



Protein Highway™

Network for plant-based protein innovation

October 2023

Welcome to the Protein Highway 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 3 times per year. 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.](#)



Welcome Our New President- Venkatesh Meda

We are excited to announce Dr. Venkatesh Meda, University of Saskatchewan, has assumed the role of President of the Protein Highway.

From Dr Meda:

I am delighted to serve as a Chair (President) of the Protein Highway Initiative at a very important and relevant crossroads to 'an alternate protein' trend, globally. From millets to cereals to canola and single cell protein biotechnology frontiers, it gives me additional curiosity to delve into the trades, innovative R & D, industry goals and consumer behavior practices. Inflation and geo-political situation have escalated a high spike in creating or manufacturing a bio-resource based protein and its derivatives for an overall food and nutritional security standpoint.

I continue to provide leadership and elevate the community and steer most relevant conversations around this and closely related topics connecting our partners from mid-west USA, Prairies provinces in Canada and Southern collaborators in Mexico. Global partnership development effort will be plausible through meaningful collaboration and innovation.

I look forward to synergistically collaborating with all the concerned partners from the industry, government and institutions.

Regards,
Venkatesh



Interested in becoming involved with the Protein Highway? Questions?
Contact [Venkatesh](#)

Across the Region

Protein Manitoba Launches



MANITOBA'S SUSTAINABLE
PROTEIN ADVANTAGE

[ProteinMB](#) is the result of many years of stakeholders collaborating to bring the Manitoba Protein Advantage — a plan to expand the protein industry responsibly and establish Manitoba as a leader in sustainable protein — to life.

'Nature' Looks at the Global Impact of Moves towards Plant-Based Meat and Milk Products

A recent article in [Nature Communications](#) speculated on outcomes from a system-wide assessment of global adoption of more plant-based meat and milk products. The methodology developed sets of plant-based 'recipes' designed to provide nutritional equivalence to animal-derived products and that were achievable using currently available production capacity.

PPIC Process Scale Up Workshop Nov 6-7 in Minneapolis

[The Plant Protein Innovation Center](#) (PPIC) is holding a two-day [workshop](#) focused on understanding the challenges and opportunities of scaling up processes for alternative proteins.

Topics include:

- Unit operations (membrane filtration, spray drying, precision fermentation, extrusion, enzyme treatments, oilseed processing)
- Techno-Economic Analysis (TEA)
- Life Cycle Analysis

GFI Offers a Free Online Course- The Protein Transition

Good Food Institutes (GFI) has revamped its free online course, [The Protein Transition](#). The updated version features expanded content, improved audio quality, shorter segments and the option to receive a certificate of completion.

Protein Industries Canada releases updated Market Forecast and Competitiveness Study

In their [September 2023 Market Forecast and Competitiveness Study](#), Protein Industries Canada and Ernst and Young reconfirmed their outlook that Canada is in the midst of achieving a \$25 billion plant-based opportunity. The report states that, through strategic investment, Canada has the potential to grow its plant-based food, feed and ingredient sector to \$25 billion in annual sales by 2035.



Sustainable Protein Forum 2024

Co-located with the 2024 AOCS Annual Meeting & Expo in Montreal, Quebec, the 2024 Sustainable Protein Forum will bring together our largest community yet to collaborate and find solutions to the global food crisis.

[Sign up for updates](#)

Meet a Protein Innovator- Phil Kerr, Houdek



PHIL KERR

Chief Technology Officer

[Houdek](#) (formerly Prairie AquaTech)

Phil serves on the Protein Highway Board and brings a wealth of experience in the plant protein ecosystem. Phil shared some of his insights and where he sees the opportunities for this ever-evolving field.

What is the origin of the new company name “Houdek”?

Our company pivoted to the new name of Houdek as the scope our business has expanded beyond providing healthy ingredients beyond aquaculture. The name pays homage to the state soil of South Dakota as the ultimate source of sustainable, safe, quality from which we bring value to our global customers and the consumers they ultimately serve.

Tell us about the path that brought you to your current position.

I came to know the leaders at Prairie AquaTech as a management consultant, following my tenure within the refined, plant proteins Ingredients industry with leading firms like DuPont and Solae. When a opportunity to join the company arose in 2019, I jumped at it.

What is the biggest challenge facing the alternative proteins industry today?

I feel that emerging alternative proteins face the challenge of bringing solutions to global customers with value propositions that include multiple benefits: nutritional and health/wellness effectiveness, affordability, at a capacity that can be impactful to the large and unmet needs to world is facing to nourish the planet.

Do you have a favorite plant-based food and/or restaurant?

I find it delightful to enjoy baked goods of all types, but particularly artisanal breads, pastas, and desserts. I routinely dabble with trying to mimic these pleasureable eating experiencing with high protein, even keto offerings, but it's hard to beat well crafted breads, pastas and cakes. Fortunately, I'm not gluten intolerant, but like many I have to actively manage my protein / carbohydrate intake to maintain a healthy lifestyle!

Attending a Protein-Focused Event?

[Let us help](#) share the news.

Mark your calendars for these upcoming events:

- [PPIC Protein Scale-Up workshop](#) – Nov 6-7 , Minneapolis MN
- [Plant Forward Conference](#)- Apr 16-18, 2024 Toronto, ON
- [Sustainable Protein Forum](#)- Apr 28 to May 1, 2024, Montreal QC



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