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?

Notice to Industry: Update – CFIA Inspections of Manufactured Foods

The Canadian Food Inspection Agency (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.

CFIA Inspection and Enforcement Crackdown Impacts Domestic and Foreign Businesses

If you are involved in the food business in Canada or exporting to Canada, then you need to be aware that the CFIA is significantly increasing its inspection activities and regulatory enforcement in an effort to increase the efficacy of risk management controls for manufactured foods. It has become more important than ever to ensure you are in compliance with all Canadian food regulations.

For more information, click here and here.

Manitoba's Food Development Centre – Supporting Manitoba's Strongest Sector

With over 45 years of experience, the Food Development Centre (FDC) is internationally recognized as a trusted leader in food research and development. Whether you're a startup or an established company, FDC helps turn ideas into innovative, market-ready products.

FDC featured in the cover story in the spring issue of Western Food Processor Magazine Spring 2026

Welcome to Manitoba's Food Development Centre Virtual Tour

Take a behind-the-scenes look at the Food Development Centre. Watch the videos in each section to explore our facility at Province of Manitoba | Manitoba's Food Development Centre Tour

FUNDING AND PROGRAMS

Food Safety and Traceability Funding Available

The Manitoba government is pleased to launch the next round of Sustainable Canadian Agricultural Partnership (SCAP) for food safety and traceability improvements. This program is designed to help Manitoba's agri-food and agri-product sectors adopt and improve food safety and traceability practices. Financial assistance will be provided to eligible recipients for the purchase of food safety and traceability equipment, development and implementation of food safety programs, food safety training, validation and verification activities.

The new SCPA intake information:

- Intake Period: April 23, 2026, to July 16, 2026
- First-come, first-served for 12 weeks or until funding is fully allocated
- Project Period: April 1, 2026, to Feb. 1, 2027
- Funding Cost Share: 60:40 (government: applicant)
- Funding Limit: $40,000

For more information, click here.

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.

TRAINING & EVENTS

What You Need to Connect with a Retailer - Webinar Series

Do you have a new or innovative food product that is retail-ready or near retail-ready but aren't sure how to take the next steps? This practical webinar series walks you through what retailers are really looking for and how to position your product for success.

Join us every Tuesday and Thursday in May from 11:00 a.m. to noon.

- **Tues, May 5, 2026**
  Eleven Things You Need to Sell Your Food Products to Grocery Stores
- **Thurs, May 7, 2026**
  Insider Secrets to Setting Retail and Wholesale Prices for Selling to Grocery Stores
- **Tues, May 12, 2026**
  How to Make a Sell Sheet for Pitching Your Food Products to Grocery Stores
- **Thurs, May 14, 2026**
  Promotion Plans and How to Use Them to Get Listings and Build Sales
- **Tues, May 19, 2026**
  What to Say When a Food Buyer Tells You 'No' and Other Tips to Make a Successful Sales Pitch
- **Thurs, May 21, 2026**
  New Front-of-Package Labelling Requirements in Canada

For more information and 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 a.m. to 11:00 a.m. 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.

Leveraging Opportunity for Canadian Products

As Canada's food and beverage landscape shifts, driven by trade uncertainty and growing demand for Canadian products, there is a clear opportunity for processors to secure shelf space. Success, however, depends on strong pricing, marketing, and sales strategies that clearly communicate value to both retailers and consumers.

Join Peter Chapman (SKUFood) for a two-part virtual series on May 6, 2026, and May 13, 2026, from 8:30 a.m. to 10:30 a.m. designed to help you price effectively, promote strategically, and pitch with confidence.

For more information and to register, click here.

Food and Beverage Manitoba (FABMb) AGM and Meet-a-Retailer Event

Ready to take your product to major retail? Pitch directly to retail buyers, including representatives from Loblaws, Vita Health, Costco and Sobeys.

These one-on-one sessions on June 4, 2026, at the Norwood Hotel in Winnipeg, are designed to give you real access, real feedback, and a real path to getting your product on more shelves.

Only FABMb members in good standing will be eligible for these exclusive sessions. Contact Rhiana at rhianae@foodbeveragemb.ca to secure your spot.

For more information, and to register, click here.

Good People, Good Workplaces: See Beyond the Job Posting

High turnover in food and beverage sector roles significantly drains your business, and most of it is preventable. This free, interactive session is designed to help you recruit more effectively interview with confidence, and onboard new hires in a way that actually reduces turnover. You'll walk away with tools you can use right away.

Food & Beverage Manitoba is hosting this event on Tuesday, June 9, 2026, from 9:30 a.m. to 11:30 a.m. at their office at 200-137 Bannatyne Ave in Winnipeg.

For more information, and to register, 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)
- Manitoba Women in Agriculture & Food (MWAF)
- ProteinMB

RESOURCES

Discover. Connect. Grow. – Manitoba Agriculture's Food Business Directories

Manitoba Agriculture offers free, interactive directories to help food and agri-product businesses find partners, facilities, ingredients, and buyers across the province:

- Commercial Community Kitchens for Rent
- Co-Packer Service Finder
- Food & Bio-Product Warehousing & Distribution Service Finder
- Food Ingredient & Product Directory (FIPD)

These tools help businesses navigate processing, manufacturing, storage, transportation, distribution, and product sourcing – all in one place. Access all the directories here.

Help us grow the network! If you operate a commercial kitchen, co-packing facility, warehouse, transportation or distribution service, or manufacture Manitoba-made food products or ingredients, we want to list you. Contact: mbagrifood@gov.mb.ca

Foresight and Analysis Releases

- Agri Food Opportunities for Manitoba in the Mexican Market This report includes his research identifying areas of strong growth, mature yet strategic markets, and emerging opportunities for Manitoba's agrifood products in Mexico. This evidence-based perspective will help us support ongoing trade development efforts. To view previous international agrifood market intelligence reports, click here.

- Agrifood Export Performance 2025 – Manitoba's exports eased slightly amid challenging global market conditions. In 2025, Manitoba exported $9.04 billion in agri-food products, accounting for 45.9 per cent of Manitoba's total international exports. The U.S., Japan, China, Mexico and South Korea were the top five export destinations for Manitoba's agri-food products in 2025.

FOOD SAFETY

Eid-al-Adha at Manitoba's Permitted Abattoirs

Manitoba Agriculture recognizes the importance of cultural and religious celebrations, such as Eid-al-Adha (Eid), which often involve sharing food. To help Manitobans access legal meat quickly during Eid, the Food and Food Handling Establishments Regulation allows certain accommodations. Normally, meat from provincially permitted abattoirs must be cooled to 5 °C before sale or distribution. However, inspectors are authorized to grant exemptions for Eid-specific products, ensuring both tradition and food safety are respected.

Learn more at Province of Manitoba | agriculture - Eid-al-Adha

Update: Common Names for Ingredients and Components Document

The CFIA has amended the Common Names for Ingredients and Components document that is incorporated by reference in the Food and Drug Regulations. These changes follow comments received during the consultation on Proposed changes to the Common Names for Ingredients and Components document for milk ingredients and modified milk ingredients. The CFIA has published a What We Heard report summarizing these comments. The Industry Labelling Tool has been updated to reflect these changes.

Industry will have until Jan. 1, 2030, to update labels to reflect the changes to dairy ingredient terms. Please consult the notice to industry to learn more about the

changes and this transition period.

TRADE SHOWS AND MISSIONS

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 and to register, click here.

TRADE & MARKET ACCESS SECRETARIAT (MAS)

Korea's GMO Labelling Requirement

The Republic of Korea's Ministry of Food and Drug Safety (MFDS) has notified the WTO of its revised labeling requirements for food products produced using genetically modified (GM) ingredients. MFDS is proposing amendments to the Labelling Standards for Genetically Modified Foods that would:

1. Require GM food labeling for products manufactured or processed using GM ingredients even if no GM DNA or proteins are detectable in the final product. This includes products such as soy sauce, saccharides, and edible fats and oils as defined under the Korean Food Code.
2. Introduce phased implementation timelines to support industry preparedness for transition, with the following entry into force dates:
    1. Soy sauce: effective Dec. 31, 2026
    2. Saccharides, edible fats and oils: effective Dec. 31, 2027

We encourage you to review the notification G/TBT/N/KOR/1345

DID YOU KNOW?

New EU Packaging Rules Explained

New European Union (EU) rules on packaging and packaging waste, including design and waste management, are set by the packaging and packaging waste Regulation 2025/40 (PPWR).

For more information, click here.

India Extends Current Yellow Pea Import Regime for Another Year

The Indian government has extended the current import regime for yellow peas (HS Code 07131010) for another year (until March 31, 2027).

For more information, click here.

Canadian Government Requests Inquiry into Imports of Canned and Frozen Vegetables

In response to a formal request from the Canadian Association of Vegetable Growers and Processors, the government has directed the Canadian International Trade Tribunal to conduct an inquiry into global imports of frozen and canned vegetables.

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 4 Issue 2 – May 2026