

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



The Circular that keeps you up to date with food industry programs, events and resources

Join us for the Savouring Local Event

June 12, 2025

8:30 am - 4:00 pm (Reg. starts 7:30 am)

Norwood Hotel 112 Marion Street
Winnipeg, MB

Presented by:

**Food & Beverage Manitoba and
Manitoba Agriculture**

This event is your opportunity to explore how to:

- Navigate shifting market and trade dynamics
- Leverage renewed consumer demand for local products
- Strengthen your retail strategy
- Build valuable retail relationships
- Red River Co-op and Save-On Foods will be in attendance to present your food products*
- Sobeys will also be in attendance and will be having a Q&A session with current vendors
- Space is limited and participants must apply in advance

***Pre-approved applicants only**

REGISTRATION

Deadline to **apply** for the one-on-one meetings with retailers is May 30, 2025. To apply, click [here](#).

Register for the Morning session (breakfast provided) click [here](#).

Deadline to Register for the Afternoon sessions is May 30, 2025 (lunch provided). To register, click [here](#).

If you require accommodation in order to fully participate in this event, please contact mbagrifood@gov.mb.ca

In addition to the one-on-one meetings with retail buyers the afternoon of June 12, Food & Beverage Manitoba and Manitoba Agriculture have a full day of activities planned for you.

MORNING PROGRAM

7:30 am – Registration & Breakfast

Provided by Food & Beverage Manitoba

8:30 am – Welcome & Year in Review

Mike Mikulak, Executive Director, Food & Beverage Manitoba

A look back at the past year of advocacy, programming, and support for Manitoba's food and beverage processors.

8:45 am – Economic Outlook FCC Senior

Economist A data-driven snapshot of the Canadian agri-food landscape and the economic pressures shaping our sector.

9:15 am – Federal Action & Food Processors

Kristina Farrell, ED, Food & Beverage Canada

An exploration of what's at stake for Canadian processors amid shifting trade policy and tariff threats and what support is being mobilized at the federal level.

9:45 am – Break

10:00 am – AGM Business Session

This session Includes proposed by-law changes and Board of Directors voting. (Package will be mailed out to members in advance of meeting).



10:30 am – Savouring Local Panel Panelists: Sobeys, De Luca's, Loblaws (TBC), No Frills (TBC)
Retailers share how local has evolved from a buzzword to a buyer priority. Hear their perspectives on shifting consumer preferences, their role in supporting local ecosystems, and how Manitoba-made products fit into today's grocery landscape.

11:15 – Lunch (Provided by Manitoba Agriculture)

AFTERNOON PROGRAM

12:30 pm – Welcome from Manitoba Agriculture

12:40 pm – Tools and Resources Available from Manitoba Agriculture and Food & Beverage Manitoba

This session will provide an overview of programming available to food businesses at all stages of growth. Funding opportunities will also be explored.

1:00 pm – Break

1:15 pm Mastering Social Media for Business Success

Susie Parker, Manager of Engagement – Manitoba Agriculture

Discover how to build a digital strategy that drives real results. Learn how to choose the right platforms, craft content that converts, and make analytics work for your brand.

1:15 to 4:00 pm – Meet One-on-One with a Retail Buyer*

Space is limited and participants must apply in advance. ***Pre-approved applicants only.**

2:15 to 4:00 pm – Sobeys Q&A for Current Vendors
Come prepared with any questions you have for Sobeys.

2:15 to 4:00 pm – Peer Networking Opportunity
Your opportunity to chat with fellow food processors.

GETTING INTO RETAIL WEBINAR SERIES

Jeff Fidyk, Business Development Specialist from Manitoba Agriculture, has presented the following webinars to date, detailing some of the considerations required before getting into retail. These will prepare you to meet prospective buyers.

The first three recorded sessions include:

[11 Things You Need to Sell Your Food Products to Grocery Stores](#)

[Insider Secrets to Setting Retail and Wholesale Prices for Selling to Grocery Stores](#)

[How to Make a Sell Sheet for Pitching Your Food Products to Grocery Stores](#)

There are three more sessions in this series to come.

To learn more, and to register for the remaining three sessions, click [here](#).

We recognize that Manitoba is on the Treaty Territories and ancestral lands of the Anishinaabe, Anishinewuk, Dakota Oyate, Denesuline and Nehethowuk peoples. We acknowledge Manitoba is located on the Homeland of the Red River Métis. We acknowledge northern Manitoba includes lands that were, and are, the ancestral lands of the Inuit. We respect the spirit and intent of Treaties and Treaty Making and remain committed to working in partnership with First Nations, Inuit, and Métis people in the spirit of truth, reconciliation and collaboration.

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