

# MANITOBA'S PROTEIN INDUSTRY: 2019 TO 2020 HIGHLIGHTS

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GROW.  
MANITOBA

Manitoba's plant and animal protein industry continued to grow and diversify, further increasing the province's profile as a location to invest in protein. We are the home to the world's largest pea processing facility, the world's largest hemp processing company, the first industrial scale canola protein processor in North America, Canada's leading pork producing province and one of Canada's leading pork processor, including being the centre of bacon processing. Manitoba is also home to innovative food processing and world-class research infrastructure in the agri-food space.

## New Investments in Manitoba's Protein Industry

As part of the Manitoba Protein Advantage, the province aims to attract new investment of \$1.5 billion to its protein industry and create 1,550 new jobs through 2025. Since the release of the strategy in 2019, Manitoba has attracted **over \$680 million** in protein investment and created **600 new jobs**. We have seen investment in novel, innovative protein ingredients and products ranging from protein isolates and flours to peas, fava beans and other pulse crops, canola and oats; as well as blended plant and animal protein products, pork and arctic char products.

**Paterson Global Foods** is investing **\$85 million** in an oat processing facility.

**HyLife** has invested around **\$36 million** in new hog barn operations.

**Avena Foods** is investing **over \$3 million** to increase production at its pulse flour processing facility.

**Ridgeland Aqua Farms** has invested **\$2.5 million** to expand its arctic char production.



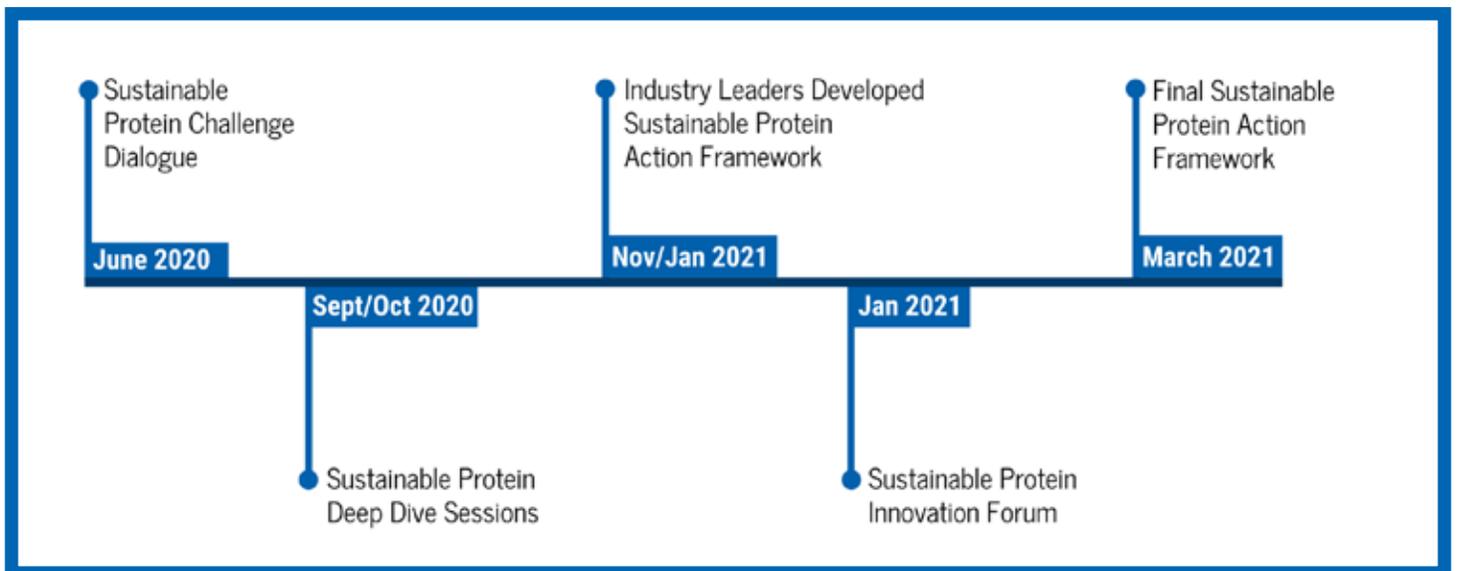
Click [here](#) to learn more about expanding your business operations to Manitoba.

## Manitoba Protein Consortium

The Manitoba Government created the Manitoba Protein Consortium in January 2020 to strengthen leadership and partnerships to grow Manitoba's protein industry. The Consortium is working with industry, academia and various levels of government to lead focus groups with key protein industry leaders to develop an understanding of the challenges and opportunities affecting Manitoba's protein industry and advance the [Manitoba Protein Advantage](#).

## Sustainable Protein Action Framework

The Manitoba Protein Consortium championed a **global Sustainable Protein Challenge Dialogue** from June 2020 to January 2021 by working with over 85 stakeholders across the food and agriculture industry to identify specific actions needed to support Manitoba's protein sustainability vision. From November to January, a team of 17 industry representatives from Canada (Manitoba, Ontario and Saskatchewan), the Netherlands and Bulgaria, worked together on a **Sustainable Protein Design Team** to prioritize strategic actions and identify opportunities for scalable impact, by creating the **Sustainable Protein Action Framework** for Manitoba. The Sustainable Protein Action Framework is focused on accelerating Manitoba's impact potential to as a leader in Sustainable Protein. Click [here](#) to learn more about the Sustainable Protein Action Framework.



## Advancements in Research and Innovation

The Governments of Canada and Manitoba provided the University of Manitoba with \$100,000 to develop a **new Protein Research Strategy**, support establishment of a **Research Chair** to advance the Manitoba Protein Advantage, and bridge the gap between Manitoba's research community and the protein processing sector. The Protein Research Strategy will enable Manitoba to better capitalize on untapped market potential, investment opportunities and innovation. Click [here](#) to learn more.

A team of **University of Manitoba** researchers, led by food engineer **Dr. Filiz Koksel**, is among a select group of international scientists awarded grants from the Washington-based nonprofit Good Food Institute to explore **plant-based and cell-based meat processing**.

Since 2019, the Government of Manitoba has invested over **\$2.3 million** through **Ag Action Manitoba (Canadian Agricultural Partnership)** to support research in protein on topics ranging from protein extraction, to health, to crop characteristics. Through the Manitoba Protein Advantage, Manitoba committed to allocate one third of its Research and Innovation funding to support protein innovation. Since 2019, 39 percent of this funding was awarded to protein projects, which have included:

- Over \$350,000 to the **University of Manitoba** for research on livestock production; this includes a collaborative research project with **Manitoba Soybean and Pulse Growers** on animal feed
- Over \$1 million to **Manitoba Pulse and Soybean Growers** for research on the soybean and pulses
- Over \$50,000 to the **University of Winnipeg** on the benefits of grazing on rangeland and soil health
- \$44,000 to **Prairie Research Kitchen (Red River College)** for value-added technologies using plant-based proteins sources including bean, soy and hemp

Since 2019, **Protein Industries Canada** has invested over \$43 million in protein innovation initiatives in Manitoba. These investments are directed towards improving protein quality in seed varieties, expanding processing operations and developing new products. Companies participating in various project activities include **Roquette, Prairie Fava, Merit Functional Foods, DL Seeds, Pitura Seeds** and

**The Winning Combination** for pea, fava bean and canola protein innovations. The organization has also invested in a program through **Enterprise Machine Intelligence & Learning Initiative** that will introduce youth in K-12 to the career opportunities available to them in the plant-protein, agri-food and digital agriculture sectors.

Click [here](#) to learn more about research and innovation in Manitoba.



## Developing Labour

**Assiniboine Community College** received **\$300,000** through **Ag Action Manitoba** towards its food processing center for animal proteins to support labour development. The College opened its food processing training center for meat-cutting skills in May 2019.



## Manitoba's Diversification Centres

Manitoba's four Diversification Centres conduct applied research and demonstrations on crops, technology and best management practices. Their work advances primary production while supporting sustainable agronomic solutions that benefit local communities and support the growth of agri-food and agri-product processing. These Centres conducted applied research and trials in areas such as pea-cereal and hemp-cereal intercropping mixes for silage production and crude protein contents. Click [here](#) to learn more.

## Manitoba Livestock Initiatives

Manitoba and Canada are investing \$2.85 million over five years through Ag Action Manitoba to support the **Manitoba Beef and Forage Initiatives (MBFI)**. MBFI is a partnership between Manitoba Beef Producers, Manitoba Forage and Grassland Association, and Ducks Unlimited Canada to advance the beef industry, create multiple ecosystem benefits and build social awareness and trust around the beef and forage industry. This funding supports MBFI's research infrastructure and applied research and demonstration projects through March 2023.

Changes were made to streamline the **Livestock Operation Applications** process and tools were created to assist with the application process. One of these tools is the **Land Use and Development Web Application**, which provides applicants with easier access to planning and other land use-related information required to complete applications. Click [here](#) to learn more about the Land Use and Development Web Application.

In 2020, the Manitoba Government announced \$300,000 in funding for a three-year **Livestock Predation Prevention Pilot Project** to identify ways to reduce economic losses from wildlife predation of cattle and sheep. Wildlife predation of commercial livestock is a significant challenge for Manitoba producers, with more than 2,000 commercial animals lost each year. This collaborative initiative is a partnership of **Manitoba Beef Producers, Manitoba Sheep Association, Manitoba Goat Association, Manitoba Trappers Association, Manitoba Agriculture and Resource Development, Manitoba Agricultural Services Corporation, and Agriculture and Agri-Food Canada**. This investment is an example of how collaborative applied-research can benefit producers by mitigating risk.

The **Prairie Agricultural Machinery Institute** is working on a project with the Manitoba Government to research how existing and emerging precision ag technology can be used to improve herd management of cattle on pasture and rangelands.

## Forage Insurance Review

A forage insurance review was launched in 2020 to better understand the purchasing decisions of Manitoba producers when it comes to forage insurance products available through Manitoba Agricultural Services Corporation (MASC). Several key recommendations were made and immediate action items are being undertaken by MASC. Some of which include: exploring new methodologies to assign coverages to new insureds, determining if the effect that disaster years have on future coverage can be minimized, establishing insured values that better reflect the price of hay in claim years, and working more closely with industry to inform producers and increase awareness of the MASC Forage Insurance programs. Click [here](#) to learn more.

## For More Information

We invite you to explore the Manitoba's many competitive advantages that will help propel your protein business to great success. Click [here](#) to learn more. Email: [mbproteinadvantage@gov.mb.ca](mailto:mbproteinadvantage@gov.mb.ca)