

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?

New! Making the Most of Your Supply Chain

A large percentage of Manitoba food and beverage businesses surveyed (65 per cent) has indicated their supply chain is the biggest challenge they face.

Manitoba Agriculture, with Supply Chain Canada and Supply Chain Manitoba, is providing two free webinars to help food and beverage processors get a better understanding of the supply chains they work with and lay a foundation for training for business owners and staff.

- **Supply Chains: What they Mean to Your Food Business**

Rick Reid, Supply Chain Manitoba
Tuesday, Jan. 14
Noon to 1 p.m.

This presentation will deliver information on supply chains and why they mean to your food business. This webinar will provide a thorough overview of supply chain fundamentals, with an emphasis on transportation and distribution.

- **Competency Benchmarking Tool**

Dylan Barlett, Supply Chain Canada
Tuesday, Jan. 21
Noon to 1 p.m.

This webinar will show how to utilize and innovative an industry tool, explore knowledge gaps, create a custom training plan, set goals, establish KPIs and measure results.

To register for one or both webinars, click [here](#).

FUNDING

Food Safety & Traceability: Pre-Approved Food

Safety & Traceability Equipment Program

The program provides funding to assist with the purchase of pre-approved equipment used to monitor and control food safety parameters and to improve traceability systems.

The intake for this program is currently open; funding requests will be accepted through 11:59 p.m. on Jan. 23, 2025.

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

Climate Action Fund

The intake of the Climate Action Fund is officially open, offering up to \$150,000 in grant funding to support projects that help businesses, communities and non-profit organizations tackle climate change. Whether you're working on reducing greenhouse gas emissions, enhancing resilience to climate impacts or promoting affordable clean energy, this fund could be the catalyst for your project.

Deadline: Jan. 20, 2025 at noon CST.

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

Export Development Program

The Export Development Program (EDP) is a cost-shared program designed to encourage Manitoba companies to participate in tradeshow or trade missions outside the province with the purpose to assess and/or initiate business in an export market.

The EDP has an ongoing rolling application process. Applications must be received at least 60 days before the tradeshow/mission event date.

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

Incoming Buyer Program

The Incoming Buyer Program (IBP) assists Manitoba



companies offset the costs of inviting a qualified international buyer to Manitoba.

The IBP has an ongoing rolling application process. Applications will be accepted anytime up to 30 days before the event/travel date.

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

TRAINING & EVENTS

Supply Chain Focus Group – Your Input Is Needed

Join us for an exclusive event to bring together experts and professionals from the agri-food supply chain to discuss challenges, opportunities and innovative solutions in supply chain management. Logistics discussion will focus on moving goods within Manitoba and beyond our provincial borders within Canada, and will include transportation, warehousing, distribution and fulfillment.

An in-person session will take place in Winnipeg on Tuesday, Jan. 28, and a virtual event will take place Wednesday, Jan. 29, 2025.

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

How to Grow Your Food Processing Business Beyond Manitoba's Borders - Webinar Series

The "Grow Your Food Processing Business Beyond Manitoba's Borders" series provides valuable information and insight into key topic areas related to expanding outside Manitoba within Canada. Topics include Safe Food for Canadians Regulations, preventative control plans, logistics and fulfillment, pricing and promotional strategies and how to develop an interprovincial trade strategy.

The series runs Thursdays, 11 a.m. to noon, from Jan. 23 to Feb. 20, 2025

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

SEED Winnipeg – Business Enterprise Support & Training Program

Business Enterprise Support & Training (BEST) program is a free, five-week small business training and consulting program available to all Manitoba

residents living on a low-income who would like to start or expand a business.

The program is also available to groups or organizations wanting to open a social enterprise. The program is presented on Zoom in three phases:

- Phase 1: Small Business Management Training
- Phase 2: One-to-one Business Consulting
- Phase 3: Business Launch and Aftercare

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

Feasibility of International Trade

World Trade Centre (WTC) Winnipeg is excited to announce a new partnership with the Forum for International Trade Training (FITT). As a delivery partner for FITT Skills, WTC Winnipeg will begin offering internationally recognized courses in 2025, designed to strengthen Manitoba's trade expertise and capacity.

Four sessions, each from 9 a.m. to 1 p.m. will run on Thursdays from Jan. 16 to Feb. 6, 2025.

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

Cultivate 2025: Innovation for the Food Industry

Food & Beverage Manitoba is hosting its annual Cultivate Sustainability Conference on Mar. 13, 2025 in Winnipeg. Participate in the conference to connect with decision makers, showcase your solutions and engage with industry experts that are shaping the future of sustainable innovation in the agri-food sector.

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

Partner Events Calendar

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

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

RESOURCES

Export Development Canada (EDC) Opens

Representation in Vietnam

Vietnam's booming economy offers immense opportunities for Canadian exporters. With gross domestic product (GDP) growth ranging between 5 per cent and 8 per cent per year over the last 30 years, Vietnam has transformed into a major economic player in Southeast Asia.

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

Will Freight Rates Spike Following the U.S. Election?

Shipping challenges and their impact on global trade are constantly evolving, and the re-election of U.S. president-elect Donald Trump has recently sparked fresh debates about freight rate spikes.

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

SUPPLY CHAIN MANAGEMENT

Build a Sustainable Supply Chain

One way to take climate action in your business is to look at your supply chain. It's often where the majority of GHG emissions come from. BDC has suggestions on how you can work with your suppliers to make this a collaborative process that will work for everyone.

Follow BDC's roadmap to start building a more sustainable supply chain. The roadmap includes:

- how to map your supply chain and its emissions
- ways to assess and approach your suppliers
- tools to set realistic targets and track progress

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

FOOD SAFETY

Biological Hazards

Biological hazards are organisms, or substances produced by organisms, that pose a threat to human health. The most effective approach to control biological hazards in a food processing facility is by prevention.

To learn more, visit our [Biological Hazards](#) resource

sheet.

DID YOU KNOW?

Labour Demand Drops in 2024: FCC Report

A new report from Farm Credit Canada (FCC) found the demand for labour in food and beverage manufacturing dropped in 2024, the first decrease since 2020.

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

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

Request for Information by the U.S. FDA and FSIS

The Market Access Secretariat would like to make you aware of a recently released Request for Information by the U.S. Food and Drug Administration (FDA) and the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS).

The request is seeking information on industry practices and preferences for the following:

- date labeling
- research results on consumer perceptions of date labeling
- any impact date labeling may have on food waste

Given the regulators involved, this request covers all food (e.g., meat, poultry, egg, dairy, FFV, grain, etc.) and comes in response to comments sent to FSIS and the FDA on the Biden administration's draft [National Strategy for Reducing Food Loss and Waste and Recycling Organics](#), which encourages an update of the Federal date labeling requirements, including standardizing date labeling. Comments in response to the strategy noted that food manufacturers use a variety of phrases such as "sell by," "use by" and "best by" on product labels on a voluntary basis. They also revealed the use of different phrases to describe dates may cause consumer confusion and lead to the premature disposal of wholesome and safe food because it is past the date printed on the package which has been used as a baseline for quality.

The information collected through this request may be used to inform future policy decisions, guidance or consumer education campaigns on food date labels intended to help reduce the premature disposal of

wholesome and safe food. For additional details, please see the [Food Date Labeling](#) notice on the Federal Register site.

Comments must be submitted to the Federal Register on or before Feb. 3, 2025.

U.K. Proposed Regulation Changes for Packaging and Packaging Waste Update

There is an update to the June, 2024, regarding the United Kingdom's Department for Environment, Food and Rural Affairs WTO notification on proposed regulations for Packaging and Packaging Waste Regulations 2024,

The original draft regulations included labelling provisions requiring certain U.K. businesses, including importers, to label packaging as either "Recycle" or "Do Not Recycle," along with a specified logo. These labelling provisions have been removed from the draft regulations. The proposed regulations are expected to come into force in January 2025 without the previously proposed labelling requirements. The United Kingdom has not provided an opportunity for trading partners to comment on this change.

Further changes are expected to labelling provisions in the future. The U.K. governments (England, Northern Ireland, Scotland and Wales) have committed to introducing a mandatory labelling regime in the future. This will aim to simplify recycling instructions for consumers and will be developed following a review of the upcoming European Union packaging legislation to explore opportunities for alignment. The need to provide

trading partners with the opportunity to comment on any new draft regulations will continue to be emphasized to the United Kingdom.

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

MEET YOUR VALUE-ADDED BRANCH STAFF

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



Nona Schultz-Ferris is a product commercialization consultant with the Food Development Centre in Portage la Prairie, Manitoba. Nona holds a bachelor of science degree in general science from the University of Manitoba and a degree in chemical and biosciences from Red River College. Her career began in the pharmaceutical industry where she worked in research and development as well as in the field of quality assurance. Nona joined the team at the Food Development Centre in 2007 and has spent the last 17 years helping Manitoba companies create and implement food safety and quality programs.

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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