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?

Canada–China Trade Developments and What It Means for Manitoba's Economy

A major shift in Canada–China relations could have real implications for Manitoba's economy. Following a January 19 announcement by Prime Minister Mark Carney, China will significantly reduce tariffs on Canadian canola and other key agricultural exports.

For more information, click here.

2026 Food and Beverage Report: Are Higher Selling Prices Enough to Support the Industry?

The annual FCC Food and Beverage Report reviews last year's economic environment and highlights opportunities and risks for Canadian food and beverage manufacturers for 2026.

For more information, click here.

FUNDING AND PROGRAMS

Export Development Program (EDP)

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

For more information, click here.

The Government of Canada Strengthens Support for Agricultural Exports with a New Market Diversification Program

A total of $75 million will be invested in the AgriMarketing Program Market Diversification streams over five years (2026-2030) to support the Canadian agriculture and agri-food sector, including fish and seafood, to better respond to current market instability.

Two new AgriMarketing Program streams: Market Diversification for National Industry Associations and Market Diversification for Small and Medium-sized Enterprises.

Starting Feb. 13, 2026, eligible organizations can apply for funding under both Market Diversification streams.

For more information, click here.

Regional Tariff Response Initiative

Prairies Economic Development Canada has launched a new Regional Tariff Response Initiative to help Canadian businesses adapt, grow, and build resilience in a shifting trade landscape.

For more information, click here.

TRAINING & EVENTS

WTC Talks with Farrukh Zain of Agri-Tel Grain Ltd.

Join us April 15, 2026, from 4:00 pm to 6:00 pm at Torque Brewing at 330-830 King Edward St. for an evening of networking, conversation, and insight at WTC Talks featuring Farrukh Zain, CEO of Agri-Tel Grain Ltd.

For more information and to register, click here.

Global Business Forum

The Global Business Forum on April 19 to 22, 2026, in Philadelphia, Pennsylvania is a four-day international trade event that connects Manitoba's business community with companies, organizations, and leaders from around the world.

For more information and to register, click here.

Food Safety Culture Training

Developing a culture at work where everyone is motivated to producing safe food and protecting your brand is what Product Safety Culture is all about. Recognized by global standards, Product Safety Culture is becoming a key part of product safety audits. On April 21, 2026, from 9:00 am to 5:00 pm Danni Kneeland from Food Safety Solutions will walk you through these key concepts.

For more information and to register, click here.

Trademarks and Protecting Your Brand

In today's crowded and fast-moving marketplace, a brand is often a company's most valuable asset.

Are you considering a new brand but unsure where to start? Do you have an established brand you are thinking about registering? This seminar on April 23, 2026, from 12:00 pm to 1:00 pm is designed for you.

For more information and to register, click here.

NIQ Webinar Invite - Consumer Trends in the Mexican Market

The CFEA in partnership with NielsenIQ (NIQ) is hosting a webinar on April 28 at 2 p.m. ET about consumer trends in the Mexican market. During this session, CFEA and NIQ will explore why Canadian CPG brands should consider exporting to Mexico as it offers a large, growing consumer market with rising demand for packaged foods, healthier products, and international brands, supported by strong modern retail and e-commerce growth.

To register, click here.

Women in Food & Beverage – Industry Roundtable 2026

If you're building a business in the food and beverage space, this webinar is for you. Our next roundtable on May 6, 2026, from 9:00 am – 11:00 am PT brings together founders and industry experts to dig into challenges, share insights, and explore what growth actually looks like in this sector.

For more information and to register, click here.

FCC Food & Beverage Summit

FCC's Food & Beverage Summit is returning to Winnipeg. Join us on September 29, 2026, at the Victoria Inn for the biggest food and beverage industry event on the Prairies. There's something for every level of entrepreneur to discover.

Get inspired by industry-leading experts and our dynamic conference presenters. Dive into the marketplace to sample the hottest new products destined for your favourite stores, showcase your own creations, and forge connections that will supercharge your business growth.

For more information, click here.

PARTNER EVENTS CALENDAR & NEWSLETTER

Check out our partners' events calendars:

- Food & Beverage Manitoba (FABMB)
- World Trade Centre (WTC) Winnipeg
- WeMB (Women's Enterprise Centre of Manitoba)
- Community Futures Manitoba
- Futurpreneur
- Bioscience Association Manitoba (BAM)
- Canadian Food Exporters Association (CFEA)

RESOURCES

Supply Chains: The Backbone of Every Business

The food and beverage supply chain is a complex yet essential system that connects every stage of production - from ingredient sourcing to processing, distribution, retail, and ultimately, to consumers' plates. Food supply chains are unique because they must balance efficiency with strict requirements for food safety, storage and quality.

Learn more here.

FOOD SAFETY

Reports on Food Safety Testing

Protecting consumers by safeguarding Canada's food supply is one of the Canadian Food Inspection Agency's top priorities. The Agency conducts sampling

and testing to detect food hazards and verify that industry is meeting federal food safety requirements.

Check out the latest food safety testing reports here.

Two Key Factors in Food Safety: Water Content and Water Activity

Did you know that water in food exists in two forms—bound to molecules like proteins and carbohydrates, and available for microbial growth? While water content measures the total amount of water in a food product, the critical factor for food preservation is controlling available water. This is assessed through water activity, which directly influences the growth of microorganisms and overall shelf life.

Learn more about water content and water activity here.

TRADE SHOWS AND MISSIONS

MHA & MRFA Show 2026

On April 21, 2026, the MHA & MRFA Show brings together all members of the hospitality and accommodation industries (hotels, restaurants, motels, bars, clubs, legions, cafeterias and more) to experience a trade show that offers a wide variety of suppliers.

For more information, click here.

Team Canada Trade Mission to Japan

Trade missions are part of the Government of Canada's commitment to diversifying and strengthening trade relationships with reliable partners, and advance shared goals under the Canada-Japan Comprehensive Strategic Roadmap. The mission will help exporters, businesses and innovators position themselves in the Japanese market, showcase their capabilities and competitiveness, and pursue long-term, trade and investment opportunities.

The trade mission program runs from Tuesday, June 23 to Friday, June 26, 2026, and is specifically designed for organizations operating in several sectors, including agriculture and agri-food, fish, and seafood.

Application deadline is April 21, 2026, at 23:59 PT.

For more information and to register, click here.

Food & Hospitality Asia (FHA) 2026

AAFC is hosting a Canadian pavilion at Food & Hospitality Asia (FHA). FHA is the leading food, beverage and hospitality event in South East Asia.

The event will take place in Singapore from April 21 to 24, 2026. Registration is on a first-come, first-served basis.

For more information, click here.

Seoul Food & Hotel (SFH) 2026

Agriculture and Agri-Food Canada (AAFC) is hosting a Canadian pavilion at Seoul Food & Hotel (SFH). SFH is the largest international food and hospitality show in South Korea and the annual meeting place for industry professionals to source new products, make note of the latest trends, and to meet business partners from all over the world.

This event will take place in Seoul, South Korea from June 9 to 12, 2026.

For more information, click here.

Pulse & Special Crops Convention 2026

Canadian Pulse and Special Crops Trade Association is hosting The Pulse & Special Crops Convention which brings together hundreds of buyers, sellers, and service providers. The convention will be held Sept. 15-17, 2026, in Halifax.

For more information, click here.

Salon International de l'Alimentation Paris

AAFC is encouraging all Canada companies interested in participating in Salon International de l'Alimentation (SIAL) Paris to add their companies to the registration list, by emailing aafc.mas-sam.aac@canada.ca. Held annually, SIAL Paris is the largest food and beverage show in the world. It draws more than 310,000 professionals from 130 countries.

The event will take place from Oct. 17 - 21, 2026 in Paris, France.

For more information, click here.

TRADE & MARKET ACCESS SECRETARIAT (MAS)

Indonesia WTO Notifications on Expanded Halal Certification Requirements
On November 17, 2025, Indonesia submitted a notification to the World Trade Organization (WTO) regarding proposed regulations that would expand the scope of products requiring halal certification. The WTO regulation cited in the WTO notification G/TBT/N/IDN/160/Add.2.

Indonesia WTO Notifications on Non Halal Labelling Requirements
On February 12, 2026, Indonesia submitted a notification to the World Trade Organization (WTO) regarding proposed regulations on labelling requirements for products that are non-halal. The WTO regulation cited in the WTO notification G/TBT/N/IDN/184.

Resumption of Canadian Beef Export to China

Please be advised that China has resumed import of Canadian beef from eligible Canadian meat establishments registered in the China Import Food Enterprise Registration (CIFER) system. The products must comply with all applicable existing Chinese import requirements outlined in the Meat Export Library.

DID YOU KNOW?

Why B2B Matchmaking, Trade Shows and Trade Missions Boost Exports

Business-to-business (B2B) matchmaking events, trade shows and trade missions can help Canadian companies identify buyers, partners and suppliers in international markets. Learn how exporters use these events to build relationships, explore new markets and pursue international sales opportunities.

For more information, click here.

Competition Bureau Report Finds Shared Kitchens Can Improve Food Sector Competition

A report from Canada's Competition Bureau details how shared kitchens and food hubs can help small producers enter the food sector.

For more information, click here.

Canada's 'Tariff-Free' Exports to the U.S.: What the Numbers Really Show

With U.S. tariff policy shifting in early 2025, understanding the real cost of exporting has become more complex. While data shows about 86% of Canadian exports to the U.S. qualify as tariff-free under the Canada–United States–Mexico Agreement (CUSMA), those figures don't always reflect the costs that companies face.

To read the article, 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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Manitoba