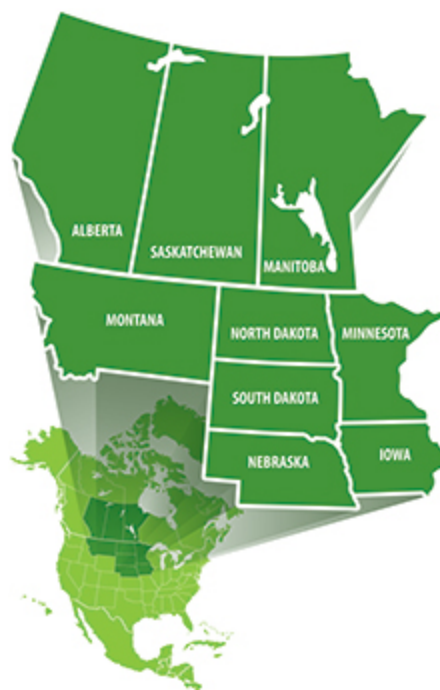


February 2021

## Welcome to the Protein Highway Quarterly Newsletter!

The [Protein Highway](#)<sup>™</sup> 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* will be 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](mailto:proteinhwy@gmail.com).



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

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## [Become a Member of the Protein Highway!](#)

We are thrilled to announce that the Protein Highway is now accepting members! Choose from three affordable levels—individual, corporate, and student. Members can participate in exclusive events, join an Action Team, and stay apprised of the latest intelligence on alternative proteins in the United States and Canada. Learn more and [apply now!](#)

## Spotlights



## Network for Sustainable Protein- Securing the Supply

In response to a [call for proposals](#) on sustainable agriculture systems, B Pam Ismail, Director of the [PPIC](#) at the University of Minnesota, spearheaded a proposal called "***Sustainable protein from crops- securing the supply***" that garnered interest from 27 researchers, associations, companies and institutions from across the Protein Highway region. The focus of the proposal was on evaluating a 'whole farm' model system of annual crops (legumes, oilseeds and cereals) rich in protein to meet the growing global demand for protein. While the proposal makes its way through the various submission and review stages, the topic has continued to elicit interest and the group will continue to engage monthly. Please reach out to Pam if you would like to be involved; or have an ongoing initiative where a sustainable protein 'lens' could be included.



## Protein Highway Strategic Planning Underway

The Protein Highway has served as a connector for and facilitator of US-Canada plant protein initiatives for nearly five years. We've grown from a small group of enthusiasts to a non-profit based in Minnesota with Board leadership on both sides of the border. It's time for us to reimagine our purpose and vision as we seek to continue building opportunities for cross-border collaborations in this burgeoning space.

A subset of the Protein Highway Board is developing a near-term (1-yr) and medium-term (3-5 yr) strategic plan focused on three focus areas: expanding and diversifying the IP landscape, connecting industry and stakeholder groups, and facilitating value-added processing within the corridor. We welcome your feedback and participation in this process; please email [christina.connelly@international.gc.ca](mailto:christina.connelly@international.gc.ca) if you would like to provide input. While we refine our focus, we will continue to keep you – the Protein Highway community – aware of resources, opportunities and contacts across the region's protein value chain.



## Good Foods Institute (GFI) Launches 2021 Competitive Research Grant RFP- Deadline March 10 2021

The GFI has launched its 2021 Competitive Research Grant RFP. The formal announcement can be found [here](#). It links to the RFP itself, or you can find

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## Meet Your Board Member

The Protein Highway Initiative functions because of the active engagement of a cross section of members from across the Region who form the Board. Lee Anne Murphy, President and super-fan of ag innovation, shares why the Protein Highway remains high on her list of volunteer commitments.



**Lee Anne Murphy**  
**President**

### What drew you to the PH Board?

I was part of the initial roundtable discussion on advancing ag innovation across the Canadian Prairies and the US Midwest-Great Plains. The group identified the need for an area of focus and plant protein was the unanimous choice. We have come a long way from that initial brain-storming session, and I am excited to see how the PH continues to advance as new opportunities present themselves. What remains constant is how our shared interests transect the Canada-US border and the active engagement across the value chain.

### Key takeaways?

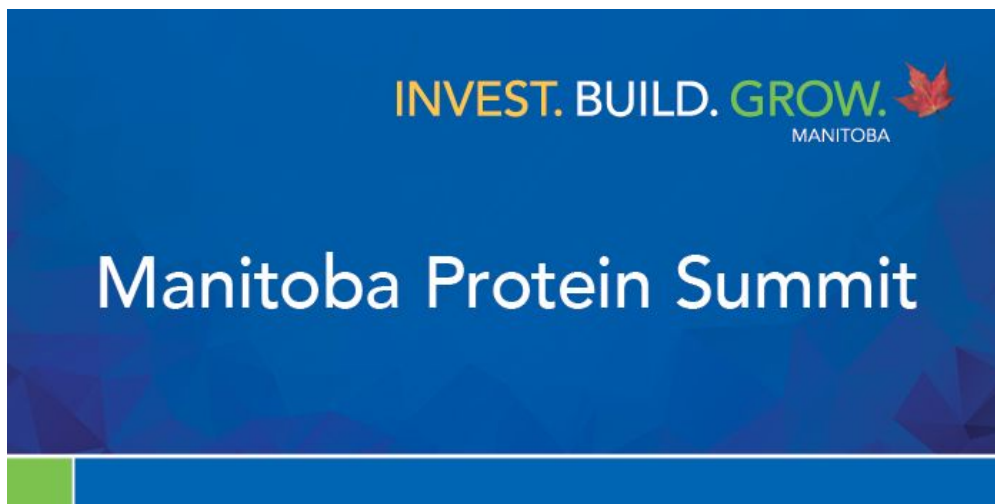
The focus on components of yield like protein has been a long time coming. While we will always strive for increased yields, it is these components of crops that nourish and sustain humans and livestock. This in turn will spur a lot of activity- at the research, farm and processing level- to ensure we capture the value of components in a

regional cropping patterns can only be of benefit. I also have an emerging interest in how sustainability metrics can and should provide an evidence based 'endpoint' that allows proponents to find their own path of practice to reach a common outcome. This is another area where inter-regional cooperation helps growers and processors and may serve as a regional differentiator.

### **What big idea would revolutionize alt protein for the region?**

We need to be ready with the tools, training and capacity for what is next vs what is 'now' in alt protein- for example, blends of different protein sources (animal, crop, costreams) that specifically target user groups with specific needs; production systems focused on component production per acre vs yield per acre as a proxy; component pricing that rewards vs penalizes- the list grows as we have more information to build from.. and more opportunities to feed the globe from the centre of the NA continent.

### **2021 Protein-Focused Events**



[Manitoba Protein Virtual Summit](#)- February 23-25



[Capture Seminar Series: Protein Innovates](#) – February 23 (virtual), NSERC and U of Saskatchewan



[2nd Canadian Plant-Based Nutrition Conference 2021](#) – May 29-30 (virtual), Plant-Based Canada

[Pulse and Special Crops Convention](#) – September 7-9 (Whistler), Canadian Special Crops Association & Pulse Canada

[Plant-Based Foods & Proteins- Americas 2021 Virtual Summit](#) September 27-28, Bridge to Foods



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