Protein Advantage](#) and find out how investing in Manitoba can accelerate your protein business.

Email: mbproteinadvantage@gov.mb.ca

#MBPROTEINADVANTAGE