

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?

A partnership between Dalhousie University, University of Guelph, The University of British Columbia and the University of Saskatchewan has brought us the 14th Edition of Canada's Food Price Report.

The report provides findings in various sectors, including disruptions, drivers, impacts, watch-lists, food prices and more.

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 area:

- Resiliency and Public Trust
 - Pre-Approved Food Safety & Traceability Equipment Program
 - Application deadline: Jan. 23, 2025

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

Agri-Assurance Program

Agriculture and Agri-Food Canada's Agri-Assurance Program can help small or medium-sized enterprises (SMEs) to 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 and the Agri-Assurance Program, 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 challenges.

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

Canadian Food Innovation Network – Innovation Booster Funding

The Innovation Booster provides flexible and rapid support on a cost-shared basis to enable SMEs to advance their food innovation and research outcomes.

A cost-shared funding system, the program can provide up to \$50,000 for projects that focus on :

- smart products and processes
- food ecosystem sustainability
- agile and safe supply chain

Deadline to apply: Fri., Aug. 23, 2024

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

Digital Technology Transformation Initiative (DTTI)

Red River Polytech is seeking partnerships with local SMEs and organizations to pursue applied research projects in the DTTI

Applied research project applications must demonstrate how they lead to digital transformation and the pursuit of net zero goals, with a focus on addressing existing gaps in

technical and human skills in digital innovation in the advanced manufacturing and environment/cleantech sectors. Eligible adjacent sectors for DTTI include digital agriculture, digital health, biomanufacturing, food and pharma.

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

TRAINING & EVENTS

Essential Skills to Build Your Business – Webinar Series Begins Wed., Sept. 18, 2024

Don't miss this hybrid learning series being 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-on-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 a \$1,500 award towards product and market development services.

Space is limited to 25 participants. Webinar series runs over five consecutive Wednesdays from 11:00 AM to noon, Sept. 18th through Oct. 16th with a pitch event on Nov. 5, 2024.

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

Creating a Unique Online Brand Experience for Canadian Exporters

The Trade Commissioner Service is offering a free webinar to learn about how to have a digital-first approach in 2024. In this session, you will learn best practices to build a strong online brand presence to reach your international buyer, how to utilize online marketing and localized websites to develop a powerful brand strategy and hear about case studies

– how companies are using digital tools to sell online today.

Webinar Details:

- Fri., Sept. 19, 2024
- noon – 1:00 p.m.

To register, click [here](#).

Trade Accelerator Program (TAP)

Royal Bank of Canada (RBC), Export Development Canada (EDC) and the Government of Canada present the next session series 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. Interested companies can register up to two reps for free.

For more information, please see attached PDF.

Richardson Centre for Food Technology and Research (RCFTR) presents Food Technology and Research Day.

Open to all industry professionals, this event features speakers from industry and academia discussing food ingredient testing, processing and applications.

This is an opportunity to meet researchers and students, take in poster sessions, tour the RCFTR's laboratories and learn more about research in food and

human nutritional sciences at this world-class research facility.

In-Person Event Details:

- Thurs., Nov. 14, 2024
- 8:30 a.m. to 4:30 p.m.
- U of M Smartpark Innovation Hub, 100 Innovation Drive, Winnipeg
- Deadline to register – Oct. 31, 2024

To register, 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 – Tips for a Successful Virtual Business to Business Meetings

In this info-sheet, the Value Added Branch provides information on the importance of having an organized virtual platform and environment. It also lists considerations when planning your virtual meeting.

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

Manitoba Agriculture - Business Pathways

A business evolves through various life cycles as it grows and develops. Different needs arise at each stage. Our Business Pathways tool provides the connections, tools and resources to support your business as it grows and includes links to business service providers that can help you at every stage of growth.



Get the resources you need every step of the way at: [Province of Manitoba | Business Pathways](#)

The First 16 Podcast

The First 16 Podcast is Agriculture and Agri-Food Canada's (AAFC) podcast series that explores ideas in agriculture and food. Each episode explores a single topic in depth, looking at new practices, innovative ideas and their impact on the industry.

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

FOOD SAFETY CORNER

Food Safety Inspection Statistics

Manitoba Agriculture health officers play an important role in ensuring the safety of all food that is processed and distributed from provincially registered facilities within Manitoba. Manitoba Agriculture has an interactive statistics page that highlights the number of inspections completed, the number of violations, the top five food safety violations, and escalating enforcement. To learn more about recent information, visit: [Province of Manitoba | agriculture - Inspection Statistics \(gov.mb.ca\)](#).

Manitoba's Meat Hygiene Inspection Program at provincial abattoirs contributes to the surveillance of key food safety, animal health and animal welfare issues in provincial livestock and poultry populations. All animals and carcasses at provincial abattoirs are inspected and documented, including reasons why a live animal, whole carcass or parts of a carcass are considered unfit for human consumption. To learn more about current statistics, visit: [Province of Manitoba | agriculture - Provincial Condemnation Rates \(gov.mb.ca\)](#).

MARKET ACCESS SECRETARIAT (MAS) FOOD INDUSTRY UPDATES

CFIA's Certificate of Free Sale (CFS) – Kuwait

The state of Kuwait has indicated that it now requires additional information when a CFS is issued by the Canadian Food Inspection Agency (CFIA) for food exports from Canada. Following is a brief summary of the information required by Kuwait.

In order to link supporting shipment documents to the CFS, Kuwait requires the unique certificate number located in the top right corner of the CFS to be referenced on all industry documents accompanying the shipment including:

- documents which include consignee and/or recipient information
- documents with product information
- invoices
- packing lists

Kuwait also requires additional product information to appear on the CFS. The **Product Description** field must contain the following information for each product row:

- product name
- brand name
- HS code
- treatment type (optional)
- number of packages

The **Lot Code** field must also contain the following information:

- lot code
- production date
- expiry date or best before date

Additional details regarding Kuwait's requirements can also be found on the CFIA's [Food Export Library](#) webpage. Please consult your [CFIA local office](#) if you have questions or require assistance to complete your CFS request. We also strongly encourage Canadian exporters to consult with their importers in

Kuwait to make sure that all of their requirements are being met.

MEET YOUR VALUE ADDED BRANCH STAFF

Each week, this section will highlight a member of the Value Added Branch team.

Annette Allen has worked with Manitoba Agriculture in Roblin for 26 years in various roles that span across the entire agri-food value chain. Her passion lies in working with entrepreneurs to stimulate business and community economic development.



Currently, Annette is serving as a Business Development Specialist in the Value Added Branch. She leverages her extensive experience to foster growth and innovation and provide support to Manitoba's agri-food industry.

Annette's educational background includes a Bachelor of Science in Agriculture from the University of Saskatchewan, which underscores her commitment to advocacy, sustainability, and public trust in the agri-food sector. With a robust network of government, community economic development, and industry partners, Annette is a strong advocate for collaboration.

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 peoples in the spirit of truth, reconciliation and collaboration.

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