

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



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

WHAT'S NEW?

The \$12 Billion Trade Shift: Canada's Opportunity to Diversify Food Exports Beyond the United States

United States (U.S.) tariffs on Canadian goods have introduced uncertainty and challenges for Canadian exporters. The concentration of Canadian exports to the U.S. underscores the sector's vulnerability and a strong need for diversification.

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

FUNDING AND PROGRAMS

Sustainable Canadian Agricultural Partnership Market Development Program

The Sustainable Canadian Agricultural Partnership (Sustainable-CAP) Market Development program is designed to advance the agriculture, agri-food and agri-product sector's innovation and business capacity to enter new markets, maintain existing markets and capture emerging market opportunities.

To learn more about the program and how to fill out the Application and Budget Worksheets, click on the following webinar links:

- [Program Overview](#)
- [Guidance for Completing Your Application](#)

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

Sustainable-CAP AgrilInnovate Program

The Sustainable-CAP AgrilInnovate Program provides repayable contributions to incent targeted commercialization, demonstration and/or adoption of commercial-ready innovative technologies and processes that increase agricultural and agri-food sector competitiveness and sustainability benefits.

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

Prairies Economic Development Canada Regional Tariff Response Initiative

The Prairies Economic Development Canada (PrairiesCan) Regional Tariff Response Initiative (RTRI) has been launched to help Canadian businesses adapt, grow, and build resilience in a shifting trade landscape.

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

Business Development Bank of Canada Launches \$50 Million Fund to Support Women Entrepreneurs in Business Acquisitions

The Business Development Bank of Canada (BDC) has introduced a \$50 million fund dedicated to empowering women entrepreneurs in acquiring businesses from retiring owners. Amidst a wave of aging Canadian entrepreneurs planning to retire, the Thrive Entrepreneurship Through Acquisition (ETA) Fund provides capital, training, and mentorship to facilitate women-led business acquisitions.

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

TRAINING & EVENTS

Supply Chain Think Tank

Manitoba Agriculture, in partnership with Supply Chain Canada and Supply Chain Manitoba, is hosting a Supply Chain Think Tank that will bring together supply chain experts and industry leaders to explore current challenges, uncover opportunities and co-create innovative solutions for supply chain management.

Join one of two sessions Nov. 18 in Steinbach or Nov. 19 in Morden.

For more information, click [Innovations in Packaging for a Greener Future](#).

Incoterms® 2020: Unlocking Global Trade with Confidence Webinar

World Trade Centre Winnipeg (WTCW) is hosting an Incoterms® 2020: Unlocking Global Trade with Confidence webinar on Nov. 4. The webinar will empower businesses to navigate the latest Incoterms® 2020, with clarity and strategic insight.

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

Gateway to Growth: Canada's Arctic Trade Corridor MBiz Breakfast

The Port of Churchill is back in the national spotlight after being named a priority in Canada's new nation-building infrastructure agenda. For Manitoba's business community, this recognition underscores the port's potential to strengthen supply chains, open new markets, and drive long-term growth.

Attend the MBiz Breakfast to hear from Chris Avery, President & Chief Executive Officer of Arctic Gateway Group, an Indigenous and community-owned organization, on how they are revitalizing the Port of Churchill and Hudson Bay Railway on Nov. 5 in Winnipeg.

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

Beyond the Plate: Food & Beverage Trends Shaping 2026 Roundtable

Food in Canada is hosting a Food and Beverage Trends Shaping 2026 roundtable discussion on decoding food and beverage trends as consumers are becoming more value-conscious but still want a little indulgence.

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

Research Day

The Richardson Centre for Food Technology and Research (RCFTR) is hosting a one-day event for industry professionals and researchers in the food technology field. It features speakers from industry and academia, offering insights into food ingredients, processing and applications on Nov. 13 in Winnipeg.

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

Pasteurization of Milk and Liquid Foods Course

The University of Manitoba (U of M) Dairy Science Pilot Plant is hosting a two-day comprehensive course on pasteurization for food industry professionals on Nov. 13 - 14, 2025 in Winnipeg.

The course content will include the operation and regulatory requirements of Vertical Agitated Tank (VAT) and High-Temperature Short-Time (HTST) pasteurization, equipment design and function, fail-safe wiring of auxiliary equipment, Canadian Food Inspection Agency (CFIA) procedures for evaluation of HTST pasteurizer and responsibility of HTST operator and hands-on testing exercise of HTST equipment.

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

From Local Program to National Webinar

On Nov. 20, Food and Beverage Manitoba (FABMB) is hosting a From Local Program to National Webinar on how to cut through the complexity of scaling from local hero to national player. The webinar will help you identify hidden costs that catch suppliers off-guard, learn how to structure pricing that works across provinces, and uncover the financial realities of supporting major retail programs that impact your bottom line.

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

Substances of Concern in Packaging: New European Union Rules on Bisphenol A and Per- and Polyfluorinated Alkyl Substances Webinar

AGRINFO is hosting a Substances of Concern in Packaging: New European Union (EU) Rules on Bisphenol A (BPA) and per- and polyfluorinated alkyl substances (PFAS) webinar to explain the new rules set by the EU on BPA and PFAS in food packaging. The webinar, available Nov. 25, Dec. 3 or Dec. 4, will also discuss the potential challenges and strategies that agri-food operators can adopt to ensure compliance with these requirements.

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

2026 Gulfood Trade Show

The Canadian Food Exporters Association (CFEA), in partnership with the Ontario Ministry of Agriculture, Food and Agribusiness, is inviting Canadian agri-food companies to participate in a visitor program to the Gulfood Show from Jan. 26 - 30, 2026 in Dubai, United Arab Emirates.

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

Canada Trade Mission to Mexico

Canada's Trade Commissioner Service (TCS) is recruiting a Canadian business delegation to join the Honourable Dominic LeBlanc, Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy for a Canada Trade Mission (CTM) from Feb. 15 - 20, 2026 in Mexico.

This trade mission will help Canadian exporters and innovators position themselves in the Mexican market by showcasing their capabilities and competitiveness while facilitating trade diversification and investment opportunities.

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

Bakery Showcase – Trade Show & Conference

Bakery Showcase Trade Show and Conference, Canada's national baking industry event, that attracts thousands of industry professionals from bakeries, grocery and food service across Canada meet to learn about the latest innovations, participate in demonstrations and educational sessions and meet one-on-one with exhibitors on May 3 - 4, 2026 in Toronto.

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

Comprehensive Economic and Trade Agreement (CETA) Access2Markets and Trade Tools Webinar

The European Commission webinar provides an overview of valuable European Union (EU) and Canadian trade tools to help facilitate trade including the Access2Markets, Canadian Tariff Finder, ROSA tool, MyTradeAssistant for Services and Investment tool, and Tenders Electronic Daily (TED)

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

PARTNER EVENTS CALENDAR

Check out our partners' events calendars below:

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

FOOD SAFETY

Keep Your Food Safety Program Current with Effective Document Control

Effective document control in the food processing industry ensures that only current procedures are used. A well-managed system includes assigning responsibility, tracking revisions, and organizing records with tools such as master lists.

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

Reports on Food Safety Testing

Protecting consumers by safeguarding Canada's food supply is one of the CFIA's top priorities. The agency conducts sampling and testing to detect food hazards and verify that industry is meeting federal food safety requirements.

Check out the latest food safety testing reports:

- [Undeclared gluten in dairy alternative products – Apr. 1, 2022, to Mar. 31, 2023](#)
- [Undeclared allergens and gluten in plant-based food products – Apr. 1, 2021, to Jan. 31, 2022](#)
- [Undeclared gluten in oat products with gluten-free claims – Apr. 1, 2022, to Mar. 31, 2023](#)

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

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

U.S. Federal Notices on Alcohol Tax

The Alcohol and Tobacco Tax and Trade Bureau (TTB) finalized procedures to claim limited reduced tax rates and tax credits for imported alcohol products.

The final rule clarifies two key points:

- Only the foreign producer of the distilled spirits, wine, or beer may assign the applicable tax benefits to U.S. importers.
- The deadline for foreign producers to submit these assignments to TTB has been extended by one calendar quarter.

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

DID YOU KNOW?

Canada and Mexico Strengthen Agri-Food Cooperation Under 2025-2028 Action Plan

The Canada - Mexico Action Plan 2025 - 2028, was announced on Sept. 18, 2025, by Prime Minister Mark Carney and Mexico's President Claudia Sheinbaum Pardo, through which both governments reaffirmed their commitment to advancing a dynamic bilateral agenda aimed at achieving shared objectives over the next three years.

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

Melitta Moves Coffee Production to Canada

All Melitta Canada coffee products will be roasted and packaged in Canada through a partnership with a private company. They were previously packaged at Melitta's U.S. manufacturing facility in Cherry Hill, N.J.

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

We recognize that Manitoba is on the Treaty Territories and ancestral lands of the Anishinaabe, Anishininewuk, 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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