

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?

### Using Product of Canada and Other Origin Claims

The Canadian Food Inspection Agency (CFIA) has updated the notice to industry about the importance of accurately using Product of Canada, Made in Canada and other origin claims. A new section was added about the use of the maple leaf online and on retail shelves. Revisions were also made to note an increase in complaints related to inaccurate origin claims on bulk produce in grocery stores.

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

### You Matter to Manitoba – Build Your Career in Manitoba's Agriculture Sector

The Industry Development Branch of Manitoba Agriculture is pleased to share its latest video – You Matter to Manitoba – Build Your Career in Manitoba's Agriculture Sector – highlighting career opportunities in the province's agriculture and agri-food sector.

Manitoba's agriculture and agri-food industry is dynamic, resilient, and full of opportunity. The video showcases diverse career paths available across the industry – from production and food processing to agri-tech, animal care, research, and sustainability. It emphasizes the essential role of skilled, passionate individuals in supporting Manitoba's resilient agricultural workforce. This resource is intended to inspire career exploration and workforce development in one of Manitoba's most vital industries. Watch the video [here](#) and help spread the message!

### Breaking Down Barriers: The Importance of Interprovincial Trade

Internal trade in Canada should be our greatest strength — yet for many businesses, it's a bureaucratic maze of red tape and regulation. Our latest *MBiz Magazine* feature takes a hard look at the

barriers holding back interprovincial trade and the bold steps Manitoba is taking to break them down.

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

### Small Scale Food Processor Association (SSFPA) – Interprovincial Trade Survey

The Small Scale Food Processor Association (SSFPA) is collecting input from small-scale food manufacturers across Canada. The survey responses will help strengthen the case for interprovincial trade access, based on compliance with existing provincial regulations.

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

## FUNDING AND PROGRAMS

### 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 a pilot program providing food and beverage companies affordable access to expert supply chain support to build resilient, productive, and sustainable operations. Contact [Mbagrifood@gov.mb.ca](mailto:Mbagrifood@gov.mb.ca) to learn more.

### 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](#).

### Student Work Placement Program

BioTalent Canada's Student Work Placement Program (SWPP) opens for Fall 2025 applications on Aug. 5. This national wage subsidy program helps employers in biotechnology and healthcare-related sectors hire students by covering up to \$7,000 per placement.

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

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## TRAINING & EVENTS

### Missed TCS CETA and CUSMA webinars? Learn How to Leverage CETA for Growth in the EU Market and Learn How to Work with U.S. Customs Brokers

The Trade Commissioner Service (TCS) hosted two webinars, one focused on unlocking new export opportunities in Europe through the Comprehensive Economic and Trade Agreement (CETA) and the other one called Best Practices for U.S. Exports – Leveraging CUSMA & Working with a U.S. Customs Broker. Both webinars are tailored to Canadian exporters.

To watch the webinars, click [CETA](#) and [CUSMA](#).

### FITTskills for Manitoba Powered by World Trade Centre Winnipeg

There are two upcoming FITTskills courses being 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](#).

### Manitoba Women in Agriculture & Food 2025 Summit

Manitoba Women in Agriculture & Food 2025 Summit will be held at the Caboto Centre, 1055 Wilkes Ave, Winnipeg, on Oct. 9, 2025, from 9:30 a.m. to 4:30 p.m. with keynote speaker, Jill Verwey, President of Keystone Agricultural Producers. Connect with industry peers, learn about women's roles and potential in the ag & food sector, build relationships that empower your business or career for success. Networking sessions, panel discussions, table talks. Lunch and free parking are included.

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

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### 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](#)

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## RESOURCES

### Manitoba Market Research

Exploring new markets is key to strengthening Manitoba's canola oil industry. With nearly 90 per cent of Manitoba's canola oil exports currently going to the U.S., the province faces risks from overreliance on a single market. Strategic market research helps identify alternative destinations, assess global demand, and guide diversification efforts. The latest report, [Alternative Markets for Manitoba Canola Oil Beyond the United States](#), provides in-depth analysis of trade

flows, emerging opportunities in countries like Mexico and South Korea. This research supports informed decision-making and long-term resilience for Manitoba's agri-food sector. Previous international market research reports are also available for reference [here](#).

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## FOOD SAFETY

### Food Safety Inspection Statistics

Manitoba Agriculture health officers play an important role in ensuring the safety of all food that is processed and distributed from provincially permitted facilities within Manitoba. Manitoba Agriculture has an interactive statistics page that highlights the number of inspections completed, the number of violations, the top five food safety violations and escalating enforcement. To learn more, visit: [Province of Manitoba | agriculture - Inspection Statistics \(gov.mb.ca\)](https://gov.mb.ca/agriculture/inspection-statistics). Also, Manitoba's Meat Hygiene Inspection Program at provincial abattoirs contributes to the surveillance of key food safety, animal health and animal welfare issues in provincial livestock and poultry populations. All animals and carcasses at provincial abattoirs are inspected and documented, including reasons why a live animal, whole carcass or parts of a carcass are considered unfit for human consumption. To learn more about current statistics, visit: [Province of Manitoba | agriculture - Provincial Condemnation Rates \(gov.mb.ca\)](https://gov.mb.ca/agriculture/provincial-condemnation-rates).

### Canadian Food Inspection Agency Starts Inspecting Manufacturing Plants

The CFIA is conducting inspections of Safe Food for Canadians (SFC) licence holders that prepare manufactured foods. These inspections are being conducted to verify that licence holders are meeting the applicable requirements under the Safe Food for Canadians Regulations (SFCR).

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

### Update on Import of Raw Milk Cheese from Countries Impacted by Lumpy Skin Disease

The CFIA has imposed restrictions on cheese made from unpasteurized milk of cattle and water buffalo imported from France, Italy, and Switzerland, due to outbreaks of Lumpy Skin Disease (LSD). Please see

the CFIA website for restriction dates [Lumpy skin disease – Countries that Canada recognizes as being free from the disease](#).

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## MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

### (De Minimis) Shipments of Products Regulated by the U.S. FDA

On July 9, 2025, the U.S. Customs and Border Protection (CBP) issued notification [CSMS #65581188 – Section 321 \(De Minimis\) Shipments of Products Regulated by the U.S. Food and Drug Administration \(FDA\)](#).

The CBP is changing how certain FDA-regulated products imported under the de minimis exemption would now be treated. Prior Notice (PN) requirements must still be met on all food and feed shipments, regardless of value or quantity; unless otherwise exempt from PN requirements.

Additional resources and contact information for U.S. CBP can be found in the attached link. Should you have any questions related to this notification or general importing operations it is suggested you or your importers contact: [Imports@fda.hhs.gov](mailto:Imports@fda.hhs.gov).

### Proposal to Revoke 52 U.S. Food Standards

The Market Access Secretariat at Agriculture and Agri-Food Canada would like to inform you of a recent regulatory development in the U.S. that could be of interest to the sector.

On July 16, 2025, the U.S. Food and Drug Administration (FDA) announced it is proposing to revoke 52 food standards after concluding they are "obsolete and unnecessary." This includes:

- a proposed rule to revoke standards for 11 types of canned fruits and vegetables that are no longer sold in U.S. grocery stores, including seven standards for fruit artificially sweetened with saccharine and sodium saccharine; FDA deadline to file either electronic or written comments is 11:59 p.m. EDT on Aug. 18, 2025 ([Docket](#)).
- a proposed rule to revoke standards for 18 types of dairy products, including certain milk and cream products, cheeses and related

cheese products, and frozen desserts; FDA deadline to file either electronic or written comments is 11:59 p.m. EDT on Sept. 15, 2025

([Docket](#)).

- a proposed rule to revoke standards for 23 types of food products, including bakery products, macaroni and noodle products, canned fruit juices, fish and shellfish, and food dressings and flavorings; FDA deadline to file either electronic or written comments is 11:59 p.m. EDT on Sept. 15, 2025 ([Docket](#)).

A more detailed list of standards affected can be found [here](#).

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## DID YOU KNOW?

### University of Manitoba Appoints Dr. Filiz Koksel as Manitoba Strategic Research Chair in Sustainable Protein

The University of Manitoba is pleased to welcome Dr. Filiz Koksel as the new Manitoba Strategic Research Chair in Sustainable Protein, a role that continues to advance sustainable agri-food innovation and leadership in plant and animal protein research and innovation.

Dr Koksel's current work focuses on developing novel, environmentally friendly protein ingredients from crops such as peas, soybeans, faba beans, and hemp. Her research also explores adding value to food industry co- and by-products, transforming

waste from sectors such as brewing, oilseed processing, and meat processing into high-value ingredients for both human and pet food.

Looking ahead, Dr. Koksel will expand her research into hybrid protein products that combine plant and animal proteins, as well as innovative uses for dairy proteins. These efforts will contribute to Manitoba's circular economy and reinforce the province's role as a hub for sustainable agri-food innovation.

Read the full news release [here](#).

### Canadian Beef Gets Access to the Australian Market Once Again

Canadian beef and beef products regained access to Australia, a key Indo-Pacific market for the first time since 2003. In 2003, Australia imposed import restrictions on Canadian beef, following the discovery of Canada's first domestic case of bovine spongiform encephalopathy (BSE).

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

### Manitoba Food Processors Granted \$6M to Modernize Facilities

The governments of Canada and Manitoba are investing more than \$6 million to help modernize food processing facilities and increase food production capacity across Manitoba, under the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

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

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*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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