

YOUR FUTURE IN FOOD

# BUSINESS PATHWAYS



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

## WHAT'S NEW?

### Manitoba Market Insights

In 2023, China was the second-largest destination for Manitoba's agri-food exports, accounting for 13 per cent of Manitoba's total agri-food exports.

Explore the latest report [here](#).

### Canada Carbon Rebate for Small Businesses

The Canada Carbon Rebate for Small Businesses is a refundable tax credit to return a portion of federal fuel charge proceeds to eligible businesses.

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

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## FUNDING

The **Sustainable Canadian Agricultural Partnership (Sustainable-CAP)** is open for intake in the following program area:

- Resiliency and Public Trust
  - Pre-Approved Food Safety and Traceability Equipment Program
  - Application deadline: Jan. 23, 2025

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

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## TRAINING AND EVENTS

### Essential Skills to Build Your Business – Webinar Series Begins Wed., Sept. 18, 2024

Don't miss this hybrid learning series being hosted by Manitoba Agriculture and the Manitoba Women's Enterprise Centre. The event will deliver essential building blocks to help you grow your food business.

This five-part virtual series, running over five consecutive Wednesdays from 11:00 a.m. to noon CDT, will address:

- Sept. 18 – Communication skills
- Sept. 25 – Negotiation skills
- Oct. 2 – Building your Brand
- Oct. 9 – Building Relationships and Entering Retail
- Oct. 16 – Presentation and Pitching Skills

The event will conclude with an **optional** pitch competition event providing participants with the opportunity to pitch their food product, get valuable feedback, and win a \$1,500 award towards product and market development services. Participation in the pitch competition is **not required** to register for the webinar series.

To **register**, or for more information, click [here](#).

### Leveraging Data for Success: A Guide for Food Entrepreneurs – Female Entrepreneurs in Agri-Food Development Blog

This blog aims to guide food entrepreneurs on how to collect and utilize data effectively to make informed decisions and drive their businesses toward success. In today's data-driven age, one of the most powerful tools at your disposal is information itself.

Access the blog [here](#).

## **Pulse Ingredient Workshop: Addressing Flavour Challenges – Winnipeg – Nov. 13, 2024**

Join us for a one-day innovation workshop hosted by Manitoba Agriculture and Pulse Canada. The event will be of interest to pulse ingredient processors, researchers and innovators from across Canada as we explore the many varied approaches to addressing pulse flavour challenges.

To register, sponsor or for more information, click [here](#).

## **Farm Credit Canada Food and Beverage Summit – Winnipeg – Oct. 30, 2024**

Save the date for the FCC Food and Beverage Summit. After a wildly successful event in Saskatoon last fall, it's Manitoba's turn! Learn from industry experts, network with other entrepreneurs and make connections to expand your market and grow your business.

More details coming soon!

## **Manitoba Women in Agriculture and Food – Exciting Sponsorship Opportunities**

Several sponsorship opportunities are available to women who are involved in agriculture or food.

- **Advancing Women in Agriculture Conference** – Niagara Falls ON, Nov. 17 – 19, 2024 – [Deadline: Oct. 15, 2024](#)
- **Agricultural Excellence Conference** – Abbotsford BC, Nov. 19 - 21, 2024 – [Deadline: Oct. 15, 2024](#)
- **Two Food and Beverage Manitoba** food safety training events – [Deadline: Aug. 23, 2024](#)

For more information on sponsorships, email: <https://mwaf.ca/contact-us/>.

## **The Future of Marketing is Accessible – Tech Manitoba - Online Event**

The future of marketing is keeping accessibility top of mind, as 27 per cent of Canadians identify as having a disability. That's more than 8,000,000 people.

Accessible marketing is more than a website. People want to buy from and work with companies who show their values in action, and that means reducing barriers for people with disabilities and making your digital experience better for everyone.

Want to learn more?

**Dates and times: Sept. 9 and 10, 6:00 p.m. -8:30 p.m. or Sept. 24 and 25 10:00 a.m. \_12:30 p.m. Central**  
**Location: Online via Zoom**

**Register:**

<https://squarelyaccessible.com/training/social-media-and-website-content-accessibility/>

## **Marketing Made Easy – Community Futures Parkland**

This four-part workshop series will help entrepreneurs refine their marketing know-how, and develop practical strategies that move their businesses toward their marketing goals.

To register, click [here](#).

## **Cuba Trade Opportunity – Trade Commissioner Service**

The Trade Commissioner Service (TCS) Office at the Embassy of Canada in Cuba (HAVAN TD) is pleased to invite you to a **Targeted Virtual Agri-food Export Promotion Event** taking place on **Sept. 5, 2024**, from **9:00 a.m. to 1:00 p.m. (Havana time)**.

The event will allow Canadian companies to present their products to key Cuban importers and official buyers in the tourism sector.

Prepare a brief presentation outlining your company and the products you wish to export to Cuba. Interpretation services will be provided if necessary. If you require these services, please share your presentation with the TCS closer to the event date.

Please confirm your interest in attending the event by emailing: [Ernesto.Victorero@International.gc.ca](mailto:Ernesto.Victorero@International.gc.ca) on or before **Fri., Aug. 16, 2024**.

## Embracing Excellence Lean Conference Canada – Winnipeg, June 9 – 12, 2025

Attend the largest Lean event in Canada in 2025! Join 1,000 leaders, managers and Lean practitioners at the RBC Convention Centre Winnipeg to explore Lean thinking, share enterprise excellence and learn best practices.

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

### Partners Event Calendars:

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

- [Food and Beverage Manitoba](#)
- [World Trade Centre Winnipeg](#)
- [Bioscience Association Manitoba \(BAM\)](#)
- [Canadian Food Exporters Association \(CFEA\)](#)

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## RESOURCES

### The Road to the Consumer

For small producers and food manufacturers, the road to the consumer is varied. Many start selling direct to the consumer through farmers' markets and Internet sales, before moving on to specialty food and gift stores. Retail sales are the next big opportunity, but how does one get ready?

For more information on how to sell at retail, see our **Road to the Consumer** resource [here](#).

### Writing a Marketing Plan for your Food Business

Marketing your product and business can feel overwhelming, but it doesn't have to be. With some thought, you can create a comprehensive marketing plan that helps you identify and formalize your ideas, and stay focused.

Writing down your plans will help ensure that your marketing objectives align with your overall business goals. It will help you determine tasks and timelines, while using your resources effectively. It will also help lenders and investors understand how you plan to grow and sustain your business

For more information click [here](#).

## Leveraging Data for Success: A Guide for Food Entrepreneurs – Female Entrepreneurs in Agri-Food Development Blog

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## FOOD SAFETY CORNER

### Recommendations for Cleaning Areas Contaminated by Rodent Droppings

If you find rodent droppings, it is important to clean them up carefully. Rodents can be carriers of diseases, and breathing in dust or contact with their droppings can cause infection. One of the most serious diseases found in mice is Hantavirus. Though Hantavirus is rare, it can cause illness and even lead to death. To learn more about cleaning up rodent droppings, visit:

[how-to-clean-areas-contaminated-rodent-droppings.pdf \(gov.mb.ca\)](https://www.gov.mb.ca/health/food-safety/how-to-clean-areas-contaminated-rodent-droppings.pdf)

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## MARKET ACCESS SECRETARIAT (MAS) FOOD INDUSTRY UPDATES

### Stakeholder Consultations Held - Global Affairs Canada – WTO TRQ for Beef and Veal

On July 8, 2024, Global Affairs Canada initiated public consultations on the administration of Canada's World Trade Organization (WTO) TRQ for beef and veal. The consultation period ended Aug. 2, 2024, and the input gathered through this process will inform the Government of Canada of stakeholder interests. Any changes to the administration policy of the import quotas for the WTO beef and veal TRQ will take effect for the quota year beginning Jan. 1, 2025.

### New Rules for Exports to China

The General Administration of Customs China (GACC) will be implementing new registration requirements for foreign processing and storage establishments of the following plant and animal products to be exported to

China:

- Animal hides and skins, and greasy wool
- Plant-derived fertilizers and cultivation media
- Plant-derived feeds (other than alfalfa and timothy hay)
- Tobacco

Establishments will need to have their enterprise information published on the GACC Department of Animal and Plant Quarantine (DAPQ) [online database](#).

For this purpose, GACC has also requested that the Canadian government provide it with a list of Canadian processing and storage establishments of the listed products to be exported to China. To comply with these new requirements, all enterprises that are seeking to become registered will need to provide the following information to MAS at [aafc.mas-sam.aac@agr.gc.ca](mailto:aafc.mas-sam.aac@agr.gc.ca) **no later than Aug. 21, 2024:**

1. Enterprise name:
2. Enterprise Type (e.g., storage, processing):
3. Address (including postal code):
4. Names of exported commodities and relevant HS code(s):

Some establishments handling the listed products may already be registered on the DAPQ database through previous processes. To avoid duplicating entries, **it is strongly recommended that establishments consult the online database to verify if they are already registered before submitting a request to MAS.**

For establishments that are already registered on the DAPQ database, it is recommend that your information on the website is verified to ensure that it is identical to your corresponding export documentation.

It is critical for companies to work closely with their Chinese importer(s) to ensure import requirements

are met and the necessary documentation is provided.

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### **MEET YOUR VALUE ADDED BRANCH STAFF**

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



Jeff Fidyk is a sales and marketing professional with over 20 years of progressive consumer packaged goods marketing experience spanning the grocery, food service, home décor, and manual cleaning tools industries. Jeff has a Bachelor of Commerce degree with majors in marketing and general business from the University of Saskatchewan in Saskatoon.

Jeff has over 12 years of experience with the food industry that includes expertise accelerating revenue growth, market share, managing products and product categories, pricing, promotions, margins, and retail merchandising for maximum productivity.

Jeff has worked as a Business Development Specialist with Manitoba Agriculture for 14 years.

For more information on the business Development Unit and the Food Development Centre, click [here](#).

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