

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



The Business Pathways Circular will keep you up to date with food industry programs, events and resources.

WHAT'S NEW?

Food Processing Industry Trends 2024: Efficiency, Safety and Innovation

In the past few years, the food industry has experienced significant changes and developments. This article explores the main trends within the food industry in 2024 and helps companies identify how to seize opportunities and meet challenges.

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

FUNDING

Sustainable Canadian Agricultural Partnership

The Sustainable Canadian Agricultural Partnership (Sustainable-CAP) is open for intake in the following program area:

- 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

Essential Skills to Build Your Business

Post long weekend is the perfect time to reset after summer and start setting some goals for your business!

This webinar series for food entrepreneurs is an incredible value starting at just \$50 for five sessions. Don't miss out on the chance to learn from five knowledgeable subject matter specialists! Webinars will run for five consecutive Wednesdays from Sept. 18 to Oct. 16, 2024, from 11:00 a.m. – noon.

Series topics include:

- Sept. 18 Communicating with Confidence
- Sept. 25 Mastering Negotiation
- Oct. 2 How to Build a Thriving Brand
- Oct. 9 Build Relationships & Get into Retail
- Oct. 16 Craft Your Elevator Pitch

Registration deadline is Sept. 13, 2024.

The event will conclude with an **optional** pitch competition with a \$1,500 prize on Nov. 5, 2024.

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

Supply Chain 101

Join World Trade Centre Winnipeg for their Supply Chain 101 webinar on Sept. 24, 2024, for a detailed overview of supply chain fundamentals, with an emphasis on transportation and distribution.

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

Pulse Ingredient Workshop: Addressing Flavour Challenges

Join Manitoba Agriculture and Pulse Canada on Nov. 13, 2024 for a one-day innovation workshop. Pulse ingredient processors, researchers and innovators from across Canada will have the opportunity to explore the many approaches to addressing pulse flavour challenges.

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



Canadian Centre for Food Integrity: Public Trust Summit 2024

The Canadian Centre for Food Integrity (CCFI) mission is to build public trust in Canada's food system. The centre offers information, a speakers' bureau, webinars and programs around public trust. The organization is holding the annual Canadian Public Trust Summit Oct. 23 & 24, 2024 in Toronto.

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

Understanding Per- and Polyfluoroalkyl Substances and its Challenges in Production and Packaging

Join Food and Beverage Manitoba and the Manitoba Environmental Industries Association for their Understanding Per- and Polyfluoroalkyl Substances (PFSA) and its Challenges in Production and Packaging webinar on Sept. 17, 2024, to learn about PFSA and its implications on food and beverage processors.

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

Canadian Institute of Food Science & Technology Manitoba – Public Forum

Canadian Institute of Food Science & Technology (CIFST) Manitoba section is hosting a public forum on Sept. 14, 2024, providing a unique platform for interested public members to discuss the latest developments in food, nutrition, biosystem engineering, and to propose ways of enhancing the Manitoba food, nutrition, and agricultural systems.

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

Farm Credit Canada Food and Beverage Summit

Farm Credit Canada (FCC) is more than agriculture. With over 65 years of experience in the food industry, FCC can work with food processors to grow their companies. For more information on FCC, click [here](#).

This fall, FCC is hosting the Food and Beverage Summit on Oct. 30, 2024 in Winnipeg. Learn from industry experts, network with other entrepreneurs

and make connections to expand your market and grow your business. More details are coming soon.

Risk and Resilience in Supply Chain

Join Supply Chain Canada (SCC) for a one-day virtual event on Sept. 19, 2024, to hear from speakers about strengthening the resiliency of supply chains, competency tools, making optimal supply chain decisions, unrest on supply chain disruptions, and more.

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

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

Setting Your Price for Your Food Product

Manitoba Agriculture has prepared a four-part webinar series on setting prices for your food products. These sessions are meant to assist food processors in determining costs and selling prices of a food business.

- [Part 1 - Setting Your Price for Your Food Product](#)
- [Part 2 - Setting Your Price for Your Food Product](#)
- [Part 3 - Setting Your Price for Your Food Product](#)
- [Part 4 - Setting Your Price for Your Food Product](#)

Tools are available to accompany this series. To request these tools, click [here](#).

Business Benefits Finder - Canada.ca

The Government of Canada's Business Benefit Finder can help you identify grants, loans, tax credits, wage subsidies, superclusters and more.

To access the resource, click [here](#).

SUPPLY CHAIN MANAGEMENT

Canada's State of Trade Report 2024: Supply Chains

Canada's integration in global supply chains fosters productivity in Canadian businesses, diversities, consumer choice, and contributes to lower prices – undeniable benefits that call for ongoing innovation and adaptation as the global environment evolves.

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

FOOD SAFETY CORNER

Guideline for Food Processors (Including Abattoirs) During a Boil Water Advisory

Operators of food processing establishments are responsible for the safety of the water and food products they prepare. In the event of a health hazard involving a contaminated water supply at a food processing establishment, the following actions must be taken:

- Assess the situation.
- Immediately discontinue operation if a safe operation cannot be maintained.
- Contact your Health Officer, or email: foodsafety@gov.mb.ca

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

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

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

In 2023, the General Administration of Customs China's (GACC) Department of Animal and Plant Quarantine (DAPQ) implemented a web-based DAPQ List System for foreign establishments exporting plant-based commodities and animal-based products (not for direct human consumption) to China.

GACC has, until now, been using both offline lists and this web-based DAPQ List System to verify the export eligibility of establishments of the above commodities. GACC has notified Canada that the

web-based DAPQ List System will be officially launched in Sept. 2024. GACC advises that, due to the volume of data conversion in moving to the DAPQ List System, there is the potential for errors and loss of data. Accordingly, GACC has asked Canada to verify the accuracy of establishment information in the DAPQ List System by Sept. 20, 2024.

In light of this request from GACC, all registered Canadian entities are asked to verify and confirm that their currently published information in the DAPQ List System is updated and accurate. Please note that the easiest way to query your company is by overseas official registration number, which was provided to you by MAS or the Canadian Food Inspection Agency (CFIA) upon your company's initial registration.

Should there be any changes or updates to your enterprise information, please send discrepancies/corrections/updates to the MAS at aaqc.mas-sam.aac@agr.gc.ca by no later than Sept. 17, 2024. Once received, MAS will then compile the information and send it to GACC so that the corrections and updates can be made.

Canada-United States-Mexico Agreement (CUSMA) Consultations

The Government of Canada is committed to strengthening and deepening economic and commercial relationships with its North American partners and to ensuring continued North American competitiveness and prosperity. To ensure CUSMA remains up to date in an evolving economic landscape, a review and term extension article was included in the agreement. This article requires the first joint review of CUSMA in 2026.

As the Government of Canada prepares for these discussions, Global Affairs Canada (GAC) is seeking your views and experiences on key areas of CUSMA that are working well and potential areas for improvement.

Consultation deadline: Oct. 31, 2024.

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

Additional information is available in the *Canada Gazette*: [Canada Gazette, Part 1, Volume 158, Number 33: GOVERNMENT NOTICES](#).

MEET YOUR VALUE ADDED BRANCH STAFF



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

Katherine Sawchuk has over 20 years of business and marketing experience working in the food industry and holds a Bachelor of Commerce with Honours degree in

marketing and finance from the Asper School of Business at the University of Manitoba.

Since 2011, she has worked with Manitoba

Agriculture in the Value Added Branch as a Business Development Specialist with a focus on market development and trade. In her current role, she works with Manitoba clients to build their businesses, marketing and export capacity to help accelerate growth in the food and agri-product processing sector in Manitoba.

Kathy's past experience includes providing recruitment and hiring solutions for all levels of personnel within the manufacturing, production, logistics and distribution industries, working as a Program Officer for Manitoba Agriculture's Growing Forward 1 Funding Program, and managing a food service establishment and wholesale bakery.

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, 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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For inquiries or comments on this information circular, contact mbagrifood@gov.mb.ca.
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