

YOUR FUTURE IN FOOD

BUSINESS PATHWAYS



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

WHAT'S NEW?

The Exporter's Guide to CUSMA Compliance: Tools, Tips, and Tariff Navigation

As Canadian exporters continue to face an evolving trade landscape, understanding and complying with the Canada–United States–Mexico Agreement (CUSMA) has never been more critical.

Here's a streamlined toolkit to help you mitigate issues when exporting to the U.S., remain competitive, and explore new global opportunities.

1. [Supporting Canadian exporters through United States tariff challenges](#)
2. [Self-serve resources for problem solving](#)
3. [Understanding CUSMA compliance](#)
4. [Step by step guide to CUSMA compliance](#)
5. [Canada's response to U.S. tariffs](#)
6. [International trade and investment](#)
7. [Canada Tariff Finder](#)
8. [Diversifying your exports](#)
9. [Grow your Business in North America with CUSMA: Rules and Certification of Origin](#)
10. CUSMA support line: 1-833-760-1167
11. [United States market intelligence — EDC](#)
12. [Supporting your business through trade uncertainty — BDC](#)

FUNDING

Export Development Program (EDP)

Business, Mining, Trade and Job Creation's (BMTJC) Export Development Program (EDP) supports small and medium-sized enterprises (SMEs) to 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](#).

Incoming Buyer Program (IBP)

BMTJC's IBP helps MB companies offset costs associated with inviting a qualified international buyer to MB.

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

CanExport (SMEs) Program

CanExport's SMEs Program supports Canadian SMEs to diversify into international markets where they have little or no sales.

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

Innovation Booster Program (IBP)

Canadian Food Innovation Network's (CFIN) Innovation Booster Program (IBP) is designed to provide flexible and rapid support to SMEs to address food innovation challenges or technical hurdles that have created a barrier for achieving their commercialization goals.

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

Strengthen the Canadian Supply Chain Program

Protein Industries Canada's (PIC) Strengthen the Canadian Supply Chain Program supports Canadian ingredient manufacturers and food processors in creating or reformulating products for the Canadian market using Canadian ingredients.

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

Student Work Placement Program (SWPP)

SWPP employers can apply for wage subsidies to help them hire post-secondary students across Canada.

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

TRAINING & EVENTS

Getting Into Retail Webinar Series

Manitoba Agriculture's Value Added Branch is offering a six-part webinar series that will offer insights as to what a food company needs to know before getting onto retail store shelves. The series is over 3 weeks, concluding June 3.

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

The North West Company: Expand Your Market. Indigenous and Local Procurement Opportunity

The North West Company is excited to offer a chance for local and Indigenous business owners to connect with The North West Company Canadian Merchandise team on Thursday, June 12, 2025, between 9am and 12pm.

Local and Indigenous business owners will be able to introduce their business and put their products in front of Northern and NorthMart shoppers across Canada.

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

College-University Lab to Market Network Launches First Program

The RRC Polytech-led College-University Lab to Market Network for Entrepreneurship and Research Commercialization has launched its first program Technology Readiness Level Up (TRL[^]).

The new TRL[^] Program offers training in commercialization and innovation, helping students and researchers take their work to market.

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

Feasibility of International Trade (FITT) Course

World Trade Centre Winnipeg (WTCW) is hosting a Feasibility of International Trade course to help assess the viability of new business opportunities and weigh the benefits against the risks and costs. Course sessions are held virtually on May 6, 13, 20 and 27, 2025.

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

Peak of the Market Facility Tour

Discover the journey from farm to table with a behind-the-scenes look at Peak of the Market, one of Canada's leading produce organizations. From the moment produce arrives from local farms, to the advanced sorting, grading, and packaging systems, you'll witness how Peak of the Market ensures only the highest quality produce reaches your plate.

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

Summer Fancy Food Show (SFFS) and Webinar

The Canadian Food Exporters Association (CFEA) is inviting Canadian specialty food & beverage companies to exhibit at the upcoming [Summer Fancy Food Show](#), the largest specialty food industry trade event in North America, held in New York from June 29 - July 1, 2025.

In advance of the SFFS, Canadian companies are invited to participate at the Mastering Your Summer Fancy Food Show Strategy webinar on May 28, 2025.

For more information about the show, click [here](#) and to register to the webinar, click in the link here: <https://tinyurl.com/Register-SFFS>

Navigating Tariff Risks: Essential Contract Considerations Webinar

Gain practical guidance on allocating risk, navigating existing agreements, and preparing your procurement documents to withstand uncertainty in international trade. On Thursday, May 29, 2025, MLT Aikins lawyer Andrew Konopelny will explore how to manage tariff-related risks through clear, protective contract language.

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

Complete Food Business Growth Course

Female Entrepreneurs in Agri-Food Development (FEAD) is offering a Complete Food Business Growth Course to support food and agri-processing female entrepreneurs and companies with tools, strategies, and insights needed to build, grow, and scale their businesses successfully in areas related to business development, marketing and financial planning.

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

Business & Enterprise Support & Training (BEST)

Support Employment and Economic Development (Seed) Winning Inc.'s BEST program offers a comprehensive series of 15, two-hour classes covering essential topics to help individuals and organizations start or expand small businesses.

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

Manitoba Sustainable Protein Research Symposium

Manitoba Sustainable Protein Research Symposium is expanding the conversation with leading researchers, industry pioneers, and policymakers beyond borders to explore the future of sustainable protein. The session, to be held in Winnipeg on July 7, 2025, will discuss how innovation, collaboration, and technology are transforming the global protein landscape.

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

Thew Allegemeine Nahrungs- und Genussmittel-Ausstellung (ANUGA) 2025

AAFC is hosting a Canadian pavilion at [ANUGA](#), the largest food and beverage fair in the world, from Oct. 4 - 8, 2025 in Cologne, Germany.

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

Partner Events Calendar

Check out our partners' events calendars by clicking on the following links to see their training and event opportunities:

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

RESOURCES

TCS Export Quiz: Are you Ready?

Are you ready to export? Answer a few short questions to assess your readiness to do business abroad.

Want to start exporting today? Take the Trade Commissioner Service Export Quiz, check your score and be sure that you are ready.

To take the survey, click [here](#).

CFIN Health Canada Survey

Health Canada is exploring how to improve the approval process for low-risk innovations, and CFIN is gathering insights to help inform that work.

Canadian Food Innovation Network (CFIN) is asking members to take a quick, two-question survey to highlight what should be prioritized.

To take the survey, click [here](#).

FOOD SAFETY

Eid-al-Adha at Manitoba's Permitted Abattoirs

Manitoba Agriculture recognizes many cultural and religious celebrations, such as Eid-al-Adha (Eid), that bring people together and often involve sharing food. Did you know that the [Food and Food Handling Establishments Regulation](#) allows for accommodation of the traditions of these celebrations to help Manitobans access legal meat as quickly as possible during Eid?

The regulation requires that meat products from provincially permitted abattoirs are cooled to 5 °C before they can be sold to consumers or sent to retailers. However, the regulation authorizes inspectors to exempt certain abattoirs and retailers of this requirement, for Eid specific products. To learn more, visit: [Province of Manitoba | agriculture - Eid-al-Adha](#)

MARKET ACCESS SECRETARIAT NOTIFICATIONS

United States FDA to Phase Out Petroleum-Based Synthetic Dyes in Nation's Food Supply

On April 22, 2025, the U.S. Department of Health and Human Services and U.S. Food and Drug Administration (FDA) announced it would phase out all petroleum-based synthetic dyes from the U.S. food supply. The FDA is fast-tracking the review of natural alternatives to synthetic food dyes, including calcium phosphate, Galdieria extract blue, gardenia blue, butterfly pea flower extract, among others. The Agency is also taking steps to issue guidance and provide regulatory flexibility to industries.

CFIA will continue to monitor these developments and provide any updates on the implications for Canadian industry who export foods containing such dyes to the United States. For reference, the list of permitted food dyes in Canada can be found here: [3. List of Permitted Food Colours \(Lists of Permitted Food Additives\) - Canada.ca](#)

Registration requirements for processing, storage and export establishments of select agricultural products

The Market Access Secretariat (MAS) would like to remind all Canadian establishments registered under the General Administration of Customs China (GACC) Department of Animal and Plant Quarantine (DAPQ) online system of the importance of verifying the accuracy of their enterprise information currently published in the system prior to shipping their products to China.

MAS has recently been made aware of delays and shipment holds at Chinese ports of entry due to discrepancies between enterprise details published

in the DAPQ online system and information appearing on Canadian companies' export documentation

Before shipping to China, exporters are also encouraged to contact their local CFIA office for details on applicable export conditions and certification requirements. You can find the nearest CFIA office using the following link:

[Contact a Canadian Food Inspection Agency office by telephone - inspection.canada.ca](https://inspection.canada.ca/telephone)

Lastly, as China may impose specific import requirements for any given product, it is important that companies work with their Chinese importer(s) to obtain the official and detailed import requirements that apply to their product(s)—including any required steps, documentation, or registrations. Close coordination with your Chinese importer is essential to help ensure that all import conditions are met, and shipments are not delayed at port.

DID YOU KNOW?

Canada Brand Program

AAFC's Canada Brand Program helps global consumers recognize and showcase Canadian food and beverage products. Program members can use a [digital asset kit](#), are promoted in the Canada Brand E-directory, and have access to market development resources and promotional opportunities, such as the [Canada Pavilion Program](#).

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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