

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



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

WHAT'S NEW?

New Front-of-Package Nutrition Rules Take Effect

As of Jan. 1, 2026, all food labels in Canada must comply with new front-of-package (FOP) nutrition symbol requirements.

The symbols were introduced in June 2022 by Health Canada as part of new nutrition labelling regulations. They must be used on prepackaged foods that need or exceed specific thresholds for saturated fat, sugars, or sodium.

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

Canada Grocery Code Is Fully Operational

The voluntary Canada Grocery Code of Conduct is fully operational as of Jan. 1, 2026, and includes a dispute resolution mechanism that governs how complaints will be addressed. The Grocery Code is intended to promote fair dealings between grocers and their suppliers in an effort to bring more transparency and predictability to the industry.

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

FUNDING AND PROGRAMS

Regional Tariff Response Initiative

Prairies Economic Development Canada has launched a new Regional Tariff Response Initiative to help Canadian businesses adapt, grow, and build resilience in a shifting trade landscape.

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

Export Development Program (EDP)

Business, Mining, Trade and Job Creation's (BMTJC) Export Development Program (EDP) helps small and medium-sized enterprises (SMEs) export and diversify markets for their products outside of Manitoba (MB) by participating in trade shows or trade missions to assess and/or initiate business.

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

TRAINING & EVENTS

From Idea to Aisle – Manitoba Food Companies' Journey to Market

Discover what it really takes to succeed in Manitoba's food industry – from bold ideas to market-ready products – through real stories from local entrepreneurs.

Manitoba Agriculture is hosting an inspiring discussion with three Manitoba innovators who are redefining agri-food, value-added creation:

- Hailey Jefferies, founder of Prairie Fava, is leading the charge in building North America's fava bean value chain, driving sustainability and protein innovation from seed to shelf.
- Chris Warwaruk, co-founder of Farmery Estate Brewery, brings a unique farm-to-glass approach, crafting beverages with locally grown barley and hops while championing low-carbon brewing practices.
- Joseph Chaeban, president of Chaeban Artisan and Chaeban Ice Cream, blends dairy science with cultural heritage to create award-winning ice cream and cheeses rooted in community and sustainability.

This event offers an inside look at their wins, setbacks, and lessons learned, while highlighting resources and supports available through Manitoba Agriculture's [Value Added Branch](#) and the [Food Development Centre \(FDC\)](#) centre to help businesses navigate challenges and seize opportunities.

This event will take place on Thursday, Jan. 22, 2026, from 1:00 p.m. – 2:30 p.m. in the Farm Credit Canada (FCC) Theatre at Manitoba Ag Days.

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

Navigating the Unexpected: Tales from a Supply Chain Pro Webinar

Manitoba Agriculture is hosting Tracy Minarz, Corporate Supply Chain Manager, BeeMaid Honey Limited to discuss inventory, the food and beverage landscape, and lessons learned along the way for supply chain, as well as creating strategies for results and turning thought into action.

This webinar will take place on Feb. 17, 2026, from 11:00 am – noon.

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

Supply Chain Webinar Series: From Negotiation to Strategy - and Everything In Between

This five-part series is hosted by Manitoba Agriculture and Supply Chain Manitoba and will run from (Thursdays) Feb. 5, 12, 19, 26 and March 12. The time will be from 10:00 a.m. – Noon

For more information, email [us](#).

Trade Show Essentials: Dos, Don'ts, and Smart Strategies

World Trade Centre Winnipeg (WTCW) and Food and Beverage Manitoba (FABMB) are co-hosting a webinar to help food and beverage businesses plan, prepare, and succeed at trade shows. The webinar will cover the key dos and don'ts, how to choose the right show, and strategies to maximize your investment.

This webinar will take place on Jan. 28, 2026, from noon – 1:00 p.m.

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

Food Hazard Analysis and Critical Control Points System Development Course

FABMB is hosting a two-day, in-depth course that will provide a practical understanding of Hazard Analysis Critical Control Points (HACCP) and how to develop and implement a HACCP system to meet customer and regulatory requirements. This online course will take place on Feb. 10 & 11, 2026, from 9:00 a.m. – 5:00 p.m.

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

Twelve-week Food Venture Online Program

Have a great food idea, but not sure how to turn it into a business? Whether you're the go-to recipe person, selling at farmers' markets, or dreaming of seeing your product on local grocery shelves, the Food Venture Boot Camp can help make it happen.

FABMB is hosting an interactive 12-week Food Venture Program led by food industry experts, chefs, and product development specialists. The course will cover key regulations, how to build a solid business plan, and refine a compelling pitch to help take your food business to the next level.

This online course will take place on Tuesdays from Feb. 10 – April 14, 2026, from 6:00 p.m. - 8:30 p.m.

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

Spoiler Alert! Food Safety Summit

FABMB is hosting a one-day The Spoiler Alert! Food Safety Summit that will bring together processors, regulators, suppliers, and consultants to explore the latest technologies, compliance requirements, and best practices that ensure Manitoba's food and beverage industry stays ahead of evolving standards.

This event will take place on March 5, 2026, from 8:30 a.m. – 4:30 p.m. in Winnipeg.

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

PARTNER EVENTS CALENDAR

Check out our partners' events calendars:

- [Food & Beverage Manitoba \(FABMB\)](#)

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

RESOURCES

Food and Bioproduct Warehousing and Distribution Services Finder App

Are you looking for a warehouse, transportation and/or distribution options for your food or bioproduct? If so, check out Manitoba Agriculture's Food and Bioproduct Warehousing and Distribution Service Finder App to help identify and search for Manitoba warehousing, distribution and transportation service providers by type of product, service and service offering.

To explore the app, click [here](#).

Co-packer Service Finder App

Are you looking for a Manitoba co-packer to manufacture your food product? If so, check out Manitoba Agriculture's Co-packer Service Finder App to help streamline your co-packer search by allowing you to filter co-packers by type of product and packaging, making it easier and more efficient to find and assess potential food and beverage co-packers that will meet your processing needs in Manitoba.

To explore the app, click [here](#).

FOOD SAFETY

Cross-Contamination in Food Processing Plants

Cross-contamination is the unintentional transfer of microorganisms, chemical contaminants (including allergens), or any foreign substance from food, people, or objects to another food product. It can occur at many points during food production and can be prevented through good manufacturing practices, training, good sanitation, and proper storage of food.

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

Supplemented Foods Requirements

As stated in the [Implementation plan for amendments to the Food and Drug Regulations \(Supplemented Foods\)](#), the end of transition for supplemented foods was Dec. 31, 2025. Effective Jan. 1, 2026, all supplemented foods are expected to comply with the regulations, except the rounding rules for the declaration of supplemental ingredients which will continue to follow Health Canada's [Interim policy statement on rounding rules](#).

TRADE SHOWS AND MISSIONS

Seoul Food & Hotel (SFH) 2026

Agriculture and Agri-Food Canada (AAFC) is hosting a Canadian pavilion at Seoul Food & Hotel (SFH). SFH is the largest international food and hospitality show in South Korea and the annual meeting place for industry professionals to source new products, make note of the latest trends, and to meet business partners from all over the world.

This event will take place in Seoul, South Korea from June 9 to 12, 2026.

AAFC will open registration on Jan. 20, 2026, at 1:00 p.m. Registration is on a first come, first served basis.

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

AAHAR 2026 International Food and Hospitality Fair

The Trade Commissioner Service (TCS), in collaboration with AAFC, the High Commission of Canada, provincial partners, and industry associations, will host a Canada Pavilion at AAHAR 2026, India's premier food and hospitality trade show to showcase the quality and innovation of Canadian products.

This event will take place in Pragati Maidan, New Delhi from March 1- 14, 2026.

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

Food & Hospitality Asia (FHA) 2026

AAFC is hosting a Canadian pavilion at Food & Hospitality Asia (FHA). FHA is the leading food, beverage and hospitality event in South East Asia.

The event 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](#).

Salon International de l'Alimentation Paris

AAFC is encouraging all Canada companies interested in participating in [Salon International de l'Alimentation \(SIAL\) Paris](#) to add their companies to the registration list, by emailing aafc.mas-sam.aac@canada.ca. Held annually, SIAL Paris is the largest food and beverage show in the world that draws more than 310,000 professionals from 130 countries.

The event will take place from Oct. 17 - 21, 2026 in Paris, France.

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

TRADE & MARKET ACCESS SECRETARIAT NOTIFICATIONS

Voluntary Product of USA labelling

On Dec. 10, 2025, the United States Department of Agriculture (USDA) published additional guidance on the Voluntary Product of USA (VPUSA) final rule including, providing clarity on:

- key definitions in the final rule
- eligibility of certain ingredients and sub-

ingredients

- which label claims and images will be allowed under the final rule and whether additional qualifying statements will be required

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

Update to European Union's Food & Feed Simplification Omnibus

On Dec. 16, 2025, the European Commission proposed an Omnibus Simplification Package to streamline European Union (EU) food and feed legislation.

The initiative aims to simplify rules and procedures for EU farmers, agri-food producers, operators, and national authorities across the EU's applicable legislation, from plant protection products and biocidal products, to feed, official controls and animal health and welfare.

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

DID YOU KNOW?

Export Development Canada (EDC) Highlights Support for Agri-Food Sector

The growing middle class, rapid urbanization and shifting dietary trends in the Indo-Pacific and Latin America are creating new opportunities for Canadian exporters.

Export Development Canada (EDC) is seeing a surge in Canadian agri-food companies exploring new markets to drive business growth.

For more information, 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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