

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?

Food and Beverage Sector Performance a Mixed Story in 2024

FCC is looking back at their [Food and Beverage Report 2024](#) to determine how the sector is performed in 2024. This update provides a glimpse into 2025, highlighting trends to watch.

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

FUNDING

Sustainable Canadian Agricultural Partnership

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

- **The Capital Infrastructure & Investments Program.**
 - Manitoba Agri-processing businesses can modernize operations, increase productivity, and make strategic equipment purchases. Whether you are upgrading technology or increasing capacity, now is the time to make an impact. Influence the growth and sustainability of Manitoba's agri-food sector by applying today! This competitive program rewards planning – start preparing your projects for 2025-2026 and stay tuned for future programs.

Application deadline: Oct. 31, 2024
For more information, click [here](#).

- **Resiliency and Public Trust**
 - Food Safety & Traceability: Pre-Approved Food Safety & Traceability Equipment Program

Application deadline: Jan. 23, 2025
For more information, click [here](#).

TRAINING & EVENTS

2024 WTCA Global Business Forum

The World Trade Centre Winnipeg (WTC) invites Manitoba-based businesses and partner organizations to participate in the 2025 WTCA Global Business Forum, scheduled for April 6-9 in Marseille, France.

Interested parties are encouraged to complete an Expression of Interest form.

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

Cocoa Connoisseur? Chocolate Tasting Experience!

CIFST Manitoba is hosting a chocolate tasting experience guided by Dr. Fernanda Peyronel, University of Guelph. Dr. Peyronel will guide you through the chocolate journey from bean-to-bar. Participants will taste delicious chocolate sample kits as provided by Barry Callebaut.

Date: Thurs, Oct. 17, 2024

Time: 6 p.m. to 7:30 p.m.

Location: University of Manitoba (online available)

To register, click [here](#).

FOODEX Japan 2025

FOODEX Japan is taking place in Tokyo from March 11 to 14, 2025, and registration is now open. FOODEX Japan is Asia's top professional trade show for food and beverages. FOODEX is an unparalleled opportunity for 80,000 exhibitors to meet with 4,000,000 buyers.

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

For more information on the Canadian Pavilion program, a support program for FOODEX Japan and other Flagship trade shows, click [here](#).

Questions on the show and program, can be directed to Christian.Lauziere@agr.gc.ca.

ENHANCING GLUTEN-FREE PASTA: OVERCOMING SHAPE AND TEXTURE CHALLENGES - WEBINAR

Xanthan gum is a key ingredient in gluten-free formulations, aiming to provide solutions that yield a high-quality, stable and palatable product.

The webinar will discuss practical applications and the role of xanthan gum. As reported at www.foodingredientsfirst.com, this ingredient can be used to address the unique challenges posed by gluten-free formulations.

Date: Thurs., Oct. 17, 2024

Time: 8 a.m. – 8:45 a.m.

To learn more and to register, click [here](#).

Farm Credit Canada Food and Beverage Summit – Booth Showcase Opportunity

Farm Credit Canada (FCC) is hosting the Food and Beverage Summit on Oct. 30, 2024, in Winnipeg at the iconic [Manitoba Museum](#). You can be a part of it! Register now to showcase your food business. This is your chance to see what's new, be inspired, and gain valuable insights to take your food and beverage business to the next level.

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

EXPO ANTAD & ALIMENTARIA

The Trade Commissioner Service (TSC) in Mexico is hosting a Canadian Pavilion at Expo ANTAD & Alimentaria, Mexico's largest retail-focused trade show in Guadalajara, Jalisco from March 25-27, 2025. Cost to exhibit is \$4,000 per Canadian company, which includes space in the Canadian Pavilion with the company's name and logo, as well as pre-event activities. Exhibiting companies can also participate in the Business-to-Business Program (B2B) for an additional cost of \$2,000 per Canadian company. Spaces are limited.

If you are interested in learning more about the opportunity contact Anne-Marie Croux, Trade Commissioner, Embassy of Canada at 55-5724-7934 or by email at anne-marie.croux@international

Deadline to register: Thurs., Oct. 17, 2024

Partner Events Calendar:

Check out our partner events calendars to see all the exciting training and event opportunities:

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

RESOURCES

Bioproduct and Service App

The Value Added Branch has just released the Bioproduct and Service Finder App. This App will continue to grow, and identifies Manitoba businesses that have bioproducts available for sale.

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

Customer Insights

A recent blog from www.shopify.com indicates that valuable customer insights result from leveraging customer data and analytics to uncover their needs, preferences and motivations. Understanding your customers plays a key role in the success of food and beverage product businesses.

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

SUPPLY CHAIN MANAGEMENT

How To Improve Your Supply Chain Strategy – You Do Have A Strategy, Right?

Whether you are looking to improve or build on what you have, or are considering developing a supply chain strategy for the first time, the article “How to Improve Supply Chain Strategy - The 6 Best Models” will get you thinking.

It challenges conventional thinking about the role of the supply chain within an organization. Typically, it is perceived as a cost centre, whereas the author sees the supply chain as an opportunity to strategically add value and leverage a competitive advantage, which is directly reflected through market positioning.

The article is a quick 8-minute read. There is also a link on the article page that provides a free supply chain strategy template.

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

Supply Chain 101

This Supply Chain 101 recorded webinar, hosted by World Trade Center Winnipeg and presented by Rick Reid of Supply Chain Manitoba, provides a comprehensive overview of supply chain fundamentals, with an emphasis on transportation and distribution.

To view the video, click [here](#).

FOOD SAFETY CORNER

Pest Control in Food Processing Plants

As outdoor temperatures drop, many pests such as mice, rats, rodents, and insects seek warmth, food and shelter indoors. Remember to ensure that all gaps, cracks and crevices are sealed to prevent entry into your food establishment. Understanding

how to manage and prevent pests is crucial for maintaining a clean and pest-free environment.

To learn more about pest control, click [here](#).

MARKET ACCESS SECRETARIAT (MAS) NOTIFICATIONS

Committee on Agriculture under CETA

The 7th Committee on Agriculture under the Canada-European Union (EU) Comprehensive Economic and Trade Agreement (CETA) will be held during the week of November 13, 2024. We welcome your insights on agricultural issues that Agriculture and Agri-Food Canada should consider raising in this forum.

The summary report from previous meetings of the committee can be found at the following link: [CETA Governance and Committees](#).

Please provide your input by emailing aafc.mas-sam.aac@agr.gc.ca by October 18, 2024.

MEET YOUR VALUE ADDED BRANCH STAFF

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



Mallory Hulme is a Product Commercialization Consultant at the Food Development Centre in Portage la Prairie, Manitoba. Mallory grew up on a grain farm in rural Manitoba and continues to be involved in grain farming and agriculture. Mallory holds a Bachelor of Human Nutritional Sciences from the University of Manitoba and a diploma in Chemical and Biosciences. In her 13 years at the Food Development Centre, Mallory has worked extensively with food products, ingredients and co-products conducting testing, product formulations, and nutritional labelling. Mallory has a wide range of knowledge and experience with many

types of food products including plant and animal proteins, liquid food products, bars and bakery products. Her research and development work includes sensory science, ingredient functionality, and ingredient application.

For more information on the Value Added Branch Business Development Unit, and the Food Development Centre, click [here](#).

We recognize that Manitoba is on the Treaty Territories and ancestral lands of the Anishinaabe, Anishinewuk, 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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