

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?

Manitoba's Food Development Centre (FDC) Virtual Tour – Take a behind-the-scenes look at FDC

Nestled in the heart of Canada's prairie landscape, the Food Development Centre is a trusted leader in food research and development. With over 45 years of experience, FDC is recognized worldwide for its expertise. FDC is pleased to launch a new website and suite of videos, showcasing its R & D capabilities.

Check it out at: www.manitoba.ca/fdctour.

Prime Minister Mark Carney Announces New Partnership with Mexico to Elevate Ties Across Trade, Energy, and Security

Prime Minister, Mark Carney, alongside the President of Mexico, Claudia Sheinbaum, launched a new Comprehensive Strategic Partnership to deepen ties between our countries and make North America the most competitive, dynamic, and resilient economic region in the world.

Key areas of co-operation include:

- Prioritizing the development of long-term infrastructure, including ports, rail, and energy corridors
- Creating a new bilateral security dialogue to disrupt transnational organized crime, drug trafficking, human trafficking, money laundering, and cybercrime
- Building more opportunities for trade and investment – from energy and infrastructure to critical minerals and agriculture
- Reinforcing climate and conservation co-operation to protect wildlife and freshwater systems

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

Regional Tariff Response Initiative (RTRI) in the Prairie Provinces

A new Regional Tariff Response Initiative has been launched. To be eligible for the initiative, applicants must show that at least 25 per cent of their sales are in impacted markets or demonstrate they (or the businesses they support) have been directly affected by ongoing trade disruptions, including new U.S. and China tariffs or Canadian countermeasures.

Intake is open for a limited time:

- Apply any time before Dec. 31, 2027, or until all funding is used.
- Review eligibility criteria and apply as early as possible.
- All projects must be completed by March 31, 2028.

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

Port of Churchill Named as Priority Project for Canada

The federal government's new Major Projects Office has listed the Port of Churchill as a strategic project. A revitalized, four-season northern trade gateway would strengthen supply chains, expand market access, and drive growth in Manitoba and across Canada. The inclusion of Churchill signals a stronger role for Manitoba in building Canada's future supply chains and market access.

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

FUNDING AND PROGRAMS

Funding Opportunity: SCAP Capital Infrastructure and Investments Program

The intake for the Capital Infrastructure and Investments program will be closing Oct. 9, 2025, at 11:59 p.m. This program helps Manitoba's agri-food and agri-product processors, primary producers, and Indigenous organizations invest in modernization, capacity building, and sustainable growth. Eligible projects may include new technologies, quality systems, streamlined operations, or co-packing opportunities. With up to \$2.5 million in funding support, now is the time to strengthen your competitive edge. Apply today to build your future growth.

To learn more, or to apply, click [here](#).

Unlocking Manitoba's Green Advantage: A Pathway to Sustainable Growth

The Manitoba Green Advantage Project is a bold, forward-looking initiative that positions our province at the forefront of Canada's transition to a low-carbon, sustainable economy. Led by the Manitoba Chambers of Commerce, this project is designed to identify, promote, and strengthen Manitoba's competitive edge in clean energy, sustainable industries, and climate-friendly innovation.

BDC Small Business Loan

Quickly access the funds you need to smoothly manage daily operations or launch new projects with maximum flexibility.

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

TRAINING & EVENTS

Innovations in Packaging for a Greener Future

Manitoba Agriculture and Food and Beverage Manitoba are hosting a one-day workshop on Tues., Oct. 21, 2025, around food and beverage packaging. Learn what's new in sustainable packaging, how it can improve your product's performance, and other exciting innovations. Registration deadline, Thursday, Oct. 16, 2025.

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. featuring keynote speaker Jill Verwey, president of Keystone Agricultural Producers. Connect with industry peers, listen to engaging panel discussions, network and more.

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

RCFTR Food Technology and Research Day

The Richardson Centre for Food Technology and Research, University of Manitoba, is hosting a one-day stakeholder event on Thurs., Nov. 13, 2025, open to all industry professionals. The event will feature speakers from industry and academia on food ingredient testing, processing and applications.

To register, click [here](#).

Winter FancyFaire*

The Canadian Food Exporters Association is inviting Canadian specialty food and beverage companies to exhibit at [Winter FancyFaire* | Specialty Food Association](#) in San Diego, CA from Jan. 11-13, 2026.

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

Gulfood Show 2026

The Canadian Food Exporters Association in partnership with Ontario Ministry of Agriculture, Food and Agribusiness is inviting Canadian agri-food companies to participate in a visitor program to the Gulfood Show taking place in Dubai, UAE from Jan 26-30, 2026.

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

FOODEX Japan 2026

Foodex Japan is the largest food and beverage show in Asia and is a vital industry event for buyers from Japan, Korea, China and Taiwan. In 2025, the show attracted 3,300 exhibitors from 50 countries and regions and 80,000 professional visitors. This year's

show will take place from March 10-13, 2026 in Tokyo, Japan.

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

Alimentaria Barcelona

The Canadian Food Exporters Association is inviting Canadian agri-food companies to exhibit at [Alimentaria](#), the biggest food, drink, and gastronomy fair in Spain from March 23-26, 2026, in Barcelona.

For more information, and to register, 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

Value Added Branch Resources

Food Business Pathways

The Value Added Branch has been actively expanding its on-demand video content on the MB Agriculture YouTube Food Business Pathways playlist.

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

Retail Ready Video Series: What you Need to Sell your Food Product to Retail

Check out the six-part video series designed to prepare you for conversations with retailers to get your food products on the shelf – from pricing to creating a sell sheet and pitching your product.

- [Eleven Things You Need to Sell Your Food Products to Grocery Stores](#)

- [Insider Secrets to setting Retail and Wholesale Prices for Selling to Grocery Stores](#)
- [How to Make a Sell Sheet for Pitching Your Food Products to Grocery Stores](#)
- [What is a Promotion Plan and How You Can Use This to Get Listings and Build Your Sales](#)
- [What to Say When a Food Buyer Tells you "No" and Tips to Make a Successful Sales Pitch](#)
- [New Front-of-Package Labelling Requirements in Canada - What You Need to Know](#)

Interprovincial Trade Video Series

Is your food company preparing for more market diversification within Canada? Watch this on-demand series to help you expand your markets within Canada.

- [How BDC can Support Your Market Expansion Plan](#)
- [Guide to Developing a Preventive Control Plan](#)
- [How to Develop a Pricing and Promotional Strategy to Drive Sales Velocity on Retail Store Shelves](#)
- [Logistics and Fulfillment Within Canada](#)

Japan Pork Market Research

Japan is a key market for Manitoba's pork exports, with strong demand and shifting consumer preferences. The new report, [Pork Market in Japan](#), highlights trends in frozen and processed pork, trade flows, and Manitoba's competitive position. 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](#).

FOOD SAFETY

Pest Control in Food Processing Facilities: Prepare for Cold Weather

As temperatures drop, rodents and other pests begin seeking warm shelter. Now is the time to inspect and strengthen your pest control program. Ensure all gaps, cracks, and crevices are sealed to prevent entry. Reinforce good housekeeping and sanitation practices to eliminate attractants and hiding spots. A proactive approach can prevent costly infestations later. Learn more about pest control: [Province of Manitoba | agriculture - Pest Control](#)

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

Reminder – European Union's Deforestation Regulation (EUDR)

This message is a reminder that the European Union's Deforestation Regulation (EUDR) will take effect on Dec. 30, 2025. The regulation applies to several agri-food commodities, including cattle, soy, cocoa, and coffee, as well as products derived from these.

For Canadian exporters who intend to continue serving the EU market, this means working closely with your EU importers to ensure the necessary compliance steps are in place before the deadline. The regulation requires that products entering the EU are:

- Verified as produced on land that has not been deforested after Dec. 31, 2020,
- Legally produced in the country of origin, and
- Covered by a due diligence statement filed by the EU importer

Draft GCC Regulation on Contaminants and Toxins in Food

The Gulf Cooperation Council countries (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates) and Yemen have notified the WTO a new draft regulation related to contaminants and toxins in food (see attachment). The official text of the draft requirements are available in both Arabic and English here:

- https://members.wto.org/crnattachments/2025/TBT/SAU/25_05082_00_e.pdf
- https://members.wto.org/crnattachments/2025/TBT/SAU/25_05082_00_x.pdf

The proposed requirements applies to maximum limits for contaminants and toxic substances in food and is limited to maximum limits for naturally occurring contaminants and toxic substances in food.

The dates of adoption, publication and entry into force of the measure are still to be determined.

DID YOU KNOW?

Bank of Canada Lowers Interest Rate

The Bank of Canada lowered its key interest rate to 2.5 per cent, marking its first cut since March.

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

Canada's Labour Market Hits a Speed Bump

Trade relations between Canada and the U.S. continue to be tense, and much uncertainty remains. That's making it difficult for companies to effectively plan for the future. Here's what you need to know about the labour market to help you forecast your sales, manage your costs, and understand the salary outlook for 2026.

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

U.S. Suspends de Minimis Rule: What Canadian Exporters Need to Know

As of Aug. 29, 2025, the U.S. suspended duty-free treatment for imported goods valued at, or under, US\$800 sent outside the international postal system. This article highlights why that's a game-changer for Canadian exporters who use direct shipping and third-party logistics (3PL) providers. And for many, this isn't just a customs issue, it's a full-blown logistics and pricing challenge.

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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