

Fueling Food Innovation: From Concept to Market with Game-Changing Support

Tuesday, June 24, 2025

Join the Canadian Food Innovation Network (CFIN), Manitoba Agriculture’s Food Development Centre (FDC) and Farmery Estate Brewery as they guide you through turning bold ideas into market-ready food and beverage products. Learn how CFIN supports innovators across Canada while FDC offers technical and research expertise, product development, waste stream evaluation, and co-product processing—to fast-track your journey from concept to commercialization.

Date: Tuesday, June 24, 2025
Time: 11:00 am – 12:00 pm
Location: Webinar
Cost: Free



Hubba Khatoon is the Regional Innovation Director for the Prairies at the Canadian Food Innovation Network (CFIN), where she supports over 1,200 innovators, startups, and food processors across Alberta, Saskatchewan, and Manitoba. With a background in economics and innovation strategy, Hubba brings deep expertise in scaling foodtech solutions and connecting companies with funding, expertise, and national networks. She is passionate about helping Prairie-based companies turn bold ideas into reality and believes regional collaboration is key to advancing Canada’s food innovation landscape.



Farmery Estate Brewery is a craft brewery based in Neepawa, Manitoba, that grows its own barley and hops—offering a true farm-to-can experience. Founded by brothers Lawrence and Chris Warwaruk, Farmery blends farming tradition with sustainable brewing. Its lineup includes locally brewed beers, spirit-based cocktails, and honey-infused teas, available across the Prairies and online. With a focus on local ingredients, low environmental impact, and innovation, Farmery is a leader in sustainable Canadian brewing.



Robin Young is the Director of the Value Added Branch with Manitoba Agriculture, which includes a team of Business Development Specialists located across Manitoba who address the needs of food businesses throughout the growth of their companies. The Value Added Branch also includes the Product Commercialization Consultants at the Food Development Centre (FDC) in Portage la Prairie, Manitoba. In its 45+ year history, FDC has established itself as an internationally recognized leader in food research and development.

Empowering Food Innovators with expert support and R & D solutions.

Tuesday, June 24, 2025 - 11:00 a.m. – 12:00 p.m.

Deadline to register: Friday, June 20, 2025

To register, click [here](#).

For questions and if you require accommodation in order to fully participate in this event, please contact 204-937-7030 or email MBAgrifood@gov.mb.ca.