

BUSINESS PATHWAYS



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

WHAT'S NEW?

Food and Ag Processing Resources Page

Check out our revamped resources page, streamlined to provide you with easy access to timely information.

To visit, click [here](#).

Artificial Intelligence's Growing Role in Food and Beverage Processing

It's an exciting time for Canada's F&B processors. Long plagued by crippling labour shortages – and now facing tariff uncertainties and a faltering economy – food companies are turning to artificial intelligence (AI) for deepened automation, data analysis and actionable insights. In concert with machine vision and other sensor systems, AI technologies are now making various aspects of food production much more efficient, with further gains to come.

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

FUNDING AND PROGRAMS

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](#).

Export Development Program (EDP)

Manitoba Export Development Program (EDP) has been enhanced to better serve the needs of Manitoba businesses.

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

TRAINING & EVENTS

From Idea to Aisle: Manitoba Food Companies' Journey to Market

Discover what it really takes to succeed in a food business – from bold ideas to market-ready products. Featuring real stories from Manitoba entrepreneurs including Prairie Fava, Farmery Estate Brewery and Chaeban Artisan/Ice Cream, this session highlights the wins, the setbacks, and the support systems that make a difference.

Learn about the real-world challenges and opportunities faced by local food companies and discover the supports available through Manitoba Agriculture's Value Added Branch and the Food Development Centre.

This event will take place on Thursday, Jan. 22, 2025, at 1:00 p.m. in the FCC Theatre at Manitoba Ag Days.

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

Trade Show Essentials: Do's, Don'ts, and Smart Strategies

This webinar will help food and beverage businesses plan, prepare, and succeed at trade shows. Learn the key do's and don'ts, how to choose the right show, and strategies to maximize your investment.

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

SR&ED Explained: Tax Credits, Eligibility & What's New

Learn about tax incentives, eligibility, program benefits, and how to maximize your claims.

The Scientific Research and Experimental Development (SR&ED) program is one of Canada's leading incentive programs, designed to support businesses of all sizes and sectors that conduct research and development within Canada.

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

Spoiler Alert! Food Safety Summit

Food safety is the foundation of consumer trust and brand integrity. The Spoiler Alert Food Safety Summit brings together processors, regulators, suppliers, and consultants to explore the latest technologies, compliance requirements, and best practices that ensure Manitoba's food and beverage industry stays ahead of evolving standards. This one-day event on March 5, 2026, at the Caboto Centre.

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

PARTNER EVENTS CALENDAR

Check out our partners' events calendars below:

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

TRADE SHOWS AND MISSIONS

Explore India's Growing Food Market: Join Canada's Delegation to AAHAR in New Delhi

Join us at AAHAR 2026, India's premier food and hospitality trade show, taking place March 10 to 14, 2026, at Pragati Maidan, New Delhi.

The Trade Commissioner Service (TCS), in collaboration with Agriculture and Agri Food Canada,

the High Commission of Canada, provincial partners, and industry associations, will organize a Canada Pavilion to showcase the quality and innovation of Canadian products.

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

Reservation Economic Summit (RES) 2026

The Reservation Economic Summit (RES) 2026 hosted by the National Center for American Indian Enterprise Development (NCAIED) is a four-day event offering many networking activities and business development sessions, as well as a matchmaking platform for participating suppliers and buyers. Join us in Las Vegas, March 23 - 26, 2026.

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

China Food & Drinks Fair (CFDF) 2026

The Canadian Food Exporters Association (CFEA), in partnership with the Consulate General of Canada in Chongqing, is inviting food and beverage companies to participate in the China Food and Drink Fair (CFDF), taking place in Chengdu, China from March 26 - 28, 2026. CFDF is one of China's largest annual food and beverage industry events, attracting over 400,000 trade visitors.

For more information, and to register, please contact Daniela Zheng, Trade Commissioner at the Consulate General of Canada in Chongqing, at daniela.zheng@international.gc.ca. To register through the CFEA, click [here](#).

TRADE

AGRINFO Webinar: Exporting Honey to the EU

Learn how the rules on exporting honey to the European Union (EU) are changing, as described in the AGRINFO Guide – Exporting Honey to the European Union – which helps honey exporters navigate the EU Regulations.

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

Trade Matters: How India is Redefining Opportunity

With a population of almost 1.5 billion and an economy valued at around US\$4 trillion, India has quickly

ascended into the ranks of the world's five largest economies. As the world's fastest-growing major economy over the last few years, India has averaged 5.8% annual GDP growth since 2016, outstripping BRICS peers Brazil, Russia, China and South Africa.

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

DID YOU KNOW?

Peak of the Market Donates Produce

During the 2025 CFL season, Peak of the Market donated 111,827 pounds of produce to families experiencing food insecurity through the Purolator Tackle Hunger campaign.

As part of the campaign, fans attending Winnipeg Blue Bombers home games were invited to donate cash or non-perishables. Peak of the Market then matched all food donations by weight and provided two pounds of produce for every dollar donated.

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

Your Supply Chain – More than Just Transportation

When we think about our supply chains, we often think only of the distribution and transportation of goods, particularly when moving freight can be inefficient and expensive. There are, however, key components to your supply chain beyond transportation:

1. Procurement & Sourcing

- Finding and managing reliable suppliers (and alternate/backup suppliers) for inputs and raw materials.
- Negotiating supplier contracts and ensuring compliance with standards.

2. Production & Manufacturing

- Converting raw materials into finished goods while managing capacity, quality control, and efficiency.

3. Inventory Management

- Using forecasting tools to manage inventory levels in order to meet demand without overstocking.

4. Warehousing & Storage

- Safe and efficient storage of finished goods before distribution.

5. Information Flow & Technology

- Data sharing between suppliers, manufacturers, and retailers.
- Use of ERP systems, blockchain, and AI for visibility and traceability.

6. Risk Management

- Anticipating and addressing disruptions (e.g., geopolitical, climate, or supply shortages).

7. Sustainability

- Ensuring ethical sourcing and reducing environmental impact and waste.

8. Customer Service

- Maintaining customer satisfaction and brand reputation.

In short, transportation is just one link in a much larger chain that involves planning, coordination, and continuous improvement. More supply chain events and resources coming soon!

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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