

Trade, Disruption & Making the Shift

Canada's opportunity to diversity food exports beyond the United States
Friday, April 17, 2026



Join us for a workshop with *Farm Credit Canada (FCC)* on exploring opportunities to look at the state of the food and beverage sector in Canada and to examine and create solutions to stay in business in an ever-changing environment.

State of the Canadian Food and Beverage Industry



Justin Shepherd, Senior Economist at FCC, leads a team dedicated to analyzing trends within Canada's food and agriculture sector. Their research supports risk monitoring and opportunity identification. The recently published [FCC Food and Beverage Report](#) will serve as the foundation for this discussion.

Justin will provide an overview of the current landscape of the food and beverage industry, reviewing last year's economic conditions and outlining key opportunities and risks facing Canadian food and beverage manufacturers as they look toward 2026.

Variation in industry outlooks reflects differing cost structures and demand dynamics, and Jeff will help clarify these complexities for the audience.

Identifying Solutions and Opportunities for Canadian Food and Beverage Manufacturers



Craig Klemmer, Manager of Thought Leadership, FCC, and co-author of [The \\$12B Trade Shift: Canada's Opportunity to diversity food exports](#). Craig's insights guide corporate strategy and identify opportunities to influence change to help the food industry maximize its potential. Craig will expand on Justin's synopsis by outlining lessons learned and proposing short- and medium-term productivity solutions. Participants will gain a clear understanding of the value in diversifying business practices and trade portfolios.

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Fri., April 17, 2026
10 a.m. – 11:30 (CST).
Webinar

Deadline to register: Monday, Wednesday, April 15, 2026, at Noon.

To register, click [here](#).

For more information, or if you require accommodations to fully participate in this event contact 204-821-5322 or email MBAgriFood@gov.mb.ca.

