



Protein Highway™

Network for plant-based protein innovation

September 2022

Welcome to the Protein Highway Quarterly Newsletter!

The [Protein Highway™](#) is an initiative to enhance cross-border collaboration among entrepreneurs, researchers, and end users across the Canadian Prairies and U.S. Midwest-Great Plains region. The mission is to support and facilitate bilateral, precompetitive initiatives that unite industry, academia, and government in advancing the North American plant protein sector.

The *Protein Highway Newsletter* is published quarterly. If you or someone you know would like to be added to our mailing list, or if you have ideas for future newsletter content, please contact proteinhwy@gmail.com.

[Learn more about the Protein Highway.](#)



Across the Region

Canadian Innovators Driving Growth



What's driving growth in Canada's alternative protein industry?

READ THE REPORT

[Download the full report](#) to view snapshots of how more than 100 investors, innovators and companies are advancing Canada's alternative protein industry. The report is a collaboration between [Protein Highway](#), [Natural Products Canada](#), [Humane Society International \(Canada\)](#) and [Protein Industries Canada](#).

Sustainable Protein Focus of AOCS Forum



Keeping up with the rapidly evolving alternative protein landscape can feel overwhelming. The Sustainable Protein Forum is an opportunity for you to connect with other professionals and spark new ideas — breathing life into your work and your products.

Join us to learn about the latest food science and technology October 4-6 in Chicago, Illinois, USA or online.

Registration is now open for the [AOCS Sustainable Protein Forum](#). The sessions- offered online and in person- will share valuable insights and innovations related to the analysis, nutrition, and applications of sustainable proteins.

An exciting new feature this year is an [open access live stream of select sessions](#)- including a Protein Highway sponsored session that will introduce Canadian opportunities in alternative proteins and highlight the recently released '[Game Changers](#)' report. Hosted by Christina Connelly, Trade Commissioner, Agri-Food, Consulate General of Canada in Minneapolis, this session will share the six key strengths that make Canada an active player in the \$290B global alternative protein opportunity. Hear directly from [Wamame](#) (plant based beef alternative); [Lumi Foods](#) (artisanal vegan cheese) and [Genuine Taste](#) (cultivated fat) on how they are advancing their innovations to the global marketplace. **Join the Protein Highway live stream October 4 | 3:30 p.m.-4:00 p.m. CDT (Chicago, USA; UTC-5)**

[Good Food Institute and FAIRR Launch ESG Framework Focused on Alternative Proteins](#)



Evidence-based research on the climate impacts of alternative proteins continues to grow. This new framework from [GFI](#) and [FAIRR](#) introduces a comprehensive set of standards for alternative protein companies to assess and disclose broader and deeper ESG data—spanning environmental, social, and economic impacts—that investors, governments, companies, and consumers should consider to make informed decisions.

Meet a Protein Innovator- Robin Young, Manitoba Agriculture



Robin Young

Director, Value Added Branch, Manitoba Agriculture

As Director of the Value Added Branch in Manitoba Agriculture, Robin provides leadership to the Food Development Centre and the Business Development Unit. The Branch mandate is to grow the food industry in Manitoba, through business and market development consulting and initiatives, as well as research and development services for protein-focused companies of all sizes. Robin shared her thoughts on how the plant protein sector is advancing and what lies ahead.

- *Who inspires you within the plant protein sector in the Cdn Prairies/Midwest region?*
 - My team inspires me with their innovative thinking, problem-solving and client centric focus on service excellence. They take pride in seeing our clients succeed in their business ventures.
- *What do you see as the 'next big thing' in plant protein?*
 - There are actually several 'big things' in front of us including new types of plant proteins evolving on the market including those that are sourced and created in Manitoba including fava beans, hemp, canola, oat, etc. I also see recognition of the circular economy and the use of co-products to support the livestock sector. Consumers are looking for good taste and texture with a clean label and Manitoba has an opportunity to answer the demand.
- *What is needed to make this happen?*
 - To succeed, we need to introduce these proteins to the consumer and build their trust in the technology and the sustainability story inherent in prairie crops. Novel proteins also require regulatory considerations and the development of new food applications.
- *What new plant protein did you eat/cook with this past year? Any tips/watch outs to share?*
 - I recently tried our locally produced cricket powder in some applications at home and found them to be easy to include in a variety of baked goods as well as smoothies.

Upcoming Protein-Focused Events

- [Food Ag Ideas Week](#) – Oct 3-6, Minneapolis
- [Protein Trends & Technologies Conference](#) – Oct 25-26, Chicago
- [Supply Side West](#) – Oct 31-Nov 3, Las Vegas
- [Plant Forward](#) - Nov 1-2, 2022, Toronto



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