

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?

### The Canadian Economy Shows Resilience

Canadian GDP rose by a strong 0.6 per cent in January, representing a solid rebound from December. The gains appear to have continued in February, according to Statistics Canada, which forecast growth of 0.4 per cent.

The outlook for the first quarter, therefore, looks promising. The Bank of Canada has updated its forecast and now expects growth of 2.8 percent for the period.

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

### Global Economic Outlook – Spring 2024

With loosening domestic labour markets and slumping global demand, Canadian companies are facing new potential risks. EDC's Global Economic Outlook provides insights, including overviews of key countries, to help you make better business decisions.

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

## FUNDING PROGRAMS

### CanExport SMEs

The CanExport SMEs program supports the export efforts of Canadian companies that are the primary producers of goods and services and/or key players in the export of Canadian goods and services into new international markets. Application intake is open.

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

### Canada Digital Adoption Program

Canada Digital Adoption Program (CDAP) supports Canadian small businesses in using digital tools to build their online presence, sell products online and offer customers a better service through The Grow Your Business Online grant. Application intake is open.

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

## TRAINING & EVENTS

### Midwest United States Food & Beverage Exporters Market Readiness Mission

The Manitoba government is calling all Manitoba food and beverage (alcoholic and non-alcoholic) companies interested in exporting to the Midwest United States (U.S.) to express their interest in participating in a Midwest U.S. Food and Beverage Exporters Market Readiness Mission in Minneapolis, Minnesota on September 24 & 25. The two-day mission will feature expert-led educational seminars focussed on launching and scaling your business, Business-to-Business meetings, and tours with leading local industry contacts in import, retail, wholesale and/or distribution. **To express your interest in participating in the program, please send an email to [Kathy.sawchuk@gov.mb.ca](mailto:Kathy.sawchuk@gov.mb.ca) by Friday, May 10, 2024.** In your email indicate your interest and include the following information: company name, company contact name & title, phone number, email and type of food product(s) you're interested in exporting to the Midwest U.S.

### The Next Wave of Food Packaging: Are you Ready?

The federal government has made elimination of plastic from food packaging a priority. While it's important to reduce plastic food packaging and divert them from landfills, there are no easy solutions. On May 2, 2024,

join industry experts on a webinar to delve into complex world of food packaging.

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

### **IntegratED Business Networking Event**

Join us for the IntegratED Business Networking Event on May 6, 2024, where you'll learn new tools for cross-cultural networking and meet some of the best and brightest from the Faculty of Agriculture and Food Science. Students and recent graduates from Food Science, Nutrition and Biosystems Engineering will be on hand to mix, mingle and dazzle you with their skills while hearing more about your company and exciting career opportunities!

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

### **Introducing Spectroscopy: Transforming Food Analysis Webinar**

Consumer demand for high-quality food has driven research into alternative methods of food preservation and the development of new, rapid quality assessment techniques. Join us for this online webinar on May 7, 2024, Introducing Spectroscopy: A Rapid QA/QC Tool.

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

### **Word Trade Centre (WTC) Talks Event: Networking with Two Prominent Manitoba Entrepreneurs**

WTC Talks brings two remarkable Manitoban entrepreneurs for an engaging evening of networking and inspiration on May 15, 2024. Featuring insights from Landon Kroeker, founding partner at Von Slick's, and Kevin Selch, founder of Little Brown Jug Brewing Company.

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

### **Certified Food Handler Training Program**

Manitoba Health, Seniors and Long-Term Care is hosting Certified Food Handler Training Program full-day courses in Winnipeg, Steinbach and Portage la Prairie.

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

### **Manitoba Protein Symposium Industry Innovation Workshop – Embracing Technology**

The Industry Innovation Workshop aims to bridge the gap between industry and protein research by fostering connections, collaboration, and innovation within the sector. The workshop on June 18, 2024, will feature a networking lunch, guest speakers from industry sharing inspiring success stories highlighting innovative technology and collaborative efforts, and a workshop focused on Toyota Kata, offering practical tips for continuous improvement.

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

### **Manitoba Sustainable Protein Research Symposium**

Join the University of Manitoba at the 4th Annual Manitoba Sustainable Protein Research Symposium on June 18-19 in Winnipeg.

This event will connect students, researchers, and industry professionals through a rich [agenda](#) featuring the latest in technological advancements across the plant and animal protein sectors. With top-tier speakers and engaging sessions, this symposium is an unparalleled opportunity to share insights, foster collaborations, and celebrate achievements in sustainable protein.

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

### **2024 Pulse & Special Crops Convention**

Attend the Pulse & Special Crops Convention 2024, network with industry from around the world and participate in educational sessions from September 17-19, 2024.

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

### **Partner Events Calendar:**

Check out our partner events calendar to see all their training and event opportunities:

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

## RESOURCES

### Food and Value-Added Contributions to the Manitoba Economy

Manitoba Agriculture provides an overview of the food production and value-added processing manufacturing sector and its contribution to the provincial economy.

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

### New Resource

The food manufacturing industry is the largest manufacturing industry accounting for \$8.4 billion sales in 2023. Exports of food and beverage products have increased since 2019. In 2023, exports reached \$4.5 billion, an increase of 9.5 per cent, compared to the previous year.

Check out the newly updated [food and beverage sector profile](#) for additional information.

### Manitoba Agriculture and Agri-Food Trade Statistics and International Market Research Reports

Manitoba Agriculture provides trade statistics and international market research reports for the agriculture and agri-food sector.

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

### Food Safety Culture in Food Processing Facilities

The success of implementing and maintaining a food safety program depends on having a positive food safety culture. An organization with a strong food safety culture demonstrates to its employees and customers that making safe food is an important commitment.

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

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## MARKET ACCESS SECRETARIATE FOOD INDUSTRY UPDATES

### Indonesia Acknowledges Two Canadian Halal Certification Bodies

Indonesia halal regulations enter into force on October 17, 2024. Indonesia's regulations will require that all food and beverages be certified/labelled as either "halal" or labelled as "non-halal".

Products from nature such as plants and raw commodities (e.g. wheat, soybean), and products that are not processed/alterd, that have not been modified with additives or other substances, and that have no risk of including haram substances (including risk of cross-contamination) are exempt from halal labelling.

For more information, contact the local Canadian Food Inspection Agency (CFIA) office using the following link [Contact a Canadian Food Inspection Agency office by telephone - Canadian Food Inspection Agency \(canada.ca\)](#)

### Qatar – New Food Regulations

Certificate of Conformity is a new requirement that Qatar is now enforcing. This certificate is now required for products that fall under one of the 3 following categories: foods that are genetically modified (GM) or contain GM ingredients, organic food products, and foods treated with radiation.

We strongly encourage Canadian exporters to obtain a Certificate of Conformity prior to shipping products affected by Qatar's new regulation to avoid any issues when shipments reach Qatar. The Certificate of Conformity must accompany shipments of the types of food products covered by this regulation and the pre-shipment inspection must happen in Canada.

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### DID YOU KNOW?

### How Joining a Trade Mission Can Accelerate Your Export Plans

Market diversification is a priority for companies that want to reduce risk and increase opportunities for growth. With a world of opportunity to explore, the trick is to find a market where your business can thrive.

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

### **Share Your Thoughts on the Safe Food for Canadians Act**

The Canadian Food Inspection Agency (CFIA) seeks feedback on the Safe Food for Canadians Act (SFCA). SFCA came into force on January 15, 2019. The Act requires ministers to review its provisions and operations every five years. CFIA is therefore carrying out a review.

They are asking consumer associations; food industry and industry associations; manufacturers/processors; distributors/retailers; importers; trading partners; academia and experts; other government departments and agencies, including provincial, territorial and municipal; and the general public to review key questions in the [consultation document](#) and submit their feedback. Consultation ends May 27, 2024.

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

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