

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?

Manitoba's Economic Development Strategy

The Manitoba government is consulting Manitobans on the development of Manitoba's economic development strategy. The consultation process will focus on the types of policies needed to boost productivity, encourage investment, drive innovation, strengthen Manitoba's workforce, increase participation and support economic reconciliation across the province.

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

90-Day Pause and Major Amendments to Tariffs

While trade tensions in the first quarter were initially confined to North America and China, the United States (U.S.) announced sweeping tariffs in early April that threw international trade as we know it into disarray. In a dramatic turn of events, the U.S. announced a new 90-day pause on April 9, the day reciprocal tariffs were meant to hit almost the entire globe.

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

Understanding Canada – United States – Mexico (CUSMA) Compliance

Despite the U.S. tariffs imposed on Canada under the U.S. International Emergency Economic Powers Act (IEEPA), Canadian exporters can still benefit from duty-free access to the U.S., if their goods are CUSMA compliant.

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

FUNDING

Export Development Program (EDP)

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

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

Incoming Buyer Program (IBP)

BMTJC's IBP helps MB companies offset costs associated with inviting a qualified international buyer to MB.

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

CanExport (SMEs) Program

CanExport's SMEs Program supports Canadian SMEs to diversify sales into international markets that have few or no company sales.

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

Innovation Booster Program (IBP)

Canadian Food Innovation Network's (CFIN) Innovation Booster Program (IBP) is designed to provide flexible and rapid support to SMEs to address food innovation challenges or technical hurdles that have created a barrier for achieving their commercialization goals.

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

Strengthen the Canadian Supply Chain Program

Protein Industries Canada's (PIC) Strengthen the Canadian Supply Chain Program supports Canadian ingredient manufacturers and food processors in creating or reformulating products for the Canadian market using Canadian ingredients.

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

Efficiency Manitoba Programs

Efficiency Manitoba offers MB companies incentives and technical expertise to help make industrial operations more energy efficient.

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

Student Work Placement Program (SWPP)

SWPP employers can apply for wage subsidies to help them hire post-secondary students across Canada.

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

Business Loans Program

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

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

Small Business Loan

Business Development Bank of Canada (BDC) offers repayable loans for small companies to help grow their business.

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

TRAINING & EVENTS

Walmart Canada Growth Summit

The first annual Walmart Canada Growth Summit will provide Canadian suppliers and entrepreneurs from coast-to-coast with the opportunity to pitch their

products directly to Walmart Canada's merchants and be listed.

Applications for the summit open on April 9, 2025.

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

Feasibility of International Trade (FITT) Course

World Trade Centre Winnipeg (WTCW) is hosting a Feasibility of International Trade course to help assess the viability of new business opportunities and weigh the benefits against the risks and costs.

Course sessions are held virtually on May 6, 13, 20 and 27, 2025.

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

Complete Food Business Growth Course

Female Entrepreneurs in Agri-Food Development (FEAD) is offering a Complete Food Business Growth Course to support food and agri-processing female entrepreneurs and companies with tools, strategies, and insights needed to build, grow, and scale their businesses successfully in areas related to business development, marketing and financial planning.

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

Business & Enterprise Support & Training (BEST)

Support Employment and Economic Development (Seed) Winning Inc.'s BEST program offers a comprehensive series of 15, two-hour classes covering essential topics to help individuals and organizations start or expand small businesses.

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

Manitoba Sustainable Protein Research Symposium

Manitoba Sustainable Protein Research Symposium is expanding the conversation with leading researchers, industry pioneers, and policymakers beyond borders to explore the future of sustainable protein. The session, to be held in Winnipeg on July 7, 2025, will discuss how innovation, collaboration, and technology are transforming the global protein landscape.

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

Pulse & Special Crops Convention 2025

Canadian Pulse and Special Crops Trade Association is hosting The Pulse & Special Crops Convention which brings together hundreds of buyers, sellers, and service providers to nurture and build relationships that drive global market growth. The convention will be held Sept. 9-11, 2025 in Whistler, B.C..

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

Seoul Food & Hotel 2025

Agriculture and Agri-food Canada (AAFC) is hosting a Canadian Pavilion at Seoul Food & Hotel (SFH) from June 10-13 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](#).

Thew Allgemeine Nahrungs- und Genussmittel-Ausstellung (ANUGA) 2025

AAFC is hosting a Canadian pavilion at [ANUGA](#), the largest food and beverage fair in the world, from Oct. 4 - 8, 2025 in Cologne, Germany.

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

Private Label Manufacturers Association (PLMA) 2025

The Canadian Food Exporters Association (CFEA) is hosting a Canadian pavilion at [PLMA Show](#), the largest private consumer packaged goods (CPG) event of its kind, on November 16-18, 2025 Rosemont, Illinois.

For more information, 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

Peak of the Market Distribution

Peak of the Market Ltd. is offering MB food companies access to distribution solutions including cross docking, cold storage and direct-to-store delivery (DSD) to help get their products to market efficiently and effectively.

For more information, contact Scott Jamieson at scott@peakmarket.com.

Strengthening Canadian Agri-Food Amid Tariff Uncertainty Webinar

Canadian Agri-Food Policy Institute (CAPI) and RealAgriculture webinar discusses the current state of tariffs, their impact on Canadian agri-food and proactive policy solutions to safeguard the industry's future.

To view the webinar, click [here](#).

Food & Drink: Use this Framework to Define Your Current Value Proposition Before You Go Global

Tradeready blog for International Trade Experts discusses why it is essential to have a unique value proposition when expanding a brand into a new international market to set your brand apart from competitors and capture the attention of a new target audience.

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

Private Label Booms: Reshaping the US Retail Landscape

Mintel's reports that private label is reshaping the food and drink market, driven by consumer demand for affordability, quality, and innovation. Shoppers are increasingly turning to store brands for everyday essentials, with nearly seven in 10 U.S. adults are more open to private label options. As tariffs push up prices on imported goods, private label products may gain even more traction, narrowing the price gap with national brands and positioning themselves as the go-to choice for cost-conscious, yet quality-focused,

consumers.

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

FOOD SAFETY

Food Safety Culture

Manitoba Agriculture Food Safety and Inspection Branch identifies why an organization with a strong and positive food safety culture is so important to the long-term success of implementing and maintaining a food safety program.

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

MARKET ACCESS SECRETARIAT NOTIFICATIONS

Update to the Procedure for Importation of Casings from the U.S.

The Canadian Food Inspection Agency (CFIA) has negotiated importation conditions with the Food Safety and Inspection Service (FSIS) for casings from the U.S. Important updates include:

- The letter of guarantee is no longer required.
- U.S. processing establishment must be approved under [Agricultural Marketing Service Export Verification \(AMS EV\) Program for Canada](#).

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

If you have any questions, please contact your local [CFIA area office](#).

Negotiated Certificate for Import from Ukraine

CFIA has negotiated a certificate for the export of shell eggs from Ukraine.

Effective April 1, 2025, the negotiated certificate will become valid and trade can commence as soon as the [Automated Import Reference System](#) (AIRS) has been updated. A separate notice will be sent once AIRS is updated.

United States Department of Agriculture (USDA) Seeks Information on Aircraft Agricultural Quarantine and Inspection (AQI) User Fees

The USDA's Animal and Plant Health Inspection Service (APHIS) issued a Request for Information (RFI) to determine whether there is validity to statements that small commercial passenger aircraft have less chance of introducing plant pests and animal diseases into the U.S. than larger commercial aircraft. As part of the RFI, APHIS seeks data that proves whether small aircraft warrant reduced or no agricultural quarantine and inspection (AQI) user fees. These are the fees charged to inspect parts of the aircraft not associated with passengers (e.g., cargo hold, wheel wells, exterior of the aircraft), cargo, packages, parcels, international mail, and other products they carry into the U.S.

APHIS will consider all comments received on or before April 21, 2025.

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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