

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?

Farmers Think Securing Trade Agreements and Market Access is a Win for Their Farm

For exportable commodities, trade is a fundamental staple of creating value for products being produced by Canadian agriculture. According to Canadian Agri-Food Trade Alliance (CAFTA), Canada is the fifth largest exporter of agricultural and agri-food products in the world. Canada exports \$82.2 billion a year in agriculture and agri-food products and approximately half is exported as primary commodities or processed food and beverage products.

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](#).

Canada Digital Adoption Program

Canada Digital Adoption Program (CDAP) supports Canadian small businesses in using digital tools to build their online presence, sell products online and offer customers a better service through The Grow Your Business Online grant. Application intake is open.

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

TRAINING & EVENTS

Certified Food Handler Training Program

Manitoba Health, Seniors and Long-Term Care is hosting Certified Food Handler Training Program full-day courses in Winnipeg, Steinbach and Portage la Prairie.

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

Unlocking Compliance: Navigating Canada's New Nutrition Labeling Regulations

Join Food and Beverage Manitoba for a free webinar on Canada's upcoming Front of Package (FOP) labeling regulations, ensuring compliance and accurate nutritional information provision on April 18, 2024.

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

Uphouse Presents: Leveraging Story Telling for Business

Join Food and Beverage Manitoba for an in-person session on the importance of workplace diversity and the role of storytelling in recruitment strategies, which will help you leverage narratives to bolster employer branding and attract diverse talent effectively on April 25, 2024.

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

Ask the Advisors: A Roundtable Discussion on Trade Show Readiness

Join World Trade Centre (WTC) Winnipeg on April 23, 2024 for a virtual roundtable discussion on how to make the most out of participating in a trade show and increasing your trade show readiness.

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



Introduction to GST/HST for Small Businesses

Join Entrepreneurs with Disabilities on April 9, 2024 for a free webinar to learn about GST/HST for small businesses through the Canada Revenue Agency's Liaison Officer service.

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

Control the Conversation & Get the Funds You Need for Your Business

Join Manitoba Women in Agriculture & Food (MWAFF) on April 18, 2024 for a free webinar on Controlling the Conversation and Get the Money You Need to Grow Your Business with Dr. Ellen Farrell.

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

2024 Pulse & Special Crops Convention

Attend the Pulse & Special Crops Convention 2024 and network with industry from around the world and participate in educational sessions from September 17-19, 2024.

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

Food Safety Audits

A food safety audit is a systematic, independent, and documented activity in which objective evidence is gathered and assessed to determine if a food safety system is appropriate and effective. Food safety audits also provide evidence that food is manufactured in a safe environment and help determine if hazards are properly identified and controlled or eliminated.

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

MARKET ACCESS SECRETARIATE FOOD INDUSTRY UPDATES

Qatar: New Food Regulations

Qatar's new food regulation, that came into force on January 1, 2024, introduces additional requirements for foods that are genetically modified (GM) or contain GM ingredients, organic food products, and foods treated with radiation. This requirement mandates that a "Certificate of Conformity" from authorized third parties, selected by the Ministry of Public Health of Qatar, must accompany shipments of these types of foods.

It is currently uncertain whether the Certificate of Free Sale (CFS) issued by Canadian Food Inspection Agency (CFIA) for food products will continue to be accepted by Qatari customs officials moving forward. CFIA and AAFC are working with the Canadian Embassy in Qatar to gather more details on this matter.

Egypt: New Halal Certification Requirements

Egypt issued a World Trade Organization (WTO) Technical Barriers to Trade (TBT) [notification](#) regarding its new regulation, requirements, and the application process for foreign certification bodies seeking accreditation from Egyptian authorities to certify halal products entering the country.

Canadian halal certification organizations interested in obtaining accreditation in Egypt are encouraged to work with the Canadian Embassy in Cairo to submit their registration applications.

DID YOU KNOW?

Canada Foodservice Market Set to Reach \$115.57 Billion by 2030 Amid Evolving Consumer Preferences and Technological Advancements

A comprehensive analysis of the Canada Foodservice Market now offers insights into the industry's projected growth from 2024 through 2030. The market is

expected to reach a value of \$115.57 billion United States Dollar (USD) by the end of the forecast period, growing at a Compound Annual Growth Rate (CAGR) of 5.42 per cent.

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

Opinion: Millennials New Dominant Force in the Canadian Food Industry

Millennials now outnumber Boomers in our country, according to Statistics Canada. As of July 1, 2023, the millennial generation (born between 1981 and 1996) has surpassed the baby boomer generation (born between 1946 and 1965) in population size for the first time.

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

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