

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?

Protein May Be Oats' Next Step

Oat protein could potentially compete with soy, whey, casein and pea protein for a share of the global market.

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

FUNDING PROGRAMS

Sustainable Canadian Agricultural Partnership Food Safety and Traceability Program

The Sustainable Canadian Agricultural Partnership (Sustainable CAP) Food Safety and Traceability Pre-Approved Food Safety & Traceability Equipment Program supports the agri-food sectors to purchase pre-approved common equipment used to monitor and control food safety parameters and to improve traceability systems.

Application intake is open.

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

TRAINING & EVENTS

Funding Manitoba's Agri-food Innovation Ecosystem Webinar

Join Manitoba Agriculture to discover the tools to innovate your agri-food business and make a lasting impact via webinar on February 29. This presentation will feature innovation experts from the Canadian Food Innovation Network, Natural Products Canada and Protein Industries Canada. Learn about current and future funding opportunities and how to best leverage the

innovation ecosystem across the prairies to support sustainable growth in your agri-food business.

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

SIAL Canada 2024

The Manitoba government and World Trade Centre (WTC) Winnipeg are encouraging Manitoba companies to express their interest in being a part of the Manitoba pavilion at SIAL Canada 2024 in Montreal from May 15-17.

To express your interest, click [here](#).

Cultivate Sustainability Conference and Trade Show

Discover the path to a sustainable future! Join Food and Beverage Manitoba at the second Cultivate Food Sustainability Conference and Trade Show on February 6 in Winnipeg at the Victoria Inn to engage with policy makers, learn from industry leaders and partner with businesses that are pioneering innovative and transformative practices.

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

Check out Food and Beverage Manitoba's [Events Calendar](#) to see all the events and training opportunities they have planned for the food processing industry.

Food Venture Boot Camp 2024

Join Food and Beverage Manitoba's Food Venture Boot Camp, a 12-week interactive online program that starts on February 13 and is led by industry experts, chefs and insiders. Through participation in the boot camp, you will gain essential skills to launch your food business, from understanding regulations to creating a solid business plan and perfecting

your pitch.

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

Bioscience Association Manitoba Funding Day

Join Bioscience Association of Manitoba (BAM) for Funding Day 2024, on March 20 in Winnipeg, to identify funding opportunities, develop strategic partnerships and secure resources to grow businesses and further strengthen Manitoba's economy.

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

Check out BAM's [Events Calendar](#) to see all the events and training opportunities planned for the agriculture, health and cleantech biotechnology industries.

Pulse-based Dairy Analogs: Processing, Technology, Nutrition and Commercial Applications Webinar

Dr. Mehmet C. Tulbek will provide an overview of pulse-based dairy analogs, discuss formulation, processing, technology, nutritional and commercial applications of these products via webinar on February 14.

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

Pitching Your Product or Service to Buyers at Reservation Economic Summit Webinar

Join the Trade Commissioner Service (TCS) via webinar on February 8 to gain valuable insights on how to do business in the United States.

To register, click [here](#).

Exploring Opportunities in Mexico's Booming Agri-Food Sector Webinars

The Embassy of Canada in Mexico and Canadian Trade Commissioner Service (TCS) are hosting two webinars to Canadian companies interested in exploring opportunities and expanding their footprint in the Mexican agri-food sector.

Webinars are:

- [Overview of the agri-food sector in](#)

[Mexico](#) (February 13).

- [Retail sector: Main players and overview of food labelling requirements in Mexico](#) (February 20).

For more information, click on the webinar links above.

Building Win-Win Distributor Relationships

Developing a good relationship with a distributor is essential when taking your product to shelves.

Join Carly Minish-Wytinck, president and founder of Smak Dab Foods and Peter Chapman, retail marketing expert and partner at SKUFood, for a deep dive into everything you need to build solid distributor relationships via webinar on February 15.

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

Venture-Capital Ready – Investment Training for Women Entrepreneurs

Venture-Capital Ready is a free investment training program designed for market-tested businesses. It aims to ensure that entrepreneurs are prepared and confident to enter the investment process.

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

Canadian Food Exporters Association

Check out Canadian Food Exporters Association's (CFEA) [Events Calendar](#) to see all the export event opportunities they have planned for the Canadian food and beverage industry.

RESOURCES

Establishing a Food Safety Training Program in Food Processing Facilities

Employee training is essential when implementing a food safety program. A training program must ensure that employees understand and follow your company's policies and procedures.

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

Agriculture and Agri-Food International Market

Research Reports

Foresight and Analysis provides an overview of the Agriculture and Agri-food trade manufacturing industry in Manitoba and its impact in the provincial economy.

International market research reports for the agri-food sector are available [here](#).

Get Your Food and Agri-Product Processing Facility Listed

Manitoba Agriculture hosts three Service Finder Apps to help food businesses identify processing, warehousing, transportation and/or distribution service within Manitoba based on their unique needs:

- [Commercial Community Kitchens for Rent App](#)
- [Co-Packer Service Finder App](#)
- [Food & Bio-Product Warehousing & Distribution Service Finder App](#)

Help us grow the list!

Contact mbagrifood@gov.mb.ca to have your commercial kitchen, co-packing, warehouse, transportation or distribution company added to the list.

MARKET ACCESS SECRETARIATE FOOD INDUSTRY UPDATES

Changes to Hong Kong's Meat Import Protocol

The Market Access Secretariat (MAS) would like to inform establishments involved in the export of meat products (beef, mutton, pork and poultry) to Hong Kong of a change in import protocol.

Canadian slaughterhouses, cutting plants, processing plants and cold storage establishments involved in the export of beef, mutton, pork or poultry products to Hong Kong will now need to be approved by the Canadian Food

Inspection Agency (CFIA) and the Centre for Food Safety (CFS). The new import protocol will be effective as of July 1.

All [federally registered](#) Canadian slaughterhouses, cutting plants, processing plants and cold storage establishments, as of December 31, 2023, have already been approved by the Hong Kong's Centre for Food Safety (CFS) to export beef, mutton, pork, and poultry products to Hong Kong. No action is required on the part of these establishments.

DID YOU KNOW?

Food Importers: You Need a Safe Food for Canadians Licence

If you are importing manufactured foods into Canada, then you need a Safe Food for Canadians (SFC) licence.

Starting February 12, 2024, all imported manufactured foods being imported into Canada must have a SFC licence and will be automatically checked at the border.

Without a valid SFC licence, shipments will be denied entry into Canada.

For more information, click [here](#)

2024 Dragons' Den – Season 19

Dragons Den, a reality television program where entrepreneurs pitch their business ideas to a panel of venture capitalists in the hope of securing investment financing from them, is calling Canadian businesses to apply to pitch their business concept. Auditions for the show will begin in February.

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

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