

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 (MB) Government Introduces Legislation to Break Down Interprovincial Trade Barriers

The MB government has introduced legislation to break down interprovincial trade barriers and help grow the province's economy. Through this legislation and co-operation with other provinces, territories and the federal government, it will unlock more economic opportunities for people across the country.

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

Sustainable Canadian Agricultural Partnership (CAP) Market Development Program

The 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:

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

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

FUNDING

Export Development Program (EDP)

Business, Mining, Trade and Job Creation's (BMTJC) EDP helps small and medium-sized enterprises (SMEs) export and diversify markets for their products outside of MB by participating in

trade shows or trade missions to assess and/or initiate business.

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

Innovation Booster Program (IBP)

Canadian Food Innovation Network's (CFIN) IBP is designed to provide flexible and rapid support to SMEs to address food innovation challenges or technical hurdles that have created barriers 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](#).

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](#).

Small Business Loan

Business Development Bank of Canada (BDC) supports small- and medium-sized business at every growth stage offering small business loans up to \$100,000.

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

TRAINING & EVENTS

The North West Company: Expand Your Market. Indigenous and Local Procurement Opportunity

The North West Company is excited to offer a chance for local and Indigenous business owners to connect with The North West Company Canadian Merchandise team on Thursday, June 12, 2025, between 9 a.m. – noon.

Local and Indigenous business owners will be able to introduce their businesses and put their products in front of Northern and NorthMart shoppers across Canada.

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

The Impact of Culture on Business in International Markets: Mexico

With Mexico continuing to grow as a key international trade partner, understanding how culture influences business practices is crucial to long-term success. Join WTCW on Thursday, June 12, 2025, to participate in The Impact of Culture on Business in International Markets: Mexico webinar with global trade expert Marvin Hough who will share practical insights on navigating the cultural dynamics that shape business in Mexico.

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

Unlocking Canola's Potential Through Innovation

MB Agriculture is hosting an Unlock Canola's Potential Through Innovation webinar to explore how innovation is creating value throughout the canola supply chain from production to processing and beyond on Thursday, June 19, 2025. During the webinar, you will hear from a panel of industry experts as they discuss emerging trends, future directions, and the opportunities and challenges facing the sector. The session will highlight how collaboration between industry, researchers, and stakeholders is driving progress and strengthening the canola sector in MB and across Canada.

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

Fueling Food Innovation: From Concept to Market with Game-Changing Support

Join the Canadian Food Innovation Network (CFIN) and Manitoba Agriculture's Food Development Centre (FDC) for the Fueling Food Innovation: From Concept to Market with Game-Changing Support webinar on Tuesday, June 24 as they guide you through turning bold ideas into market-ready food products. Learn how CFIN supports innovators across Canada while FDC offers technical and research expertise, product development, waste stream evaluation, and co-product processing—to fast-track your journey from concept to commercialization.

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

Grow Your Business – Join the Canadian Delegation at Women's Business Enterprise National Council (WBENC) 2025

WBENC is hosting a Canadian Delegation at the WBENC 2025 Conference, the largest event in North America focused on supplier diversity and women's business growth, in the U.S. Market from June 22 - 26, 2025, in New Orleans.

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

Summer Fancy Food Show (SFFS) and Webinar

The Canadian Food Exporters Association (CFEA) is inviting Canadian specialty food and beverage companies to exhibit at the upcoming [Summer Fancy Food Show](#), the largest specialty food industry trade event in North America, from June 29 – July 1, 2025 in New York.

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

MB Sustainable Protein Research Symposium

MB 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, on Monday, July 7, 2025, in Winnipeg will discuss how innovation, collaboration and technology are transforming the global protein landscape.

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

Thew Allegemeine 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](#).

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

RESOURCES

Value Added Branch (VAB) Programs & Services

The VAB is excited to unveil the first two videos in a new marketing series:

- [Value Added Branch](#)
- [Business Development Unit](#)

These videos highlight how the branch drives growth in the food and agri-product sector by combining business development and product commercialization expertise in a single window approach. The videos showcase the tools, resources and services the VAB offers to support industry advancement. Stay tuned for an exciting new series from the Food Development Centre (FDC).

Food Business Pathways

The VAB has been actively expanding its on-demand video content on the MB Agriculture YouTube Food Business Pathways playlist.

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

Foresight and Analysis Agri-food Reports

Food and beverage processing remains MB's largest manufacturing sector, contributing over 33 per cent of the province's total manufacturing sales in 2024. The industry continues to show strong momentum, with food manufacturing sales reaching \$8.95 billion last year. Check out the latest insights in the recently updated [food and beverage sector profile](#), and the [food manufacturing sales report for 2024](#).

Successful Co-Packer Relationships 101

Successful Co-Packer Relationships 101, a practical webinar designed to help food entrepreneurs navigate the ins and outs of finding, managing, and growing with the right co-packing partner.

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

Get Export Ready

Begin your trade journey with expert guidance and support from Export Development Canada (EDC) and their trade partners. Since 1944, EDC has supported Canadian companies as they expand internationally, even in the most challenging and unpredictable times.

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

Food Processing Skills Canada

Food Processing Skills Canada equips businesses and individuals with the workforce skills they need to thrive in a dynamic agri-food industry.

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

FOOD SAFETY

Food Processing Facilities Map

MB Agriculture has an interactive map that provides the location of provincially inspected abattoirs, food processing and distribution facilities in MB. It also highlights the type of operation for each facility according to the specific type of product it manufactures.

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

Search Tool for New Regulatory References Following Regulatory Amendments to Food and Drug Regulations

On Dec. 18, 2024, the Government of Canada published the [Regulations Amending Certain Regulations Concerning Food Additives and Compositional Standards, Microbiological Criteria and Methods of Analysis for Food](#) in the Canada Gazette, Part II. These regulatory amendments made changes to the [Food and Drug Regulations](#) to provide a more responsive and adaptable regulatory framework for food compositional standards.

In addition to the [summary of changes](#) that helps stakeholders navigate the new regulatory framework, a [search tool](#) is now available to compare the old and new locations of the regulatory references.

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

U.S. Food and Drug Administration (FDA) Announcement

The MAS at Agriculture and Agri-Food Canada (AAFC) would like to inform you that on Jan. 16, 2025, the U.S. FDA issued a [proposed rule](#) that, if finalized, would require the display of front-of-package (FOP) nutrition information on most foods bearing a nutrition facts label. The rule would require the display of a compact information box containing certain nutrient information on the principal display panel.

European Union Deforestation Regulation (EUDR) Update- Country Classification List

The European Commission published the EUDR benchmarking [country classification list](#). Canada has been classified as a low-risk country. Sourcing from

low-risk countries allows for simplified due diligence obligations for operators and traders. This means that they must collect information on products being imported and/or placed on the market (see EUDR Articles 9 and 13) but are not required to assess and mitigate risk (Articles 10 and 11). It also reduces the extent of compliance checks that Member States' competent authorities must undertake to one per cent of product imports (Article 16).

DID YOU KNOW?

How Cultural Tastes Influence Food Trends in Canada

Canada's culinary scene is a vibrant tapestry shaped by its multicultural roots, ongoing immigration, and a growing appetite for global flavors. Cultural tastes continue to shape what Canadians eat. The nation's food future remains excitingly diverse and unpredictable.

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

Shoppers Drug Mart Opens Winnipeg Locations Offering Food Options

Shoppers Drug Mart has opened three new? locations in Winnipeg offering food options, such as fresh produce, ready-to-eat meals, deli meats, cheeses and more.

The stores are located at 917 Portage Avenue, 710 St. Anne's Road (Southglen Shopping Centre), and 2656 Pembina Highway.

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.

To unsubscribe at any time, let us know at mbagrifood@gov.mb.ca.
For inquiries or comments on this information circular, contact mbagrifood@gov.mb.ca.

Circular Volume 3 Issue 4 - June 2025