

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?

Exciting Supply Chain Management Program

Wouldn't it be great to hire a skilled supply chain management (SCM) professional to generate cost savings? A hire that would easily cover their cost and provide a strong return on investment (ROI) by tackling waste, inventory, freight, and procurement costs, while also providing crucial risk management and supporting growth?

Manitoba Agriculture's Value Added Branch is launching an innovative pilot program offering food and beverage companies affordable access to expert supply chain professionals. Through on-site assessments, customized strategies, and hands-on implementation support, participating companies will be empowered to build more resilient, productive, and sustainable supply chains – reducing costs, and preparing for future disruptions and opportunities. This is a valuable opportunity to future-proof your operations and gain a competitive edge in an ever-changing market. Contact mbagrifood@gov.mb.ca to learn more!

CFIA Notice to Industry – Inspection of Manufactured Foods

The Canadian Food Inspection Agency (CFIA) is conducting inspections of Safe Food for Canadians (SFC) license holders who prepare manufactured foods. These inspections are to verify that license holders are meeting all applicable requirements. If you hold an SFC license, you are responsible to:

- implement preventive controls
- have a written Preventive Control Plan (PCP)
- keep your PCP up-to-date
- ensure your license reflects your current business activities

For more information on PCP's, click [here](#).
To prepare for inspection, click [here](#).

Nutrition Warning Labels Are Hitting Shelves Near You – Earlier Than Expected

Health Canada's new front-of-package (FOP) nutrition warning labels are beginning to appear on store shelves, six months ahead of the food industry's deadline.

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

CETA and Canada-U.K. Free Trade Agreements Open Doors to Europe

With global markets under pressure and diversification top of mind for Canadian exporters, many are giving Europe a fresh look. Learn how two major free trade agreements – the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and the Canada–United Kingdom Trade Continuity Agreement (Canada-UK TCA) are shaping Canada's market presence in Europe, and what that means for Canadian companies.

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

FUNDING

Sustainable Canadian Agricultural Partnership - Agri-Processing Productivity Improvement Program

Agri-processors can now apply for funding to boost productivity through scale-up; automation; and bottleneck and waste reduction. Eligible applicants include agri-food and agri-product processors, and primary producers transforming raw commodities into value-added goods. Intake is open until **August 31, 2025**.

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

Come to Market Program

Farmers' Markets are a great avenue to test market your food product. Community Futures has launched a new Come to Market Program designed to help you get started. The program provides a free sponsored booth at select markets, training, and the tools you need to sell your products and grow your business in a supportive space.

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

Export Development Program (EDP)

Business, Mining, Trade and Job Creation's (BMTJC) EDP helps small and medium-sized enterprises (SMEs) export and diversify markets for their products outside of MB by participating in trade shows or trade missions to assess and/or initiate business.

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

Innovation Booster Program (IBP)

Canadian Food Innovation Network's (CFIN) IBP is designed to provide flexible and rapid support to SMEs to address food innovation challenges or technical hurdles that have created barriers for achieving their commercialization goals.

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

TRAINING & EVENTS

Getting Into Retail Training Series

Manitoba Agriculture's Value Added Branch has launched a six-part video series to prepare you for conversations with retailers to get your food products listed. Check out the videos on our Food Business Pathways playlist.

To view the training videos, click [here](#).

Understanding Canada's Front-of-Packaging Nutrition Symbol Webinar

The new FOP nutrition symbol labelling is now required for packaged foods containing saturated fat, sugars, and/or sodium at, or above, specified thresholds. The nutrition symbol labelling has been in

effect since July 20, 2022, and the transition period will end on Jan. 1, 2026.

Join us for a webinar on July 21, 2025, to hear insights into the key elements of the FOP nutrition symbol labelling and what it means for food manufacturers.

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

Canada – U.S. Leadership in a Shifting Global Order

With the growing complexity of global relations, Canadian businesses are facing new challenges and opportunities. The U.S. Ambassador to Canada, Pete Hoekstra, will explore The Canada-U.S. Leadership in a Shifting Global Order at a special event presented by the Winnipeg Chamber of Commerce and sponsored by the Manitoba Chambers of Commerce.

The discussion with the ambassador on July 29, 2025, at the Winnipeg Art Gallery, will offer valuable insight into how these global dynamics are impacting business competitiveness, supply chains, and future policy directions.

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

Pulse & Special Crops Convention 2025

Canadian Pulse and Special Crops Trade Association is hosting The Pulse & Special Crops Convention which brings together hundreds of buyers, sellers, and service providers to nurture and build relationships that drive global market growth. The convention will be held Sept. 9-11, 2025, in Whistler, B.C.

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

FITTskills for Manitoba Powered by World Trade Centre Winnipeg

Two upcoming FITTskills courses offered through FITTskills for Manitoba and World Trade Centre Winnipeg. These two courses are designed to provide practical skills and knowledge to help grow your business globally.

Course 1:

- Feasibility of International Trade — Assess the viability of new business opportunities by weighing benefits, risks, and costs.
- Dates: Sept. 18 – Oct. 9, 2025 (four sessions)

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

Course 2:

- Global Value Chain — Learn how to manage your supply chain and logistics to reduce risk, cut costs, and improve efficiency across your global value chain.
- Dates: Oct. 14 – Nov. 4, 2025 (four sessions)

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

Thew Allgemeine Nahrungs-und Genussmittel-Ausstellung (ANUGA) 2025

AAFC is hosting a Canadian pavilion at [ANUGA](#), the largest food and beverage fair in the world, from Oct. 4 - 8, 2025 in Cologne, Germany.

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](#)

RESOURCES

Learn How to Leverage CETA for Growth in the EU Market

Trade Commissioner Service (TCS) hosted a webinar focused on unlocking new export opportunities in Europe through the Comprehensive Economic and Trade Agreement (CETA). This session provides valuable insights for Canadian businesses aiming to diversify their markets and boost exports to Europe by leveraging the advantages of CETA.

To watch the CETA webinar, click [here](#).

Efficiency Manitoba – Helping Industrial Business Save Energy & Money

Efficiency Manitoba supports industrial businesses across the province with expert advice and financial incentives that reduce energy use, lower operating costs, and improve productivity.

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

FOOD SAFETY

What is Biofilm in the Food Processing Industry?

Biofilm (a bacterial film) is a mixture of different microorganisms that are held together and protected by glue-like materials (carbohydrates). The glue-like material that microorganisms secrete allows them to attach themselves to surfaces. In food production areas, biofilm is a sign that sanitation procedures are inadequate and can become the potential root cause of reduced shelf life and pathogenic contamination of food products.

To learn more about testing for, removing and the conditions that create biofilm in food processing facilities, click [here](#).

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

USDA Agricultural Marketing Service – National Organic Program (NOP) Enforcement Update

The U.S. Department of Agriculture's (USDA) Strengthening Organic Enforcement (SOE) final rule requires that importers of organic products into the U.S. must be certified under the USDA organic regulations by a USDA-accredited certifier. This includes operations physically located outside of the U.S. that are acting as the importer of record for such shipments, regardless of any other certifications they hold for other organic activities.

For Action, CIFER Registration Renewal Window Opening on July 1, 2025

This message is a reminder to companies (manufacturers, processors, storage facilities) whose products are exported to China, and are registered in the China Import Food Enterprise Registration (CIFER)

system, which is administered by the General Administration of Customs China (GACC). Please note that there are currently many registrations in the system under the following product categories that will be expiring on Jan. 1, 2026:

- edible oil and oilseeds
- plant spices
- grain milling industrial products and malt
- grain products and other products

To maintain your eligibility to export these products to China, you must log in to your account and submit an Application for Extension.

DID YOU KNOW?

How Can AI Help Your Business

From automating data entry tasks to improving inventory management and creating marketing content, AI can become a powerful tool for your business. It can help reduce costs, increase efficiency and improve employee and client satisfaction.

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

How To Keep Track of Costs to Get Your Business Online

You know you need to get your business online ASAP, but how much will it cost? First, you need to decide which features and services you want to provide online.

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 6 – July 2025