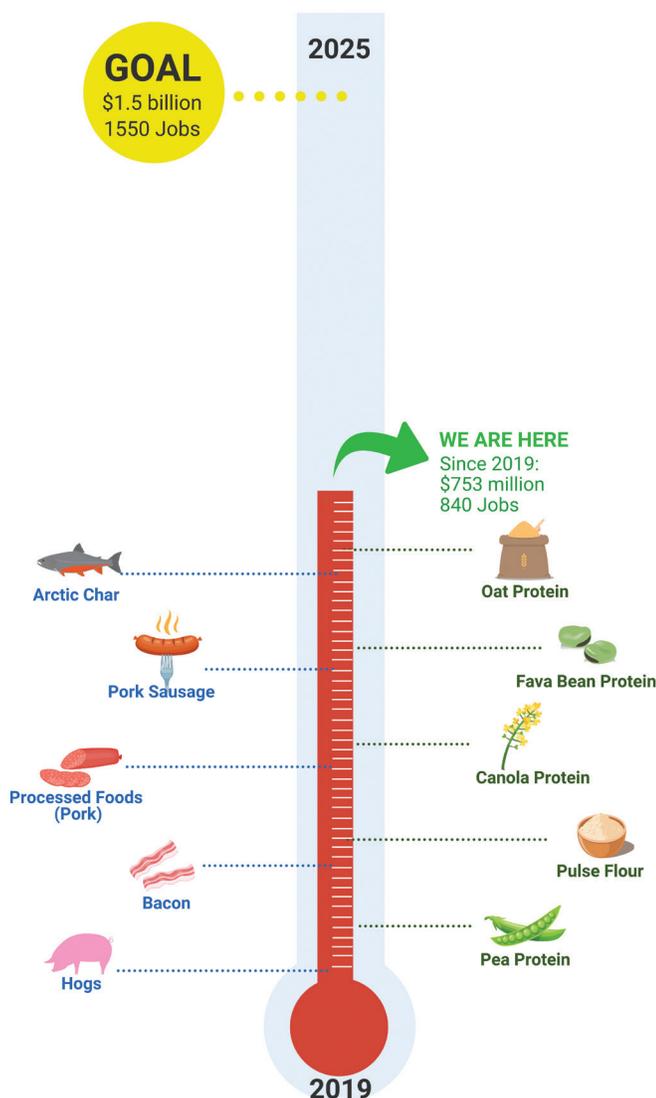


# MANITOBA'S PROTEIN INDUSTRY: 2021 HIGHLIGHTS

INVEST.  
BUILD.  
GROW.  
MANITOBA

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



## New Investments in Manitoba's Protein Industry

Since 2019, Manitoba's protein industry has attracted new **investments valued at \$753 million, creating 840 new jobs**. Manitoba has surpassed **50 per cent** of its **\$1.5 billion target** in new investments through 2025.

[Learn more](#) about expanding your business operations to Manitoba.

## A Thriving Plant Protein Sector

**Buffalo Creek Mills** is setting up a first-in-Canada oat kiln for processing oats into food ingredients. Through this investment, the company will grow from **three to 45 employees**, and will increase annual processing capacity to 54,000 metric tonnes.

## A Sustainable Meat Protein Industry

**Maple Leaf Foods** has invested **\$182 million** to expand processing operations in their Winnipeg facility to reduce freight, environmental footprint and product costs. In turn, the Manitoba government has invested **\$1.9 million** through the Industry Expansion Program to support skills training for approximately **350 new and existing employees**.

## Sustainable Protein Innovation

**Manitoba-based Farmer's Edge** has announced a large scale, \$17 million pilot together with OPI Systems, TrustBix, and Protein Industries Canada. This project will enhance benchmarking and traceability of grain grown on Manitoba, leading to greater environmental benefits that address climate change mitigation and adaptation, improving the sustainability of Manitoba's agri-food sector.

## The Manitoba Protein Advantage Strategy: Project ASPIRE

The government appointed [Manitoba Protein Consortium](#) championed a global dialogue from June 2020 to March 2021 with 85 stakeholders and working with a Strategic Advisory Body of 17 industry leaders from Canada (Manitoba, Ontario and Saskatchewan), the Netherlands and Bulgaria to create an action plan for the [Manitoba Protein Advantage Strategy](#). Now, the Manitoba Protein Consortium is collaborating with the Strategic Advisory Body to transition the action plan to implementation. The **industry-led implementation** of the action plan is called [Project ASPIRE: Accelerating Sustainable Protein Impact Results](#).

### Ten pillars to position Manitoba as a global leader in sustainable protein

1. Measurement, Monitoring and Verification
2. Soil, Ecosystems & 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

The Manitoba Protein Consortium has established industry-led roundtables for Workforce, Manitoba Protein Research Strategy (Information and Knowledge), and Water and Wastewater (Enabling Policy and Infrastructure) and will continue to establish roundtables for the remaining pillars. Collectively, these roundtables will foster industry participation and form a hub of sustainable protein expertise and innovation within Manitoba's protein industry.

## Sustainable Protein Workforce

In February 2022, **Assiniboine Community College** launched a **farm equipment operator course in for Indigenous people** funded by the Congress of Aboriginal Peoples and developed in collaboration with Keystone Agricultural Producers.

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

## Protein Research Strategy

Dr. James House, Professor at the University of Manitoba, has presented a proposed Protein Research Strategy to capitalize on untapped market potential, investment opportunities and innovation. This strategy identifies key research opportunities to develop the sustainable protein eco-system, critical to Manitoba's positioning as a global leader of sustainable protein.



### Four priority areas to enhance Manitoba's sustainable protein ecosystem

1. Climate resiliency of sustainable protein food systems
2. Novel protein product development and processing
3. Digital agricultural and food systems
4. Waste, water, by-products and co-products

The University of Manitoba, Manitoba Industry-Academia Partnership and the Manitoba government collaborated to host a Sustainable Protein Research Symposium and an Academic-Industry Meeting Day (AIMday™) in June 2021. At this event, Manitoba Industry-Academia Partnership awarded **\$20,000 to six innovative protein research projects**. The second annual event is planned for June 2022.

## New Investments in Protein Research and Innovation

Through the Ag Action Manitoba Program, (Canadian Agricultural Partnership) **Topigs Norsvin Canada** received **\$2.2 million** 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.

In October 2021, the Manitoba government announced a **\$1.5M joint investment** with the Government of Canada, supporting 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**.

Manitoba committed to allocate **33 per cent** of its Research and Innovation funding to support protein innovation. Since 2019, the province has invested almost **\$6 million through Ag Action Manitoba (58 per cent of the Research and Innovation program funding)** to support research in protein on topics ranging from protein extraction to livestock and crops. In fact, Manitoba has invested **\$520,000 in plant protein** and **\$180,000 in soil health research** in the first month of 2022.

Protein Industries Canada has invested **over \$51 million** in Manitoba's plant protein industry. This investment is directed towards developing plant-based beef and pork alternatives, and plant-based beverages. Manitoba organizations participating in various projects include **Merit Functional Foods, TWC Nutrition, Enterprise Machine Intelligence and Learning Initiative**, and others.

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



## A Collaborative Protein Research Ecosystem

The **Prairie Research Kitchen's** Technology Access Centre supports businesses through research and development, technical services and training. In 2021, the Prairie Research Kitchen collaborated with:

- the **Food Development Centre, the University of Manitoba, and Manitoba Pulse and Soybean Growers** on innovative applications for plant proteins in pulses, soybeans and hemp
- **Pulse Canada** to increase the use of Canadian-grown dried beans in food service dishes

**Assiniboine Community College** received **\$83,700 through Ag Action Manitoba** for a two-year project to develop a **Weather Based Fungicide Application Decision Support Tool** in collaboration with **Manitoba Pulse and Soybean Growers** to manage white mould in dry beans. The college has also collaborated with:

- **Manitoba Pulse and Soybean Growers** and **Brandon University** to develop improved diagnostic tools for soybean pathogens
- **Canadian Forage and Grassland Association and McGill University** on a project examining the development of an AI driven decision support tool for alfalfa's winter survival and persistency, funded through the Canadian Agricultural Strategic Priorities Program

**Manitoba Beef Producers** in partnership with **Manitoba Habitat Heritage Corporation**

collaborated on a project '**The Grassland Enhancement Program**'

to support nature-based approaches to climate change. Twenty agreements, with **\$247,998 of landowner incentive payments** have been

signed in the first year. These actions will enhance over **8,700 acres of grasslands** in Manitoba's Mixed Grass Prairie to support **sustainable cattle operations** with a focus on the co-benefits from **multi-species biodiversity**.

**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.



## Sustainable Crop Production Practices

Since 2019, **\$5 million of Ag Action Manitoba Assurance** funding was approved for farmers and industry service providers to implement **on-farm beneficial management practices** that improve the value and health of agricultural land, supporting the sustainability of the protein sector.

The **Manitoba Crop Alliance, Manitoba Pulse and Soybean Growers** and **Manitoba Canola Growers** have received **over \$2 million** in funding from Ag Action Manitoba and continue to partner on 11 research projects focused on developing innovative cropping practices that are **more resilient to extremes of moisture**, building Manitoba's adaptive capacity towards climate change.

**Manitoba's Diversification Centres** lead field based applied research initiatives in the protein sector. In 2021, the centres initiated **20 protein related field projects**, including protein assessments in grains, pulses and oilseeds, and sustainable crop production practices such as intercropping, and forages in rotation, building resilience to climate change. The research at the centres is guided and funded by partnerships with industry and other levels of government. In 2021, Manitoba Agriculture contributed **\$600,000 through Ag Action Manitoba** and other departmental funding, which was matched with nearly **\$200,000 from eight industry organizations** and **the University of Manitoba**.

## For More Information

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

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