

YOUR FUTURE IN FOOD

Business Pathways



**Do you want to grow your food or agri-product business?
Make Manitoba Agriculture's Value Added Branch your first point of contact!**

The Value Added Branch helps accelerate the growth of the food and agri-product sector with business development and product commercialization expertise and experience in a single window approach.

Business Development: Our team is dedicated to supporting the sustainable growth of Manitoba's small, scalable food and agri-product companies. Our knowledgeable and experienced Business Development Specialists provide access to business and marketing consultations, strategic pathfinding, cutting-edge industry training and funding opportunities in areas including:

- identifying market intelligence and research
- preparing your product for market
- navigating regulatory requirements
- evaluating processing facility options
- determining product price
- developing marketing strategies
- exporting preparation
- connecting with business service providers

Food Development Centre (FDC): In its 45+ year history, our Centre has established itself as an internationally recognized leader in food research and development for domestic and international markets, and works behind the scenes for clients of all sizes to ensure they can successfully innovate and grow. FDC provides technical and research assistance on a fee-for-service basis in areas including:

- product and process development
- ingredient application
- protein extraction and product application
- protein functionality testing
- regulatory assistance and process validation
- co-product and by-product utilization
- shelf-life
- equipment rentals

Unlock your business potential with our comprehensive Business Pathways tool designed to help your Business Thrive: manitoba.ca/foodbusiness

Your success is our mission – Contact us to elevate your food business - mbagrifood@gov.mb.ca

