

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?

### Creating a Sell Sheet: How to Make Buyers Notice Your Food Product

You have a great food product. You've done the research. In today's competitive retail space, how can you get retailers, wholesalers, and distributors to notice you? Creating an effective sell sheet is the first step.

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

### Food Loss and Waste Survey

Reducing food loss and waste (FLW) provides businesses with opportunities to increase margins and reduce their environmental footprints.

In 2019, Second Harvest released the first national estimate of FLW along the entire agri-food value chain. The study was completed by Value Chain Management International (VCMI). The reports can be accessed [here](#). This research has created a standardized system of measurement that can be used to track and reduce FLW. On the study's fifth anniversary, Second Harvest has again engaged VCMI to examine the changes made and the reasons why. A survey is accessible [here](#) and takes approximately 5-8 minutes to complete. All responses are confidential.

We encourage all agri-food-related businesses to complete the survey by **Fri., May 31**.

A series of two-hour **validation workshops** are being delivered across Canada to present findings from this research. These workshops will provide participants with the opportunity to comment on the data captured and contribute to the development of sustainable solutions. Watch for June dates for Winnipeg.

### Offering Plant-Based Proteins is a Profitable Choice for Operators

As sustainability continues to drive consumer demand, alternative proteins on menus are starting to become a powerful tool to combat climate change across the globe and boost restaurant bottom lines.

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

### Mexico Enacts a New Law Affecting Genetically Modified Labelling Requirements

The new law includes the following key provisions related to food:

- mandatory disclosure for products containing ingredients originating from genetically modified organisms
- prohibition of the use of substances deemed harmful to human health and the environment during the production, transport, storage, or packaging of any foods

### Pea Protein Sector Files Duty Case

Manufacturers claim that Chinese companies are exporting product into Canada at subsidized prices. Canadian pea protein manufacturers have filed an anti-dumping and duty case against Chinese imports.

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](#).

---

## TRAINING & EVENTS

### Feeding the Future: With Alternative Proteins Webinar

Join Manitoba Agriculture on May 23, 2024, for a webinar on the next wave of the alternative protein movement. This webinar will share information about the state of the alternative protein sector, including trends developing in North America, Europe, and worldwide. It will highlight the experiences, challenges, and opportunities for Manitoba businesses within the alternative protein sector. The webinar will also discuss strategies and opportunities to secure funding for the growth of the alternative protein sector in Manitoba and Canada.

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

### World Trade Centre Winnipeg (WTCW) Free Roundtable Session – Ask the Advisors: Starting a Business in Manitoba

Join WTCW on May 23, 2024, for a free roundtable discussion with WTCW Small Business Service advisors and fellow entrepreneurs to get your questions answered about how to start a business in Manitoba.

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

### Food and Beverage Market Introduction to Sweden and Denmark Webinar

The online webinar event is for Canadian food and beverage producers of premium quality products looking to explore the Swedish and Danish markets. Join the Embassy of Canada on May 29, 2024.

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

### Tasting the Future in Food and Beverage – 2024 FABMb AGM

Food & Beverage Manitoba's 2024 Annual General Meeting, a gathering of minds and a celebration of success, takes place on June 11, 2024, at the Wyndham Garden Hotel, Winnipeg. The AGM promises to be an enriching experience, filled with insightful discussions and inspiring stories.

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

### deCarbon Culture Workshop

Are you a small or medium-sized business looking to reduce your carbon footprint, but don't know where to start?

Transform your business into an eco-friendly powerhouse at Manitoba Environmental Industries Association (MEIA's) deCarbon Culture Workshop on June 11-12, 2024, and discover the secrets to greening up your business.

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

### Ingredients for Success

Food in Canada invites you to join the Ingredients for Success: Scaling Strategies for F&B Processors event on June 19 in Toronto.

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

### Pasteurization of Milk and Liquid Foods

Join the upcoming Pasteurization of Milk and Liquid Foods course on June 20-21, 2024, at the University of Manitoba.

To participate, please submit the attached form via email to [helena.marak@umanitoba.ca](mailto:helena.marak@umanitoba.ca). The deadline for registration is May 31, 2024. Please note that space is limited.

For more information and to register, see attachment.

### 2024 Annual General Meeting – CME Manitoba

Canadian Manufacturers & Exporters (CME) AGM will reflect on CME achievements over the past year and discuss plans for the future. CME invites you to join them in celebrating its successes and explore new opportunities to advance the manufacturing industry in Manitoba.

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

### Partner Events Calendar:

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

- [Food & Beverage Manitoba](#)

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

---

## RESOURCES

### Manitoba Pork “Chop Talk” Podcast Series

[Manitoba Pork](#) has recently developed a podcast series “Chop Talk” where they discuss a variety of topics of interest to the pork industry. To access the Chop Talk podcast series, click [open.spotify.com](#).

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

### How to Start a Business in Manitoba Guide

Starting a business can seem overwhelming, but World Trade Centre Winnipeg’s guide simplifies the process for you. From conducting market assessments to choosing the right business structure and understanding the necessary permits, WTCW’s comprehensive guide covers all the essentials you need to launch your business in Manitoba.

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

---

## MARKET ACCESS SECRETARIAT FOOD INDUSTRY UPDATES

### USDA to Clarify Standards and Regulations

The USDA proposes to amend regulations and clarify standards for organic mushrooms and organic pet food. For more information, click [here](#).

### UK's New Common User Charge Measure

The Canadian Food Inspection Agency has received notifications from the United Kingdom (UK) informing that, as of April 30, 2024, a Common User Charge (CUC) will apply on Sanitary and Phytosanitary (SPS) imports from all countries entering Great Britain through the Port of Dover and the Eurotunnel Le Shuttle in Kent.

The charge will apply to low-risk products of animal origin, medium- and high-risk animal products, plants, and plant products, whether or not the import is selected for a physical check at planned government-run Border Control Post (BCP) facilities. The importer (or UK customs agent) will be liable to pay the CUC.

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

---

## DID YOU KNOW?

### Six Steps to Manage Supply Chain Risk

When the market suddenly changes, your inventory and supply chain may no longer match your clients’ needs. Discover Business Development Bank of Canada’s (BDC) six practical tips to get your production back on track.

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

### Share Your Thoughts: Review of the Safe Food for Canadians Act

The Canadian Food Inspection Agency (CFIA) seeks feedback on the Safe Food for Canadians Act (SFCA). Industry, consumers, and stakeholders are encouraged to share their thoughts about the SFCA by May 27, 2024. SFCA came into effect on Jan. 15, 2019. The Act requires ministers to review its provisions and operations every five years. CFIA is, therefore, carrying out a review.

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

---

To unsubscribe at any time, let us know at [mbagrifood@gov.mb.ca](mailto:mbagrifood@gov.mb.ca).

For inquiries or comments on this information circular, contact [mbagrifood@gov.mb.ca](mailto:mbagrifood@gov.mb.ca).

**Circular Volume 2 Issue 3 – 2024-25**