



Protein Highway™

Network for plant-based protein innovation

January 2023

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.](#)



Help Advance the Protein Highway-

Join the Board of Directors

The Board is looking to add new members from across the Region and from across the sectors of the Plant Protein continuum.

Interested? Questions? Contact [Lee Anne](#) or [Christina](#)

Across the Region

Save the Date! [AURI](#) New Uses Forum

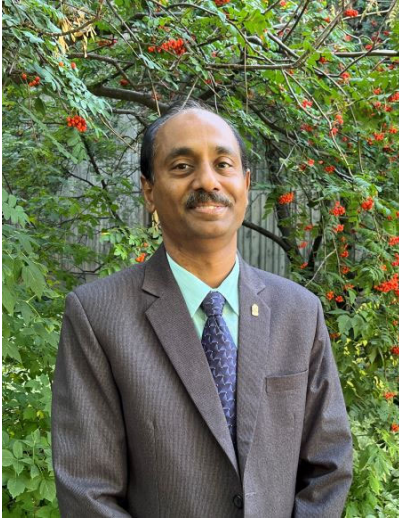
Minneapolis- April 11 2023

In partnership with Compeer Financial and Georgetown University's Rural Opportunity Initiative, the **New Uses Forum** is dedicated to exploring the intersection of sustainability, innovation and investment in food and agriculture.

Registration opens in early February.

Please contact [Christina Connelly](#) if you would be interested in joining an invite-only discussion regarding cross-border alternative protein industry challenges and opportunities on the margins of this event.

Meet a Protein Innovator- Venkatesh Meda, University of Saskatchewan



VENKATESH MEDA

Professor, College of Engineering
University of Saskatchewan

Dr. Meda is currently serving on the Protein Highway (PH) board representing the Canadian Prairie research and academia community. His passion is for adding value to the commodities by improving quality and safety and advancing research and development on utilizing pulses/cereals/lentils and bio-commodities of interest. His work on plant-protein dry fractionation using novel 'green' technology has attracted industry and research collaborations. Check out this [news article](#) featuring some of his recent work.

Dr Meda shares his perspective on the opportunities for cross-regional collaboration, the next 'big' thing for plant protein and some culinary insights!

What sparked your interest in joining the Board of the Protein Highway?

- *PH bridges the gap amongst producers, processors, entrepreneurs, government/policy makers, students, consumers and related stakeholders both geographically (US-Canada-Mexico) by bringing collective wisdom and facilitating key strategic linkages, collaborative opportunities, and lead the charter. This inspired me quite significantly to invest my knowledge and skills on value-added processing of crops particularly of interest in Western Canada.*

What do you see as the next 'big' thing in plant protein?

- *The next big thing in plant protein would be on ingredient manufacturing ability and accessibility at all levels (small, medium and large farm operations), factoring in the ROI for their product streams and adding capacity on farms for processing.*

How do you include plant based proteins in your diet?

- *We consume lentils/pulses/cereals/oilseeds mostly in blended format; one thing we tried was 'home-made' lentil falafels, as a snack or a veggie wrap that really tasted yummy! My wife Neeta is the architect of our kitchen-product development efforts.*

I would like to acknowledge the members of the PH community and the Board of Directors for this opportunity and readership. Thanks in particular to Christina for all the insights and collaborative linkages.

Attending a Protein-Focused Event?

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

Mark your calendars for these upcoming events:

- [Future FoodTech](#) – March 16-17, San Francisco
- [PPIC 4th Annual Research Spotlight Meeting & Protein Basics Short Course](#) – March 27-30, Minneapolis
- [AURI](#) New Uses Forum- April 11, Minneapolis
- [Inventures](#) – May 31, Calgary

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