

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?

From Ports to Productivity: What the Federal Budget 2025 Means for Manitoba

The Government of Canada tabled its 2025 Federal Budget, outlining measures aimed at addressing productivity, competitiveness, and long-term economic growth. For Manitoba, the key question is how these national commitments will translate into tangible, regional opportunities.

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

FUNDING AND PROGRAMS

Sustainable Canadian Agricultural Partnership Market Development Program

The Sustainable Canadian Agricultural Partnership (Sustainable-CAP) Market Development program intake is now open. The program is designed to advance the agriculture, agri-food and agri-product sector's innovation and business capacity to enter new markets, maintain existing markets and capture emerging market opportunities.

To learn more about the program and how to fill out the Application and Budget Worksheets, click on the following webinar links:

- [Program Overview](#) (webinar)
- [Guidance for Completing Your Application](#) (webinar)
- [Program information and application](#)

Sustainable-CAP Agri-Innovate Program

The Sustainable-CAP Agri-Innovate Program provides repayable contributions to incentivize targeted commercialization, demonstration and/or

adoption of commercial-ready innovative technologies and processes that increase agricultural and agri-food sector competitiveness and sustainability benefits.

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

Prairies Economic Development Canada Regional Tariff Response Initiative

The Prairies Economic Development Canada (PrairiesCan) Regional Tariff Response Initiative (RTRI) has been launched to help Canadian businesses adapt, grow, and build resilience in a shifting trade landscape.

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

Leak Assessment and Repair Program

Efficiency Manitoba recently introduced the Leak Assessment and Repair Program, designed to help your facility save energy and money.

Finding and fixing leaks ensures your systems are operating as efficiently as possible. A comprehensive assessment of your compressed air and steam systems will identify leaks and provide you with potential energy savings associated with repairs.

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

TRAINING & EVENTS

Inside Franchising: Strategy, Scaling & Success

Franchising can be a powerful pathway to growth, but behind every thriving franchise is a strategy built on operational excellence, leadership and adaptability. A value-packed recorded webinar featuring Gurakash (Kash) Jassal, multi-location franchise owner of OPA! of Greece Saskatoon.

For more information, 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](#)

FEATURED RESOURCES

How Sustainability Can Improve Market Access

Sustainability is shaping the future of food companies. From sourcing eco-friendly ingredients and packaging, to reducing waste and improving transparency, sustainable practices can boost market access and meet growing consumer demand. In fact, 70 per cent of Canadians look for environmentally sustainable food – and most rely on labels to identify it. Your label isn't just about compliance – it's a powerful marketing tool.

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

For more Value Added Branch Resources, click [here](#).

Your Guide to Creating an Export Plan. Introducing World Trade Centre (WTC) new Export Plan Template.

Build a clear, actionable roadmap for your business with expert guidance every step of the way. WTCW trade advisors are here to walk you through the process, answer your questions, and help you turn your export goals into reality.

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

FOOD SAFETY

Handling Rework in the Food Industry

Rework refers to unincorporated food products that are retained for future use or reprocessing. To ensure

food safety, rework materials must be clearly labeled, properly stored, and used within safe timeframes.

Learn best practices for handling rework by visiting:

[Province of Manitoba | agriculture - Handling Rework in the Food Industry](#)

Regulatory Amendments Relating to Fresh Fruits and Vegetables

For fresh fruits and vegetables, the Canadian Food Inspection Agency (CFIA) has made the following changes to the Safe Food for Canadians Regulations:

- removed overly prescriptive labelling requirements
- removed mandatory grading requirements for produce destined for manufacturing, processing or preserving
- transferred responsibility of certain grade requirements to the Fruit and Vegetable Dispute Resolution Corporation
- updated grade requirements

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

TRADE SHOWS AND MISSIONS

Food & Hospitality Asia (FHA) 2026 – Pavilion, Space Opportunity

AAFC is hosting a Canadian pavilion at Food & Hospitality Asia (FHA). FHA is one of AAFC's flagship trade shows. FHA is the leading food, beverage and hospitality event in South East Asia. FHA will take place in Singapore from April 21 to 24, 2026.

Registration for FHA trade show will be launched on Wednesday, Nov. 12 at noon (EST) and will be on a first-come, first-served basis.

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

2026 Gulfood Trade Show – Visitor Program

The Canadian Food Exporters Association (CFEA), in partnership with the Ontario Ministry of Agriculture, Food and Agribusiness, is inviting Canadian agri-food companies to participate in a visitor program to the Gulfood Show from Jan. 26 – 30, 2026 in Dubai, United Arab Emirates.

For more information, click [here](#)

Canada Trade Mission to Mexico

Canada's Trade Commissioner Service (TCS) is recruiting a Canadian business delegation to join the Honourable Dominic LeBlanc, Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy for a Canada Trade Mission (CTM) from Feb. 15 – 20, 2026 in Mexico.

This trade mission will help Canadian exporters and innovators position themselves in the Mexican market by showcasing their capabilities and competitiveness while facilitating trade diversification and investment opportunities.

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

Bakery Showcase – Trade Show & Conference

The Bakery Showcase Trade Show and Conference, May 3–4, 2026 in Toronto, is Canada's national baking industry event, attracting thousands of industry professionals from the bakery, grocery and food service sectors across the country. Companies meet to learn about the latest innovations, participate in demonstrations and educational sessions, and network.

For more information, click [here](#)

TRADE

Navigating Trade Disruption: A Guide for Canadian Agribusinesses and Food Processors

The rules of cross-border trade have changed dramatically, and Canadian food and beverage manufacturers are facing the most volatile trade environment in nearly a century.

Tariffs are being used in the U.S. to protect domestic industries from perceived unfair trade practices, reduce trade deficits, generate revenue, and as leverage for trade negotiations. The impact of tariff walls, retaliatory measures, and protectionism is especially pronounced for companies in the Canadian agriculture and agri-food industry. For many Canadian food companies, easy access to the U.S. market is over, and a quick return to low U.S. tariffs seems increasingly unlikely.

The stakes are too high for a wait-and-see approach. Here's what Canadian food and beverage manufacturers need to know:

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

Tariff Toolkit

The Startup Canada Tariff Toolkit is designed to support companies in navigating the complexities of tariffs and their impact on Canadian businesses. It provides a comprehensive collection of national and regional support, events, and information on funding, tariff regulations, strategies for mitigating risks, and tips for further international expansion.

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

Eighth Canada–EU CETA Committee on Agriculture and CETA Agriculture Dialogue

The 8th Canada–EU CETA Committee on Agriculture and CETA Agriculture Dialogue will take place on Dec. 3–4, 2025, in Ottawa.

The CETA Agriculture Committee and Dialogue, established under the Canada–European Union Comprehensive Economic and Trade Agreement (CETA), serves as the key annual CETA mechanism for both sides to discuss matters related to Canada and the EU's respective agriculture sectors. They provide an opportunity to exchange information, address issues affecting bilateral agri-food trade, and advance collaboration and information-sharing on topics of mutual interest.

For last year's report (2024), please visit the following link: [Meeting of the 7th Committee on agriculture and of the Canada-EU Agriculture Dialogue - 13 November 2024](#)

As preparations for the upcoming session begin, we invite your input. Please write to the Market Access Secretariat aa.fc.mas.sam.aac@agr.gc.ca if you wish to share your views, identify issues of interest, or propose items you believe should be included on the agenda. Your perspectives help ensure that Canada's priorities reflect the interests of our agriculture and agri-food sector.

DID YOU KNOW?

Beyond Compliance: How Smart Hygiene Protects Food Processors' Reputation and Profits

Every food processor knows that a single recall can jeopardize not only revenue, but also reputation, consumer trust, and long-term business success. While the costs of a recall are well documented, the true price is often paid in lost confidence and future opportunities.

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

Canadian Organic Alliance Releases Organic Action Plan

The Canadian Organic Alliance, which includes a number of organic associations, has released an action plan. The plan calls on governments to adopt a coordinated strategy to unlock Canada's organic sector's growth potential, strengthen competitiveness, and build a resilient domestic supply chain that can meet rising consumer demand.

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

Grocery Store to Anchor Retail Portion of Water Tower District Project in Winnipeg

Winnipeg developer Shindico Realty Inc. has acquired 14.34 acres of the Water Tower District project to develop a retail component, and a grocery store will be the anchor tenant.

The former meat plant in St. Boniface was demolished in 2001 and had remained vacant. The new retail development will include restaurants, drive-thru enterprises, and a 30,000 to 40,000 sq. ft, grocery store.

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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Circular Volume 3 Issue 11 – November 2025