

YOUR FUTURE IN FOOD

# BUSINESS PATHWAYS



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



## FUNDING AND PROGRAMS

### Sustainable Canadian Agricultural Partnership Market Development Program

The Sustainable Canadian Agricultural Partnership (Sustainable-CAP) Market Development program intake is now open. The program is designed to advance the agriculture, agri-food and agri-product sector's innovation and business capacity to enter new markets, maintain existing markets and capture emerging market opportunities.

To learn more about the program and how to fill out the Application and Budget Worksheets, click on the following webinar links:

- [Program Overview](#) (webinar)
- [Guidance for Completing Your Application](#) (webinar)
- [Program information and application](#)

### Export Development Program (EDP)

Manitoba Export Development Program (EDP) has been enhanced to better serve the needs of Manitoba businesses.

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

### Sustainable-CAP Agri-Innovate Program

The Sustainable CAP Agri-Innovate Program provides repayable contributions to incentivize targeted commercialization, demonstration and/or adoption of commercial-ready innovative technologies and processes that increase agricultural and agri-food sector competitiveness and sustainability benefits.

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

## WHAT'S NEW?

### Front-of-Package Labelling Deadline Jan. 1, 2026

As stated in the [Implementation plan for amendments to the Food and Drug Regulations \(Nutrition Symbols, Other Labelling Provisions, Vitamin D and Hydrogenated Fats or Oils\)](#), the end of the transition period for the Front-of-Package (FOP) regulations is Dec. 31, 2025.

Effective Jan. 1, 2026, all food labels must fully comply with the new FOP labelling requirements. However, products that were imported, manufactured in Canada, or packaged at retail before that date can still be sold and remain on store shelves. Products imported, manufactured in Canada, or packaged at retail on, or after, Jan. 1, 2026, will be subject to the standard regulatory response process.

Following the end of the transition period, should non-compliances be identified during inspections, the regulated party will be given time to make corrections within the [established timeframe to complete corrective actions](#) that corresponds to the severity of the non-compliance.

## Prairies Economic Development Canada Regional Tariff Response Initiative

The Prairies Economic Development Canada (PrairiesCan) Regional Tariff Response Initiative (RTRI) has been launched to help Canadian businesses adapt, grow, and build resilience in a shifting trade landscape.

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

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### TRAINING & EVENTS

#### From Idea to Aisle: Manitoba Food Companies' Journey to Market

Discover what it really takes to succeed in a food business – from bold ideas to market-ready products. Featuring real stories from Manitoba entrepreneurs including Prairie Fava, Farmery Estate Brewery and Chaeban Ice Cream, this session highlights the wins, the setbacks, and the support systems that make a difference.

This session offers a behind-the-scenes look at how Manitoba food companies are navigating that path – sharing lessons learned, resources used, and opportunities seized. Gain insights into the real-world challenges and opportunities faced by local food companies. Learn about the supports available through Manitoba Agriculture's Value Added Branch and the Food Development Centre.

The session event will take place on Thursday, Jan. 22, 2025, at 1:00 p.m. in the FCC Theatre at Manitoba Ag Days.

#### Build Your Career & Community in Agriculture

Join Manitoba Women in Ag & Food for a free event at Ag Days on Jan. 22 from 8:30 a.m. to noon. **Your Way Forward: Build Your Career and Community in Agriculture** is presented in partnership with Manitoba Beef & Forage Initiatives. It will feature industry-leading speakers, networking, and round table discussions on career advancement, building your network, mentorship and entrepreneurship. Free breakfast is included. Attendees must purchase admission to Ag Days separately.

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

## Made in Manitoba B2B Summit

The B2B Summit – Powered by Made in Manitoba, is a free, one-day networking and trade show event organized by Canadian Manufacturers & Exporters Manitoba in partnership with the Made in Manitoba initiative. The B2B Summit bring together 99 Manitoba-based companies and associations to build partnerships, exchange ideas, and drive growth.

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

#### Alizés Awards: Celebrating the Canadian Agri-Food Industry

Organized by Group Export Agri-Food, the Alizés Awards, presented by FCC, celebrate the excellence of Canadian agri-food companies that sell both domestically and abroad. On November 26, 2025, the organization officially announces the opening of the application period, which runs until Feb. 27, 2026. The awards ceremony will be held on April 29, 2026, at Le Belvédère in Montréal's Old Port, in conjunction with SIAL Canada.

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

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### PARTNER EVENTS CALENDAR

Check out our partners' events calendars below:

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

#### Addressing the Automation and Technology Skills Gap in Agriculture Webinar

Automation and advanced technologies are transforming Manitoba's agriculture and food-processing sectors – and the demand for skilled talent is rapidly increasing. Our recent webinar, **Addressing the Automation and Technology Skills Gap in Agriculture**, brought together industry and academic experts to explore workforce

shortages, emerging skills needs, and practical strategies for preparing for the future.

Watch the full recording here: [Addressing the Automation and Technology Skills Gap in Agriculture - YouTube](#)

## **FDA Proposes Extension of Compliance Date for Food Traceability Rule**

Please note that the United States (U.S.) Food and Drug Administration (FDA) has proposed to extend the compliance date of the [Food Traceability Final Rule](#) (FSMA 204) by 30 months to July 20, 2028.

The rule applies to food businesses preparing food products on the FDA's [Food Traceability List](#) for export to the U.S.

For more information, please refer to [CFIA's Food Export Requirements Library](#).

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## **FOOD SAFETY**

### **Supplier Management in Food Processing**

For food manufacturers, understanding the origin of your ingredients and packaging materials is essential. The safety and quality of your products depend on the components you use. To ensure safe food production, work only with suppliers who can consistently meet your company's food safety requirements. Implementing a supplier approval program helps verify that suppliers follow practices such as Good Manufacturing Practices (GMPs) or Hazard Analysis Critical Control Point (HACCP) principles. For more details on supplier approval and evaluation, visit [Province of Manitoba | agriculture - Supplier Management](#).

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## **TRADE SHOWS AND MISSIONS**

### **Canada Trade Mission to Mexico**

Canada's Trade Commissioner Service (TCS) is recruiting a Canadian business delegation to join the Honourable Dominic LeBlanc, Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade and One Canadian Economy for a Canada Trade Mission (CTM) from Feb. 15 – 20, 2026 in Mexico.

This trade mission will help Canadian exporters and innovators position themselves in the Mexican market by showcasing their capabilities and competitiveness while facilitating trade diversification and investment opportunities.

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

### **Reservation Economic Summit (RES) 2026**

The Reservation Economic Summit (RES) 2026 hosted by the National Center for American Indian Enterprise Development (NCAIED) is a four-day event offering many networking activities and business development sessions, as well as a matchmaking platform for participating suppliers and buyers. Join us in Las Vegas, March 23-26, 2026.

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

### **China Food & Drinks Fair (CFDF) 2026**

The Canadian Food Exporters Association (CFEA), in partnership with the Consulate General of Canada in Chongqing, is inviting food and beverage companies to participate in the China Food and Drink Fair (CFDF), taking place in Chengdu, China from March 26-28, 2026. CFDF is one of China's largest annual food and beverage industry events, attracting over 400,000 trade visitors.

For more information, and to register, please contact Daniela Zheng, Trade Commissioner at the Consulate General of Canada in Chongqing, at [daniela.zheng@international.gc.ca](mailto:daniela.zheng@international.gc.ca). To register through the CFEA, click [here](#).

Registration deadline is Dec. 23, 2025, at 2:00 a.m. (Winnipeg time).

### **Food & Hospitality Asia (FHA) 2026 – Pavilion, Space Opportunity**

AAFC is hosting a Canadian pavilion at Food & Hospitality Asia (FHA). FHA is the leading food, beverage and hospitality event in South East Asia. FHA will take place in Singapore from April 21 to 24, 2026.

Registration is on a first-come, first-served basis.

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

## Bakery Showcase – Trade Show & Conference

The Bakery Showcase Trade Show and Conference, May 3-4, 2026, in Toronto, is Canada's national baking industry event, attracting thousands of industry professionals from the bakery, grocery and food service sectors across the country. Companies meet to learn about the latest innovations, participate in demonstrations and educational sessions, and network.

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

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## TRADE

### Canada Launches E-certificates to Support Grain Exports to Mexico

The Canadian Food Inspection Agency (CFIA) is issuing electronic phytosanitary export certificates for grains and grain products destined for Mexico. A phytosanitary export certificate is an official document issued by CFIA to the competent authority

of the importing country.

The exchange of electronic certificates reduces the risk of fraud and eliminates longer delivery times associated with mailing paper documents.

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

### What Canada's New Free Trade and Labour Mobility Act Means for Food Safety

Interprovincial trade is being modernized in Canada, and this will impact food safety regulations. The Canadian Free Trade Agreement (CFTA) has historically limited commerce and labour mobility. The key premise of the regulatory reform is that if it is safe for consumers and businesses in one province, then it should (will? Must?) be safe in all provinces.

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

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*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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