

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?

Why Germany is a Strategic Export Market for Canadian Companies

Germany isn't just Europe's largest economy – it is actively investing in the sectors where Canadian companies excel. With nearly \$800 billion earmarked for infrastructure and defence spending, climbing to 3.5 per cent of gross domestic product (GDP), the timing couldn't be better for Canadian exporters.

Current market indicators support this momentum as bilateral trade hit \$30.5 billion in 2024, representing a 41 per cent increase from pre-Canada-European Union Comprehensive Economic and Trade Agreement (CETA) levels. Germany's energy crunch from supply disruptions has intensified demand for reliable partners, like Canada.

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

Understanding Rules of Origin: An Overview for Canadian Exporters

With shifting tariffs and rising trade complexity, understanding rules of origin is essential for Canadian exporters.

Whether you're importing or exporting, knowing where your products "come from" can unlock cost savings, improve market access and reduce compliance risks.

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

FUNDING AND PROGRAMS

Come to Market Program

Farmers' markets are great avenues to test market 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](#).

TRAINING & EVENTS

Morden & Carman Economic Development Tour Cultivating Growth, Harvesting Opportunity

Join the Manitoba Chambers of Commerce on Thursday, Oct. 2, 2025, for an exclusive tour of two of Manitoba's fastest-growing rural hubs. Explore innovation in industries such as agriculture, advanced manufacturing, construction, and mining. Meet local leaders, gain insider insights, and discover how bold planning and powerful partnerships are driving growth, investment, and jobs.

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

Manitoba Made Award Gala 2025

The Food and Beverage Awards Gala is a prestigious event that celebrates excellence and innovation in the culinary and hospitality industries.

To learn more about the 2025 Manitoba Made Nominees, click [here](#).

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

FITTskills for Manitoba Powered by World Trade Centre Winnipeg

There are two upcoming FITTskills courses being offered through FITTskills for Manitoba and World Trade Centre Winnipeg. These two courses are designed to provide practical skills and knowledge to help grow your business globally.

Course 1:

- Feasibility of International Trade — Assess the viability of new business opportunities by weighing benefits, risks, and costs.
- Dates: Sept. 18 – Oct. 9, 2025 (four sessions)

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

Course 2:

- Global Value Chain — Learn how to manage your supply chain and logistics to reduce risk, cut costs, and improve efficiency across your global value chain.
- Dates: Oct. 14 – Nov. 4, 2025 (four sessions)

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

Manitoba Women in Agriculture & Food 2025 Summit

Manitoba Women in Agriculture & Food 2025 Summit will be held at the Caboto Centre, 1055 Wilkes Ave., Winnipeg, on Oct. 9, 2025, from 9:30 a.m. to 4:30 p.m. featuring keynote speaker Jill Verwey, President of Keystone Agricultural Producers. Connect with industry peers, listen to engaging panel discussions, network and more.

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

RCFTR Food Technology and Research Day

The Richardson Centre for Food Technology and Research, University of Manitoba, is hosting a one-day stakeholder event on Thursday, Nov. 13, 2025, open to all industry professionals. The event will feature speakers from industry and academia on food ingredient testing, processing and applications.

To register, click [here](#).

Winter FancyFaire*

The Canadian Food Exporters Association is inviting Canadian specialty food and beverage companies to exhibit at [Winter FancyFaire* | Specialty Food Association](#) in San Diego, CA from Jan. 11-13, 2026.

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

Alimentaria Barcelona

The Canadian Food Exporters Association is inviting Canadian agri-food companies to exhibit at [Alimentaria](#), the biggest food, drink, and gastronomy fair in Spain from March 23-26, 2026, in Barcelona.

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

RESOURCES

Logistics and Fulfilment Within Canada

Are you looking to grow your business by exporting outside of Manitoba? This resource will help you get started! Click [here](#).

FOOD SAFETY

Monitoring and Verification of Food Safety Programs

Monitoring and verification are important steps of a food safety program in food processing facilities. These activities ensure that your program is being followed consistently, remains up to date, and accurately reflects your operational practices. Documenting your monitoring and verification activities can help you identify food safety issues and supports the

implementation of corrective actions. These records also serve as evidence that you are taking all reasonable steps to prevent hazards in your products. To learn more, visit [Province of Manitoba | agriculture - Monitoring and Verification](#)

Reports on Food Safety Testing

Protecting consumers by safeguarding Canada's food supply is one of the Canadian Food Inspection Agency'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:

- [Toxic metals in selected foods – April 1, 2022 to March 31, 2023 - inspection.canada.ca](#)
- [How food testing helps keep you safe - inspection.canada.ca](#)
- [Food safety testing reports and journal articles - inspection.canada.ca](#)

Labelling Consultation: Milk Ingredients and Modified Milk Ingredients

The Canadian Food Inspection Agency is consulting on proposed changes to the [Common Names for Ingredients and Components](#) document that is incorporated by reference in the Food and Drug Regulations. The proposed changes include:

- revising which ingredients or components are allowed to use the common name “milk ingredients” or “modified milk ingredients” in the list of ingredients on food labels
- changing the common name “modified milk ingredients” to “milk-derived ingredients”

[Share your thoughts on the proposed changes](#) by Oct. 21, 2022.

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

United States Request for Information on Ultra-Processed Foods

On July 23, the United States Department of Health and Human Services (HHS), Food and Drug Administration (FDA) and United States Department of Agriculture (USDA) announced their joint intent to address the health risks of ultra-processed foods

(UPFs). The agencies published a joint Request for Information (RFI) in the Federal Register to gather information and data to help establish a federally recognized uniform definition for UPFs. Electronic or written comments must be submitted by Sept. 23, 2025. Information on how to submit comments to the U.S. government can be found [here](#).

The Market Access Secretariat will continue to monitor developments on this issue and provide updates to Canadian industry as more information is available.

Extension of Second Stage Implementation under NOM-051

Further to previous Market Access Secretariat (MAS) Single Window messages sent on this topic, please be advised that the Mexican Ministry of Economy has officially extended the second stage of implementation for front-of-package (FOP) warning labels under Official Standard NOM-051-SCFI/SSA1-2010.

These labelling requirements apply to domestic and imported pre-packaged foods and non-alcoholic beverages that exceed set thresholds for sugar, sodium, fats, and calories. Mexico's objective is to help consumers make healthier choices.

The current thresholds will remain in effect until Dec. 31, 2027. Any product sold in Mexico that exceeds these limits will continue to require a front-of-package (FOP) warning label through that period. These FOPs include:

- EXCESO CALORÍAS (Excess Calories)
- EXCESO AZÚCARES (Excess Sugars)
- EXCESO GRASAS SATURADAS (Excess Saturated Fats)
- EXCESO GRASAS TRANS (Excess Trans Fats)

Agriculture and Agri-Food Canada and the Canadian Embassy in Mexico will continue to monitor developments and inform stakeholders of any changes that may affect Canadian exports.

DID YOU KNOW?

BDC Launches \$200 Million Fund to Empower Entrepreneurs

BDC has launched the Industrial Innovation Venture Fund II, designed to help Canadian entrepreneurs developing new technologies that will drive productivity and resilience across key industrial sectors.

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

Ice Cream Makers Say They'll Stop Using Artificial Dyes in U.S. Products by 2028

Ice cream makers, representing about 90 per cent of the U.S. supply of the frozen treat, have pledged to remove artificial dyes from their products in less than three years.

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

Sofina Foods Plant Likely Source of Legionnaires' Disease

Public health officials in London, Ont., have redeclared an outbreak of Legionnaires' disease after confirming 25 new cases and identifying the likely source of the bacteria.

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

M&M Food Market Lowers Prices on Over 150 Items to Help Canadians with the Cost of Living Crisis

New pricing by M&M Food Market, effective immediately, is one of the largest savings initiatives in the history of the company.

M&M Food Market: "We know Canadians are looking for ways to stretch their grocery budgets without sacrificing quality, and this initiative ensures they can do exactly that."

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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