

# How to Grow Your Food Processing Business Beyond Manitoba's Borders Webinar Series



## Are you ready to expand your food or beverage sales across Canada?

Market expansion isn't just a business strategy – it's a game-changer that can propel your company to unprecedented success. Expanding your food processing business into the domestic market can help you grow your sales faster, increase your productivity, and reduce your dependence on your local market. All of which will help your company be more profitable and sustainable in the long run.

If you want to do it right, you need to plan to execute a clear and achievable domestic marketing strategy that will support and accelerate sustainable growth.

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

- **Understanding Safe Food for Canadians Regulations (SFCR) – Jan. 23**  
Maidyl Abello & Gabrielle Nowakowski, Inspection Advisor, Canadian Food Inspection Agency (CFIA)  
CFIA's SFCR regulations are now in full effect. If you are thinking about shipping within Canada, you will want to learn whether the regulations impact you and what you need to comply with them.
- **Guide to Developing a Preventative Control Plan (PCP) – Jan. 30**  
Denise Aminot-Gilchrist, Food Safety and Quality Specialist, Food and Beverage Manitoba  
A key component of SFCR compliance is having a Preventative Control Plan (PCP). Denise will explain what a PCP is; who needs one; steps for preparing, implementing, and maintaining; and guidance on recordkeeping.
- **Logistics and Fulfillment within Canada – Feb. 6**  
Jeff Fidyk, Business Development Specialist, Manitoba Agriculture  
There's more to expanding your market within Canada than just receiving orders and shipping the goods. Jeff will outline alternative distribution models, in-market presence, plus the financial and operational implications on your business. He will also share some success stories and best practices from Manitoba food processors.



- **How to Develop a Pricing and Promotional Strategy to Drive Sales Velocity on Retail Store Shelves – Feb. 13**

Jeff Fidyk, Business Development Specialist, Manitoba Agriculture

This webinar will outline incremental costs you may incur when you expand your market to other provinces and will provide guidance on how to determine selling prices to maintain your profitability. Jeff will also discuss how to develop a pricing and promotional strategy to drive your sales velocity at retail stores.

- **Guide to Developing a Trade Strategy for your Food Business – Feb. 20**

Mariam Saleem, Senior Account Manager, Business Development Bank of Canada (BDC)

Mariam will outline what you need to think about when assessing the potential benefits and risks for your food business when expanding sales into new domestic markets.

The How to Grow Your Food Processing Business Beyond Manitoba's Borders Webinar Series may be the best value you receive all year. These webinars will provide you with valuable insights on how to successfully expand your business to new markets within Canada.

Registrants will receive slide decks and related resources after each webinar.

**RSVP Information:**

Email [mbagrifood@gov.mb.ca](mailto:mbagrifood@gov.mb.ca) or call 1-204-871-5015 to register for one or more of these webinars.

