

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



The Business Pathways Circular keeps you up to date with food industry programs, events and resources.

WHAT'S NEW?

Interprovincial Trade Webinar Series – New!

Are you ready to expand your food and beverage manufacturing sales across Canada?

Exporting isn't just a business strategy – it's a game-changer that can propel your company to success. Expanding your business into the domestic market can help you grow your sales faster, increase your productivity, and reduce your dependence on your local market.

If you want to do it right, you need to plan and execute a clear export strategy that that will support sustainable growth. Fortunately, you're not alone. Manitoba Agriculture, Agriculture and Agri-food Canada and other experts are here to help, starting with this valuable free webinar series.

The How to Grow Your Food Processing Business Beyond Manitoba's Borders Webinar Series consists of five highly focused and informative webinars that will run from 11:00 a.m. to noon every Thursday, beginning Jan. 23 until Feb. 20, 2025.

The series will provide you with valuable information and insight into these key topics related to expanding outside Manitoba within Canada, including:

- Safe Food for Canadians Regulations (SFCRs) requirements (Jan. 23),
- how to develop a preventative control plan (PCP) (Jan. 30),
- logistics and fulfillment within Canada (Feb. 6),
- how to develop a pricing and promotional strategy to drive sales velocity at retail stores (Feb. 13),
- how to develop an interprovincial trade strategy (Feb. 20).

Invest in yourself and the success of your company

by registering for this free webinar series. Email mbagrifood@gov.mb.ca, or call 1-204-871-5015 to register for one or more of the webinars.

Manitoba Food Ingredient and Product Directory Now Live

Check out Manitoba Agriculture's new user-friendly interactive [Food Ingredient and Product Directory App](#). The directory is designed to build awareness of Manitoba food and beverage manufacturers' products, and make it easier for local, domestic and international buyers to source Manitoba food ingredients and products.

If you're a Manitoba food and beverage manufacturer or brand owner and you would like to have your company added to the directory for free, contact Manitoba Agriculture at mbagrifood@gov.mb.ca.

Notice to Industry: Potential Metal Fragments in Food-grade Salt

A Notice to Industry was released on potential metal fragments in food-grade salt, and has been posted on the Government of Canada's website. Manitoba food processors who are affected should report to CFIA at 204-259-1400 (in Winnipeg? toll free?).

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

FUNDING

Food Safety & Traceability: Pre-Approved Food Safety & Traceability Equipment Program

The program provides funding to assist with the purchase of pre-approved equipment used to monitor and control food safety parameters and to improve traceability systems.

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



Export Development Program

The program provides funding to help Manitoba's small- and medium-sized businesses participate in a trade show or mission outside of the province.

Application deadline: Ongoing, until funding is fully subscribed

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

Incoming Buyer Program

The program provides funding to offset the cost of inviting a qualified international buyer to Manitoba.

Application deadline: Ongoing, until funding is fully subscribed.

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

TRAINING & EVENTS

Supply Chain Consultations – Save the Date

You're invited to join Manitoba Agriculture's Supply Chain Focus Groups in-person on Tues., Jan. 28, or virtually on Wed., Jan. 29. More details coming soon.

To help us help you, please take a moment to click on the following link to identify your current markets and those of future interest – two questions – it's that simple. Deadline to respond is Dec. 20, 2024.

To complete the questionnaire, click [here](#).

Cultivate Sustainability Conference

Food and Beverage Manitoba (FABMB) is hosting its annual Cultivate Sustainability Conference on Mar. 13, 2025, in Winnipeg. Participate in the conference to connect with decision makers, showcase your solutions and engage with industry experts that are shaping the future of sustainable innovation in the agri-food sector. For more information, click [here](#).

Seed Winnipeg – Business Enterprise Support & Training Program

Business Enterprise Support & Training (BEST) program is a free, 5-week small business training and consulting program available to all Manitoba residents living on a low-income who would like to start or expand a business. The program is also available to groups or organizations wanting to open a social enterprise. The program is presented on Zoom in 3 phases:

- Phase 1: Small Business Management Training
- Phase 2: One-to-one Business Consulting
- Phase 3: Business Launch & Aftercare

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

Small Business Tax Planning Webinar

This webinar is designed to provide small business owners with an understanding of basic income tax topics to assist them in being tax efficient and making good operational business decisions, based on available tax programs and incentives.

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

Feasibility of International Trade

World Trade Centre Winnipeg is excited to announce a new partnership with the Forum for International Trade Training (FITT). As a delivery partner for FITT skills, WTC Winnipeg will begin offering internationally recognized courses in 2025, designed to strengthen Manitoba's trade expertise and capacity.

The first course, Feasibility of International Trade, will run from Jan. 16 to Feb. 16, 2025.

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

Venturepark Accelerator Program

In this program, entrepreneurs gain insights from industry leaders and access to Canada's business growth ecosystem, [Venturepark](#). This four+ month intensive program provides one-on-one expert mentorship for growth and connections to industry partners.

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

Group Export Launches 2025 Alizes Awards

Nominations are being accepted for the 2025 Alizes Awards, presented by Farm Credit Canada. The awards are open to all Canadian agri-food companies, and will be presented on Apr. 29, 2025, alongside SIAL Canada.

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

Partner Events Calendar:

Check out our partners' events calendars to see all their training and event opportunities:

- [Food & Beverage Manitoba](#)
- [World Trade Centre \(WTC\) Winnipeg](#)
- [Bioscience Association Manitoba \(BAM\)](#)
- [Canadian Food Exporters Association \(CFEA\)](#)
- [Futurpreneur](#)
- [Women's Enterprise Centre of Manitoba \(WeMB\)](#)

RESOURCES

Using a Co-Packer

Using a qualified co-packer will allow you to devote your time to management and marketing, while eliminating the expense and responsibility of operating a production facility. Some facilities will provide only the packaging, while others will help you with the entire formulation, production, packaging, and labelling process.

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

Becoming a Contract Manufacturer/Co-Packer

A contract manufacturer, or co-packer, is a company that manufactures and packages food for other companies to sell. Co-packers can provide food entrepreneurs with a variety of services in addition to manufacturing and packaging products, taking much of your stress away! Find out how your company can become a co-packer.

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

For a list of Manitoba co-packers, click [here](#).

Entrepreneurial Self-Assessment by BDC – FREE!

Are you ready to discover your entrepreneurial potential? BDC offers a quick and invaluable Entrepreneurial Self-Assessment – a 10-minute questionnaire designed to provide honest and insightful results. Once completed, you'll receive a detailed report analyzing your traits, motivations, aptitudes, and attitudes to help you understand your strengths as a future entrepreneur.

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

SUPPLY CHAIN MANAGEMENT

In a recent survey, 65 per cent of Manitoba food processors indicated that supply chain is the biggest challenge they are currently facing.

Where does supply chain rank on your list? If you're like many food processors, you may be looking for assistance in dealing with various supply chain issues. Manitoba Agriculture wants to help.

Manitoba Agriculture's Value Added Branch, along with Supply Chain Canada and Supply Chain Manitoba, are hosting an exclusive event to bring together experts and professionals from the agri-food value chain to discuss challenges, trends, opportunities and innovative solutions in supply chain management. Logistics discussions will focus on moving goods within Manitoba and beyond, and will include transportation, warehousing, distribution and fulfillment.

We need to hear from you! We are convening a Supply Chain Focus Group with an in-person event on Tues., Jan. 28, and a virtual event on Wed., Jan. 29, 2025. Please save the date for either of these sessions. More information to come in our next newsletter.

Also, please take a moment to click on the following link to help us identify your current Canadian markets and those of future interest – two questions – it's that simple. Deadline to respond is Dec. 20, 2024.

To complete the questionnaire, click [here](#).

FOOD SAFETY

Shipping and Receiving in the Food Processing Industry

Food products entering and leaving the food business need to be handled, stored, and shipped appropriately. Vehicles and containers that transport food products should be used only for the intended purpose and should have both sanitary design and pest control procedures in place.

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

DID YOU KNOW?

GNT Launches Investment Venture to Develop and Optimize Plant-based Coloring Solutions

Color supplier GNT Group has unveiled an independent investment firm to boost innovation and sustainability across the value chain. The newly created GNT Ventures will invest in start-ups dedicated to developing and improving plant-based coloring solutions. The entity will focus on four key areas:

- raw materials and fermentation
- processing
- food ingredients
- upcycling

With this investment, GNT aims to “reshape the landscape of plant-based colors” with products that can contribute to a “healthier future for the people and planet.”

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

Pricing Strategies for International Markets

Price positioning is a crucial factor for businesses entering new geographic markets. A SWOT analysis along with a thorough review of your competition is also important.

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

FiE 2024: Taste Solutions Flourish to Tackle Worldwide Ingredient Shortages

Companies are adopting creative solutions to keep consumers enjoying the products they love in light of

raw material shortages and price volatility in categories such as citrus, cocoa and vanilla.

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

Sustainability Top Food Trend

In its ninth annual Trend Report for 2025, [Nourish Food Marketing](#) revealed nine key trends that will shape the industry and consumer behaviour in the coming year, driven by increased demand for functionality, experiences, and sustainability in food choices.

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

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

Further to the MAS-SAM announcement on Aug. 26, 2024, the GACC-DAPQ (spell out this acronyms or are they well-known?) has officially launched its [web-based DAPQ List System](#). All Canadian enterprises that are exporting certain plant-based commodities and animal-based products (not for direct human consumption) to China, as well as enterprises that are involved in the producing, processing and/or storing of these products, must be registered in the DAPQ system. For Canada, this includes grains, pulses, oilseeds, fresh fruits and vegetables, plant-based seasonings, Chinese herbal medicines of plant origin and non-edible animal products (e.g., animal hides and skins). It is expected that going forward, GACC-DAPQ will continue to include additional commodity types to this system. The Government of Canada has neither been informed of which commodity types will be added, nor when it will occur.

In light of this update from GACC, given the large volume of data involved and at the recommendation of GACC, we would once again recommend that all registered Canadian entities verify and confirm their currently published information in the DAPQ List System to continue ensuring that it is updated and accurate. Please note that the easiest way to query your company is by overseas official registration number, which was provided to you by MAS or the Canadian Food Inspection Agency (CFIA) upon your company's initial registration. You can access the system here:

- [GACC Department of Animal and Plant Quarantine \(DAPQ\) Registration System](#)

Should there be any necessary changes or updates to your enterprise information, please send any discrepancies/corrections/updates to the Market Access Secretariat (MAS) at aafc.mas-sam.aac@agr.gc.ca.

MEET YOUR VALUE-ADDED BRANCH STAFF

Each week, this section will highlight a member of the Value-Added Branch team.



Ramachandran Gopal, a Product Commercialization Consultant at the Food Development Centre (FDC) in Portage la Prairie, is a seasoned professional with a master's degree in agricultural engineering from India. With over 20 years of experience in research and development, he has demonstrated his leadership and management skills in the agri-food sector. His extensive and diverse expertise, which spans over 15 years of food processing and product development work at FDC, has been instrumental in leading and managing many industry-driven projects. He has in-depth knowledge in developing plant protein ingredients, extracting bioactive-rich compounds, processing fruit materials, creating new ingredients from plant materials, extracting and physically refining plant seed oils, and defatting and demineralizing animal-based materials. Ram is also trained in Hazard Analysis Critical Control Points (HACCP) and Good Manufacturing Practices (GMP).

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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