

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 Agri-Food Trade Strategy Survey – What We Heard Reports

Manitoba Agriculture invited small, medium and large agri-food businesses in Manitoba to participate in an Agri-Food Trade Strategy Survey. The invited participants were selected based on company size (sales revenue), domestic and/or international trade experience and interest in expanding into new markets or existing markets outside of Manitoba. What we heard from the small- and medium-sized businesses that participated in the survey can be found in the Manitoba Agriculture Agri-Food Trade Strategy Survey [What We Heard Report](#).

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](#)

Applications will be accepted until **July 10, 2025**.

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

FUNDING

Come to Market Program

Farmers' Markets are a great avenue to test the market for your food product. Community Futures has launched a new Come to Market Program

designed to help you get started. The program provides a free sponsored booth at select markets, training, and the tools you need to sell your products and grow your business in a supportive space.

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

Manitoba Black Entrepreneurs and Small Business Program

The program will fund projects in capital acquisition training, professional networking, and capacity-building skills development, with grants ranging from \$5,000 to \$20,000.

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

CanExport Innovation

This funding provides up to \$75,000 to help Canadian organizations establish international research and development (R&D) partnerships, expand globally, and accelerate commercialization.

The next intake period will open Sept. 1, 2025.

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

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 businesses at every growth stage offering small business loans up to \$100,000.

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

TRAINING & EVENTS

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 cover how innovation, collaboration and technology are transforming the global protein landscape.

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

WOFEX (World Food Expo) Visitor Program

The Canadian Food Exporters Association, in partnership with the Trade Commissioner Service, is organizing a visitor program to WOFEX in Manila, Philippines from August 4-8, 2025.

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

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

Equipment Automation Technology Show EATS 2025

Join thousands of food manufacturing and processing professionals at EATS 2025, North America's must-attend event for the entire food & beverage industry taking place Oct. 28–30, 2025 in Chicago. Explore cutting-edge technologies and practical solutions revolutionizing the prepared foods sector.

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

CFSE 2025

China Fisheries & Seafood Expo is the key event for fish and seafood products in China. The CFSE show is the second largest seafood trade event in the world and attracts approximately 40,000 qualified buyers from 88 countries. This year's show will take place Oct. 29–31, 2025 at the Hongdao International Convention and Exhibition Center in Qingdao, China.

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

Fi Europe

The Canadian Food Exporters Association is pleased to invite you to participate in the Fi Europe Trade Show taking place at the Paris Expo Porte de Versailles in Paris, France from Dec. 2-4, 2025.

Fi Europe is the world's leading food and beverage ingredients platform. It offers your business a proven route to market with a truly global audience.

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

Supervisor Training Across Canada – Free Online National Training Program

Food Processing Skills Canada is pleased to offer Canadian food and beverage businesses a proven, comprehensive training program for supervisors and employees ready to advance their careers.

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

Strategic Sales Series Free Course

This free course is meticulously crafted to equip you with the tools, techniques, and insights needed to refine your sales approach, connect with your target audience, and increase your bottom line.

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

Come to Market Training

Community Futures Manitoba is providing free training as part of their Come to Market program, including:

- June 25: How to Sell at a Market
- July 3: Trade Shows and Markets – How to Sell to the Public and Make an Impact

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

Video recordings and handouts from these sessions will be available in a new Community Futures Business Library.

Getting Into Retail Training Series

Manitoba Agriculture's Value Added Branch has launched a six-part video series to prepare you for conversations with retailers to get your food products listed. Check out the videos on our Food Business Pathways playlist.

View the training videos [here](#).

Partner Events Calendar

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

- [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](#)

RESOURCES

Value Added Branch (VAB) Programs & Services

The VAB is excited to introduce the first three videos in a new marketing series:

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

These videos highlight how the branch drives growth in the food and agri-product sectors 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.

Efficiency Manitoba – Helping Industrial Business Save Energy & Money

Efficiency Manitoba supports industrial businesses across the province with expert advice and financial incentives that reduce energy use, lower operating costs, and improve productivity.

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

FOOD SAFETY

Shipping and Receiving in the Food Processing Industry

Materials entering and leaving a food processing facility need to be received, handled, stored and shipped appropriately. Vehicles and containers that transport food products should be used only for the intended purpose and should have both sanitary design and pest control procedures in place. (E.g., truck's doors should be sealed to prevent entry of pests.)

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

Minor Update to Labelling Requirements for Fresh Fruits and Vegetables

Please be advised that changes have been made to the [Exemptions from the SFCR labelling requirements](#) section of the [Labelling requirements for fresh fruits or vegetables](#) page of the [Industry Labelling Tool](#). Additional information has been added to clarify the following: When a tag is added to a fresh fruit or

vegetable with a wrapper or confining band of less than 13 mm, the food loses its exemption from the labelling requirements of the Safe Food for Canadians Regulations.

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

U.S. FDA Announcement

On May 12, 2025, the FDA notified the World Trade Organization's Committee on Technical Barriers to Trade of an amendment to their Food Labeling: Front-of-Package Nutrition Information comment period. The notification can be found [here](#). The FDA is extending the comment period on the proposed rule by 60 days. The new deadline to file either electronic or written comments is 11:59 p.m. EDT on July 14, 2025. Comments can be submitted through the Regulations.gov website available at [Docket](#).

Agriculture and Agri-Food Canada (AAFC) will be extending the public feedback period to June 13, 2025 on whether the Government of Canada should submit official comments on the proposed rule and any outstanding questions, comments, and/or issues with the proposed rule.

New Proposed National Guide to the Registration of Food Establishments Exporting to the United Arab Emirates (UAE)

Canadian Embassy staff in the UAE had a meeting with UAE officials and received confirmation of a 30-day extension for comments on their proposed draft guide for the registration of food establishments exporting to the UAE. As such, we are extending the deadline for industry comments to us to July 4, 2025. During the meeting, the UAE government stated that they do not want to see any trade disruption as a result of this measure and expressed their wish to be

provided with as much detailed feedback as possible so that they can produce a guide that will not impede trade while providing the benefits the measure intends to provide. You can find the draft measure [here](#).

DID YOU KNOW?

Canada's 2025 Dining Trends are Out: Chicken Sandwich Fastest Growing Menu Item

Canadians' dining preferences are shifting as cost-of-living concerns, an increasingly diverse population, and Gen Z's buying habits drive new consumer trends.

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

Farm Credit Canada to Invest \$2B in AgTech

Farm Credit Canada will invest \$2 billion by 2030 to advance ag-tech innovation in Canada's agriculture and food industry. This will direct more investment into innovative devices, instrumentation, research, and methodologies designed to improve efficiency, productivity, and sustainability

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

Chef Robotics Meal Assembly Robot Earns NSF Certification

California-based Chef Robotics earned NSF certification for its robotic module C-001748. The certification means that the robot adheres to food safety and cleanliness standards. Chef's AI-enabled meal assembly robot operates alongside workers on food production lines, picking and placing ingredients from conveyors into trays.

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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