

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?

Farm Credit Canada (FCC)'s Food and Beverage Report, released in April, indicates that the overall outlook for 2024 is more positive than the lean 2023 year. The report examines the challenges and opportunities for industry.

To watch the 30-min. video on report findings, click [here](#).

To get a copy of the report, click [here](#).

FUNDING

The **Sustainable Canadian Agricultural Partnership (Sustainable-CAP)** is open for intake in the following program areas:

- Resiliency and Public Trust: Pre-Approved Food Safety & Traceability Equipment Program

Application deadline: Jan. 23, 2025

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

For more information on Sustainable-CAP, click [here](#).

- Agriculture and Agri-Food Canada's Agri-Assurance Program can help small and medium-sized enterprises (SMEs) make verifiable claims about their products and meet export requirements for international markets. This program can help businesses stand out from the competition and expand their market reach.
- Applications will be accepted until Sept. 30, 2027, or until funding is fully committed.

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

Grow Your Business Online Grant

This program will help small businesses take advantage of e-commerce opportunities.

Eligible businesses will receive a micro-grant of up to \$2,400 to help with the costs related to adopting digital technology.

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

TRAINING & EVENTS

Manitoba Agriculture – Building a Resilient Agriculture Workforce in Manitoba

Join us for an informative webinar dedicated to uncovering the evolving landscape of agricultural careers in Manitoba. This session will provide a comprehensive overview of the current and emerging career opportunities in the province's agricultural sector.

We will present the resources available to facilitate connections between employers and career seekers. This webinar is an invaluable opportunity for professionals, career development specialists, and stakeholders to gain a deeper understanding of the dynamic agricultural industry in Manitoba and the pathways to fostering a robust and adaptable workforce.

Webinar Event Details:

- Wed., July 31
- 11:00 a.m. to 12:00 p.m.

To register, click [here](#).



COMING SOON - Essential Skills to Build Your Business

Don't miss this hybrid learning series hosted by Manitoba Agriculture and the Manitoba Women's Enterprise Centre. The event will deliver essential building blocks to help you grow your food business. This five-part virtual series, which combines webinars with one-one-one coaching, will address:

- communication skills
- negotiation skills
- building your brand
- building relationships and getting into retail
- presentation and pitching skills

The event will conclude with a pitch competition event providing participants with the opportunity to pitch their food product, get valuable feedback, and win an award towards product and market development services.

Space is limited to 25 participants and will run Sept. through Nov. 4, 2024.

Stay tuned for more details or contact the [Value Added Branch](#) for more information.

Trade Accelerator Program (TAP)

RBC, EDC and the Government of Canada present the next session of TAP programming in Winnipeg. In six weeks, through virtual and in-person, hands-on workshops and mentoring sessions, seasoned professionals help participants develop an effective export plan.

To participate in TAP, your business must have:

- two years in commercial operation
- a strong competitive advantage
- more than \$500,000 in annual revenue
- two years of income statements
- a clean record: no corruption or environmental or human rights violations
- desire to diversify into export markets, to explore the steps needed to expand into new markets and/or some past export experience
- two senior representatives dedicated to the program

Interested companies can register up to two representatives for free. Companies will be assessed regarding their fit with the program.

TAP starts Sept. 11 and runs through to Oct. 22.

For more information, please see the attached PDF.

Expanding Circular Supply Chains: The Enabling Role of Support Flows

Part of a speaker series through the [Asper School of Business](#), the session will highlight how different flows in the supply chain work together to create a supply of sustainable materials, build demand for circular products and enhance the capacity for circularity within an Industry.

In-Person Event Details:

- Room 530, Drake Centre
- Wed., Aug. 7
- 5:00 p.m. to 7:00 p.m.
- Register with full name, title company and email address to: events@associatesmb.ca

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

Trade Mission to Indonesia and the Philippines

As part of [Canada's Indo-Pacific Strategy](#), the Honourable Mary Ng, Minister of Export Promotion, International Trade and Economic Development will lead a Team Canada Trade Mission (TCTM) to Indonesia and the Philippines. The trade mission will help Canadian exporters and innovators from across the country position themselves in these markets by showcasing their capabilities and competitiveness while facilitating long-term trade and investment opportunities.

The trade mission program will focus on areas of Canadian competitive advantage, which includes agriculture and processed foods (including fish and seafood). It is seeking:

- export-ready Canadian companies of all sizes, including exporters from diverse backgrounds, with strong potential to address opportunities in Indonesia and/or the Philippines and generate tangible business outcomes

- provinces and territories, municipalities and other Canadian organizations, such as trade associations and chambers of commerce, looking to expand their reach and engagement in the Indonesian and Philippine markets

If your company or organization is interested in participating, please submit your application **by Sept. 6, 2024, 17:00 EDT**.

For more information on Team Canada Trade Missions, eligibility requirements, or details about the program, please use the following link.

[Team Canada Trade Mission to Indonesia and the Philippines \(Dec. 1 – 6, 2024\)](#)

China Fisheries & Seafood Expo

China Fisheries & Seafood Expo is the key event for fish and seafood products in China. The show is the second largest seafood trade event in the world and attracts approximately 40,000 qualified buyers from 88 countries. This year's show will take place Oct. 25 to Nov. 1, 2024, at the Hongdao International Convention and Exhibition Center in Qingdao, China.

To register, or to exhibit, 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 Agriculture – Supply Chain Analysis – Business Continuity Planning

Does your business have a back-up plan? The ValueAdded Branch has a supply chain analysis fact sheet, which includes a nine-step consideration list to help you analyze your supply chain and create a business continuity strategy for managing and mitigating disruptions throughout the supply chain.

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

Mentorship Opportunities

Did you know [Futurpreneur](#) provides the opportunity for business owners – both current and past – to connect with aspiring and new entrepreneurs in various industries to help them move forward with confidence and success in their endeavours.

If you have learned from experience, and are interested in sharing your knowledge with like-minded individuals starting out in the food and beverage processing industry, contributing to community development, raising your profile through networking, growing your own skills and fuelling your passion to leave a lasting impact, Futurpreneur is looking for you.

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

Asper Co-op – Your Next Great Hire – Fall 2024 Recruitment Opportunities

Now is the peak hiring time to secure top talent through the Asper Co-op Program for Fall 2024 (September – December 2024).

The Asper Co-op Program has co-op students at both the bachelor and masters levels in commerce studying a variety of majors (e.g., marketing, finance, accounting, human resources, supply chain, business analytics, Indigenous business, global strategy and management), who can bring fresh perspectives and solutions to issues businesses are experiencing today!

Submit your posting to the Asper Co-op office at aspercoop@umanitoba.ca, or directly on the [Asper Career Portal](#).

The [Asper Co-op Program website](#), [Co-op Program Brochure](#) and [Co-op Employer Guide](#) have detailed information about how to hire a student. Co-op students have been pre-screened and admitted to the program based on academic excellence, professionalism, and communication skills. They also receive training in professional workplace readiness.

Don't miss out on the opportunity to add a dynamic and driven individual to your team! For questions regarding our Co-op Programs, contact us at aspercoop@umanitoba.ca or (204) 474-8521.

FOOD SAFETY CORNER

What is Biofilm?

Biofilm is a mixture of different microorganisms that are held together and protected by glue-like materials. In food production areas, biofilm is a sign the area is unsanitary and needs to be cleaned. To learn more about testing for, removing and the conditions that create biofilm in food processing facilities, click [here](#).

MEET YOUR VALUE ADDED BRANCH STAFF

We are using this section to introduce you to the Value Added Branch team. Each week, we will highlight a team member of the Value Added Branch.



Robin Young is the Director of the Value Added Branch of Manitoba Agriculture, which includes a team of Business Development Specialists located across Manitoba to address the needs of food businesses throughout the growth of their companies. The Value Added Branch also includes the Product

Commercialization Consultants at the Food Development Centre in Portage la Prairie. The Food Development Centre was established in 1978 and, in its 40-year history, has grown into an internationally recognized centre of excellence, assisting the agrifood industry in the development and commercialization of food products to meet the growing protein market. Robin has a wide range of knowledge and experience in the food industry, having worked in the areas of quality assurance, technical marketing, production, environmental management and continuous improvement prior to joining government. Robin grew up on a farm in Manitoba and her passion for food and love of science inspired her to earn bachelor and masters degrees in food science from the University of Manitoba.

For more information on the Business Development Unit and the Food Development Centre, click [here](#).

We recognize that Manitoba is on the Treaty Territories and ancestral lands of the Anishinaabe, Anishininewuk, 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.

To unsubscribe at any time, let us know at mbagrifood@gov.mb.ca.

For inquiries or comments on this information circular, contact mbagrifood@gov.mb.ca.

Circular Volume 2 Issue 6 – 2024-25