

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?

Mexico: A Key Trading Partner

Mexico is a key agri-food trade partner for Manitoba, and from 2019 to 2023 accounts for six per cent of Manitoba's total agri-food exports, and five per cent of Manitoba's total agri-food imports.

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

Survey on Consumer Perceptions of Food

The vast majority (88%) of Canadian consumers say Canada's food and agriculture industry is moderately to very trustworthy.

To read more, click [here](#).

Plant-based Trends Thrive

Increased consumer interest in health and sustainability and the ability to make more varied choices are fueling plant-based innovation. Food and beverage innovators are responding to emerging plant-based trends, such as flexitarian diets, hybrid proteins and clean labels while supporting consumers who ask for environmentally friendly food options that do not compromise on flavor, texture or indulgence.

To learn more, click [here](#).

FUNDING

Sustainable Canadian Agricultural Partnership

The Sustainable Canadian Agricultural Partnership (Sustainable-CAP) is open for

intake in the following program areas:

- Agri-processing Funding
With the **Capital Infrastructure & Investments Program**, Manitoba Agri-processing businesses can modernize operations, increase productivity, and make strategic equipment purchases. Whether you are upgrading technology or increasing capacity, now is the time to make an impact. Influence the growth and sustainability of Manitoba's agri-food sector by applying today! This competitive program rewards planning – start preparing your projects for 2025-2026 and stay tuned for future programs. Because You Matter to Manitoba.

Application deadline: Oct. 31, 2024

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

- Resiliency and Public Trust
 - Food Safety & Traceability: Pre-Approved Food Safety & Traceability Equipment Program

Application deadline: Jan. 23, 2025

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

TRAINING & EVENTS

Manitoba Women's Enterprise Centre Welcome to Business

Starting a business is an appealing idea for many women but do you have what it takes to be a successful entrepreneur? This Wednesday evening session on October 23, 2024, helps you explore the advantages and challenges of being self-employed.

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



Food Safe Course

An in-person Food Safe Course will be held Tuesday, October 8, 2024, at the provincial building at 117-25 Tupper Street North, Portage La Prairie.

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

Agri-Food Innovation Expo

Agri-Food Innovation Expo, hosted by Lethbridge & District Exhibition, is back for its second year, and will be held from Nov. 26-28, 2024, at the Agri-food Hub & Trade Centre in Lethbridge, Alberta. This expo caters to agri-food businesses, producers, processors, farmers and industry professionals.

The event features a dynamic lineup of speakers and workshops, and will be centred around two important themes: helping agri-food businesses assemble their toolkit for success and creating a space for the industry to build a community of collaboration. opportunities.

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

Farm Credit Canada Food and Beverage Summit – Booth Showcase Opportunity

Farm Credit Canada (FCC) is hosting the Food and Beverage Summit on Oct. 30, 2024, in Winnipeg at the iconic [Manitoba Museum](#). You can be a part of it! Register now to showcase your food business in the booth showcase! This is your chance to see what's new, be inspired, and gain valuable insights to take your food and beverage business to the next level.

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

EXPO ANTAD & ALIMENTARIA

The Trade Commissioner Service (TSC) in Mexico is hosting a Canadian Pavilion at Expo ANTAD & Alimentaria, Mexico's largest retail-focused trade show in Guadalajara, Jalisco from March 25-27, 2025. Cost to exhibit is \$4,000 per Canadian company, which includes space in the Canadian Pavilion with a counter and the companies name and logo, as well as participating in pre-event activities. Exhibiting

companies can also participate in the Business-to-Business Program (B2B) for an additional cost of \$2,000 per Canadian company. Spaces are limited.

If you are interested in learning more about the opportunity contact Anne-Marie Croux, Trade Commissioner, Embassy of Canada at 55-5724-7934 or by email at anne-marie.croux@international.gc.ca

Deadline to register: Thurs., Oct. 17, 2024

Partner Events Calendar:

Check out our partners' events calendars to see all of their training and event opportunities:

- [Food & Beverage Manitoba](#)
- [World Trade Centre Winnipeg](#)
- [Bioscience Association Manitoba \(BAM\)](#)
- [Canadian Food Exporters Association \(CFEA\)](#)

RESOURCES

Packaging as Part of Your Marketing Strategy

Product packaging is a vital part of your marketing strategy and provides a unique opportunity to tell your story. It's much more than just a container for your food product.

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

SIAL Podcasts

For the third consecutive year, SIAL Podcast hosted **The Food Professor**, who interviewed various innovators, experts, and food entrepreneurs, as well as creators and manufacturers from the food industry during the show. Join **Dr. Sylvain Charlebois** and host **Michael LeBlanc** for a captivating exploration of the pressing issues in our industry.

To listen to the podcasts, click [here](#).

SUPPLY CHAIN MANAGEMENT

SUPPLY CHAIN MANITOBA (SCM)

Supply Chain Manitoba represents all aspects of the

end-to-end supply chain. SCM strives to cultivate a skilled and diverse workforce that meets the evolving needs of the industry.

SCM advocates for the adoption of circular economy principles in the industry, promoting sustainable practices and minimizing waste throughout the supply chain.

SCM is affiliated with the Manitoba Institute of Supply Chain Canada and are driving to advance the efficiency, resilience and sustainability of supply chains in Manitoba and beyond.

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

FOOD SAFETY CORNER

Cross-Contamination in Food Processing Plants

Cross-contamination is the unintentional transfer of microorganisms, chemical contaminants (including allergens), or any foreign substance from food, people, or object to another food product. It can occur at many points during food production and can be prevented through good manufacturing practices, training, good sanitation, and proper storage of food.

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

Food Safety Training in Punjabi and Chinese

Manitoba Health is now offering food safe courses in both Punjabi and Chinese.

To register, click [here](#).

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

USDA-APHIS Decision to Allow Genetically Modified HB4 Wheat

The U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) announced they have determined that a genetically modified wheat line with drought and herbicide tolerance traits (HB4), is exempt from regulation, meaning that HB4 wheat may be

grown in the United States. At this time, the U.S. wheat industry is reporting that additional steps will have to take place before commercialization, which may take years to complete.

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

Accuracy of Establishment Information in China's Department of Animal and Plant Quarantine List System

The Market Access Secretariat (MAS) would like to inform you that the General Administration of Customs China (GACC) will be implementing new registration requirements for foreign establishments involved in the processing, storage and export of the following plant and animal products to be exported to China:

- canola meal
- frozen shrimp products (for feed)
- heat-treated deer antlers/bones,
- deer hides
- equine hides
- rabbit pelts
- unprocessed shrimp and crab shells
- mint
- raspberries
- pepper
- mustard seeds
- ginkgo leaves

Under these requirements, establishments will need to have their enterprise information published on the GACC Department of Animal and Plant Quarantine ([DAPQ](#)) [online database](#).

Please note that although Canada did not previously have access to China for some of these commodities, DAPQ has confirmed they are soliciting lists for the above.

To comply with the requirements, all enterprises seeking to become or remain registered for the aforementioned products will need to provide the following information to MAS at aaaf.mas-sam.aac@agr.gc.ca **no later than Mon., Oct. 21, 2024.**

MEET YOUR VALUE ADDED BRANCH STAFF

Each week, this section will highlight a member of the Value Added Branch team.



Shauna is an economic development professional with over 20 years of experience. Before becoming a Business Development Specialist with Manitoba Agriculture, she was the Economic Development Officer for the Town of Carberry. Specializing in business and economic development, she spearheaded

several exciting business retention and expansion initiatives with the Town of Carberry. Shauna enjoys working with food processing clients, and cheers from the sidelines as they make their dreams come true.

For more information on the Value Added Branch Business Development Unit, and the Food Development Centre, click [here](#).

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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Circular Volume 2 Issue 10 – October 2024