

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



The Business Pathways Circular keeps you up to date with food industry programs, events and resources.

WHAT'S NEW?

Notice to Industry: The Importance of Accurate Use of Product of Canada and Made in Canada Claims

Canadians have been clear in recent weeks that they want to support Canadian businesses and buy Canadian products now, more than ever.

The Canadian Food Inspection Agency has issued a Notice to Industry regarding the importance of accurate use of Product of Canada and Made in Canada labelling. Following guidance for their use will ensure the label is accurate and not misleading. Accurate Made in Canada and Product of Canada labelling fosters a fair marketplace, builds trust, and strengthens consumer confidence in Canadian businesses.

For more information, click [here](#).

Government's Decision to Exempt Food from New Retaliatory Tariffs Will Protect Canadian Jobs, Food Affordability

While Canada still faces significant challenges from U.S. tariffs, the food and beverage industry overall is pleased by the federal government's decision to exempt food from additional retaliatory tariffs.

This will help the food service industry regain some stability and protect the 1.2 million Canadians it employs amid the current economic uncertainty, according to Restaurants Canada.

For more information, click [here](#).

FUNDING

Sustainable Agri-Processing (SAP) Intake-OPEN

The Sustainable Agri-Processing (SAP) program provides funding to support sustainability initiatives that can help you monetize waste streams, alleviate municipal wastewater surcharges, save on your energy costs, and reduce wastage of valuable ingredients.

The SAP program has four streams:

- building envelope, lighting and ventilation upgrades
- input use efficiency
- water use efficiency
- waste use efficiency

An instructional video with information on completing your application can be found [here](#).

Should you have any questions about the SAP program, or want a review before submitting your application, please contact Jeff.Fidyk@gov.mb.ca.

For more information, click [here](#).

Application intake closes at 11:59 p.m. on April 17, 2025.

Protein Industries Canada Launches New Program to Help Canadian Companies Navigate Economic Uncertainty

Protein Industries Canada is announcing a new program to help Canadian plant-based ingredient manufacturers and food processing companies remain competitive in the wake of the ongoing uncertainty around trade with the US. The \$3 million program will support the development of new, or the reformulation of existing products, for the domestic market.

For more information, click [here](#).

Agriculture and Agri-Food Canada (AAFC) Programs

AAFC has reopened intake for the AgriMarketing, AgriDiversity and AgriCompetitiveness programs for the 2026/27 and 2027/28 program years

- **AgriMarketing Program** – provides support to increase and diversify exports to international markets and seize domestic market opportunities through industry-led promotional activities that differentiate Canadian products and producers, and leverage Canada's reputation for safe, high quality food.

For more information, click [here](#).

- **AgriDiversity Program** – supports activities that help the sector better leverage the potential of youth, women, Indigenous peoples and persons with disabilities.

For more information, click [here](#).

- **AgriCompetitiveness Program** – helps leverage, coordinate and build on existing capacity, share best practices, provide mentorship opportunities, agriculture awareness, farm business management and farm safety information and tools.

For more information, click [here](#).

Export Development Program

Business, Mining, Trade and Job Creation Export Development Program (EDP) supports SMEs to export and diversify markets for their products outside of Manitoba by participating in trade shows or trade missions to assess and/or initiate business.

Incoming Buyer Program

Business, Mining, Trade and Job Creation's Incoming Buyer Program (IBP) helps Manitoba companies offset costs associated with inviting a qualified international buyer to Manitoba.

For more information on these programs, click [here](#).

CanExport SMEs Funding Program

CanExport SMEs is accepting applications to help

with the cost of exporting products or services to countries where businesses have few or no sales.

Application deadline: May 31, 2025, at 5:00 pm (EDT).

For more information, click [here](#).

Agriculture and Agri-Food Canada's Wine Sector Support Program

The Wine Sector Program provides short-term financial support to licensed Canadian wineries as they transition and adapt to ongoing and emerging challenges impacting the financial resilience and competitiveness of the wine industry.

Applications for the 2025-26 program year will be accepted until May 23, 2025.

For more information, click [here](#).

Communities Economic Development Fund: Business Loan Program

The Communities Economic Development Fund (CEDF) Business Loan Program provides repayable loans for high-impact economic development opportunities where traditional funding may not be available.

For more information, click [here](#).

BDC Small Business Loan

Need less than \$100,000 for your business projects? Postpone principal payments for the first six months and protect your cash flow with the BDC Small Business Loan. Find out whether you are eligible.

For more information, click [here](#).

TRAINING & EVENTS

Characterizing and Improving Product Performance and Shelf Life in Food Products Workshop

ATS Scientific Inc., in collaboration with Richardson Centre for Food Technology and Research, University of Manitoba is hosting a one-day workshop on Wed., May 7, 2025, from 9:00 a.m. to 4:00 p.m.

Discover the art and science of food product development, where challenges such as raw material selection and performance balance, are addressed with advanced technologies.

For more information and to register, click [here](#).

Food Industry Sanitation and Environmental Monitoring Workshop

Transform your food safety practices with an interactive, hands-on workshop designed to elevate your workplace hygiene and sanitation standards. You will be equipped to create a clean, safe and compliant food handling environment, ensuring your business meets the highest industry standards.

The workshop is on Apr. 22 in partnership with Food Technology and Research, University of Manitoba.

For more information, click [here](#).

Spring 2025 BEST Training Program

Business & Enterprise Training & Support (BEST) is a free program that offers a comprehensive series of 15, two-hour classes covering essential topics to help individuals and organizations start or expand small businesses.

Registration is free and lunch is provided.

For more information, click [here](#).

The MHA & MRFA Show 2025

The Manitoba Hotel Association (MHA) and Manitoba Restaurant and Foodservices Association (MRFA) annually brings together members of the hospitality and accommodation industries (e.g., hotels, restaurants, motels, bars, clubs, legions, cafeterias and more) to experience a trade show that offers a wide and unique variety of suppliers.

For more information, click [here](#).

Seoul Food & Hotel 2025

AAFC is hosting a Canadian Pavilion at Seoul Food & Hotel (SFH) from June 10–13, 2025, in South Korea. SFH is the largest international food and hospitality trade show in Korea that delivers a vital business hub for high quality Korean buyers and

industry experts to source premium goods and view worldwide industry trends across various sectors.

For more information, click [here](#).

Taste of Western Canada

The Taste of Western Canada event is a one-day event being held on July 9, 2025, from 9:00 a.m. to 3:00 p.m. in Calgary at the Percheron Ballroom, BMO Centre.

Hosted at Stampede Park during the iconic annual festival, this event provides Western Canadian food and beverage companies with an exclusive opportunity to showcase their products to qualified domestic and international buyers, distributors, and importers from the retail and food and beverage service sectors.

Should you be interested or wish to find out more, please don't hesitate to reach out to Megan Colpitts at megan.colpitts@international.gc.ca

Philippines WOFEX (World Food Expo)

The Canadian Food Exporters Association, along with AAFC and the Embassy of Canada to the Philippines, is inviting Canadian agri-food companies to join them at the WOFEX (World Food Expo) in Manila, Philippines, from August 6–9, 2025.

WOFEX is the biggest and most successful food trade show in the Philippines. For over 20 years, it's been the most attended and most anticipated food and hospitality event.

To register, click [here](#).

Partner Events Calendar

Check out our partners' events calendars by clicking on the following links to see their training and event opportunities:

- [Food & Beverage Manitoba \(FABMb\)](#)
- [World Trade Centre \(WTC\) Winnipeg](#)
- [Bioscience Association Manitoba \(BAM\)](#)
- [Futurpreneur](#)
- [WeMB \(Women's Enterprise Centre of Manitoba\)](#)
- [Canadian Food Exporters Association \(CFEA\)](#)

RESOURCES

You Matter to Manitoba – Your Home for Agribusiness Investment

You Matter to Manitoba! Your time, voice, and investment are crucial to building a sustainable agri-food powerhouse. Manitoba is at the forefront of the industry in North America, committed to sustainability and the well-being of future generations. With millions of acres adopting improved management practices and a collaborative ecosystem, we're ready to connect you with the world. Together, we make Manitoba the best place to invest. Because You Matter to Manitoba!

To watch the video, click [here](#).

Manitoba Market Research

Market research reports provide a critical foundation for informed decision-making. The latest report, [Top U.S. Agri-food imports from Manitoba](#), offers valuable insights. [Previous international market research reports](#) are also available for reference.

FOOD SAFETY

Provincial Abattoir Handbook

Manitoba's provincial abattoir operators and meat inspectors play a critical role in the food supply chain. They help ensure the safe and hygienic handling of meat and meat products, minimize the risk of foodborne illness, and ensure animals are handled and harvested humanely.

A new handbook for provincial abattoir operators and meat inspectors is available to provide supporting information on operational practices within provincial abattoirs. Topics covered in the handbook include dressing procedures, organ harvesting, specified risk materials management and the use of inedible materials for animal food. To learn more, visit: [Province of Manitoba | agriculture - Provincial Abattoir Handbook](#)

MARKET ACCESS SECRETARIAT NOTIFICATIONS

Recent WTO TBT Notifications for Mandatory GMO Labelling (Republic of Korea and Peru)

Notifications: World Trade Organization (WTO) regarding mandatory labelling of genetically modified (GM) foods Notifications;

1. Korea

On Jan. 22, 2025, the Republic of Korea's Ministry of Food and Drug Safety (MFDS) notified the WTO of its proposed revision of the Food Sanitation Act, which includes the following amendments:

- Genetically Modified Foods (GMOs) must be labelled as GMO for any food containing detectable genetically modified ingredients, even if no genetically modified DNA or protein residue remains after manufacturing and processing
- Foods that are produced without genetically modified ingredients derived from agricultural, livestock and fish products may voluntarily be labelled as non-GMO.

2. Peru

On Jan. 29, 2025, Peru notified the WTO of its proposed technical regulation to establish the rules for the labelling of packaged foods incorporating GM components, whether domestic or imported, in order to safeguard the consumer's right to information, as established by Article 37 of Law No.29571, Code of Consumer Protection and Defense.

This is applicable to producers, manufacturers or importers of processed, semi-processed, raw or packaged foods intended for human consumption whose percentage of GM components or ingredients exceeds the tolerance threshold of three per cent.

FDA Intends to Extend Compliance Date for Food Traceability Rule

On March 20, 2025, the U.S. Food and Drug Administration (FDA) announced its intention to extend the compliance date for the [Food Traceability Rule](#) (the "final rule") by 30 months. The compliance date for the FTR was originally set for Tuesday, Jan. 20, 2026. This extension will give affected industry sectors another 2.5 years to comply. The final rule applies to domestic and foreign entities producing food for U.S. consumption,

and foods subject to the final rule requirements appear on the U.S. [Food Traceability List](#) (FTL).

The FDA advises that the compliance date extension does not amend, nor do they intend to amend, the requirements of the final rule. The compliance date extension is meant to provide covered entities the additional time to ensure coordination across the supply chain in order to fully implement the final rule's requirements. The FDA plans to use the extended time period to continue the agency's work with stakeholders. This includes participating in cross-sector dialogue to identify solutions to implementation challenges, and continuing to provide technical assistance, tools, and other resources to assist industry with implementation.

The CFIA will continue to work with the FDA to provide information to Canadian industry and sectors who export foods listed on the FTL to the U.S. Industry is encouraged to visit the [FDA website](#) which includes many resources to help you better understand how to comply with the new rule. You may also submit questions directly to FDA through the [Technical Assistance Network \(TAN\)](#).

DID YOU KNOW?

This symbol carries meaning at Loblaw's locations to identify tariff impacted items.



accordingly.

When you see this symbol, it means a product coming into Canada from the U.S. has had a tariff imposed that impacts its price. If the tariff is removed by the government, the price will be reduced

For more information, click [here](#).

Manitoba Potato Industry Fears Big Losses as Companies Cut Orders

Seed producers and those who grow potato crops are scrambling to adjust to the news that the companies they supply are slashing orders, leaving them facing potentially huge losses.

For more information, 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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Circular Volume 3 Issue 1 – April 2025