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MAY 2022



WHAT'S NEW?

EXCITING NEWS: MAAF READY TO MOVE TO A NEW LEVEL OF SERVICE.

A few months ago we were awarded an Ag Action grant which we are using to prepare a strategic plan. This work will determine MAAF's new directions which are all about doing more to support and advance women in ag.

As part of the work towards our future goals, we conducted a survey of women to determine whether our current services meet their needs and what other services we can provide. It was humbling to learn that our activities reflect what women want and they gave us a rating of 8.5 to 10/10 for satisfaction with our services, saying also that they would recommend MAAF to others. Your feedback means a lot to us because we are truly driven to achieve our mission and vision.

But there is more exciting news: A new MAAF website is on the way! Thanks to a grant through the Digital Manitoba Initiative we are developing a new website that will be fully automated with functions that enable us to be more efficient and make it easier for women and industry to connect with us. More details soon!

Important changes to our services and membership coming up soon.

To this point, MAAF's services and events have been offered for free but, as part of our new strategic direction, this will soon change. While the membership fee will stay the same, we will be expanding the benefits. Under the new structure, people will be able to attend our events and use our services for free after purchasing a membership, or will have the option to pay a one-time fee to attend an event or purchase a specific service. We will continue to offer free attendance at one MAAF activity for anyone wanting to explore what MAAF has to offer.

NEW to MAAF: Women in Ag Round Table - Peers Meet.

Through our discussions with industry, women said they'd like to have a safe place to get together and discuss career matters. That's why we are in the process of creating a peers group that, for now, we are calling "a round table".

The vision is to bring women from across Canada to talk about experiences and barriers, and later, as the group evolves and grows, we will be fleshing out solutions that women can apply in their own businesses and work places. The plan is to also have guest speakers from time to time. These meets will not be webinars or conferences. They will be informal conversations without slides or speeches. The goal is simply to connect women to discuss matters that are relevant to our careers or businesses.

We are hosting an initial, invitation only meeting in late May with those who have already expressed interest in the Round Table, with guest speaker, Shannon Weatherall, Senior Vice-President, Operations at Farm Credit Canada. Future meetings will also be by invitation, so if anyone is interested in joining this Women in Ag Round Table - Peers Meet please email us at mbwomeninagnfood@outlook.com.

What do you want to see at MAAF's AGM?

We are starting to plan for our first in-person Annual General Meeting in two years. We would love to hear from our members if you have any ideas for topics or speakers you would like to see on the agenda, and your preferred location. We will do our best to accommodate your wishes within our capacity and funding.

FUNDING OPPORTUNITIES:

Manitoba Government invests \$50 million to establish new venture capital fund, support economic growth.

The Manitoba government has announced a new Venture Capital Fund (VCF). This fund will lead to the creation of entrepreneur-led businesses to support the economies in rural, urban and Northern Manitoba. Additionally, the Small Business Venture Capital Tax Credit has been made permanent and provides non-refundable Manitoba tax credits of up to 45 per cent to individuals and corporations who acquire equity capital in eligible Manitoba enterprises. Read the full press release [here](#).

Innovation Growth Program (IGP)

Businesses may apply for a non-repayable grant of up to \$100,000 per project to cost-share eligible expenses on a 50/50 basis. The IGP provides cost-sharing assistance to Small and Medium-Sized Enterprises (SMEs) to assist them in: developing and commercializing new innovative products and processes, reduce risks associated with innovative product development, accelerate growth and strengthen your financial position.

Click here for more information or to apply.
Application closing dates:
June 15, 2022, September 15, 2022, December 15, 2022, March 15, 2023.

Workforce Development Program

This program assists companies to assess human resource (HR) management needs and develop and implement HR and workforce training and development plans. Funding is variable and can be used for a variety of objectives including to hire external support to build company capacity and/or to develop and deliver internal training. **Find out more here.**

Jobs and Growth Fund in Western Canada (JGF)

This program provides funding to businesses and organizations to help create jobs. All projects must be completed prior to March 31, 2024 as no further funding will be available past that date. Businesses, not-for-profits and Indigenous organizations are eligible. Applications will be accepted through a continuous intake process. **Apply here** or contact PrairiesCan - Manitoba at 204 983 4472 or email wd.mb-mb.deo@canada.ca

BUSINESS DEVELOPMENT OPPORTUNITIES

Join the Canadian Business Women in Tech Virtual Trade Mission to Belgium, Ireland and Poland, Date: June 6-14, 2022. See detail [here](#).

Deadline to apply is May 11, 2022

If your women-owned or led company is ready to reach new customers in the European Union (EU) you are invited to apply for the Canadian Business Women in Tech Virtual Trade Mission to Belgium, Ireland and Poland. It will provide an overview of the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and give a thorough introduction to three key EU markets. You will benefit from:

- International opportunities tailored to your business.
- Introductions and meetings with potential buyers and partners.
- New and trusted contacts and a broader network of associates.

PROFESSIONAL DEVELOPMENT

ATTENTION: WOMEN ENTREPRENEURS.

Are you, or do you know, a female entrepreneur operating a business outside of Winnipeg who is looking for practical tools to support your personal and entrepreneurial journey?

The Women's Enterprise Centre of Manitoba (WECM) invites you to join them virtually for the next round of **Strength in Community Workshops** beginning Tuesday May 24, 2022. Learn more [here](#).

During the 6-week virtual program, you will connect with women entrepreneurs striving for growth, and WECM's business savvy team to build up your business support system. Start your new year by stepping away from your business, learning how to set practical goals, making positive and effective changes, and reigniting your passions and purpose!

Registration deadline: noon on Friday May 20, 2022
Sessions begin: Tuesday May 24, 2022, from 9:30 AM -12:00 PM
Questions? Contact Strength in Community Workshop facilitator Susan Kuz, SCWF@wecm.ca

Learn how to sell to governments and corporations

Many women that have a business or are planning one, would like to sell to governments and corporations because they are among the largest buyers of goods and services in Canada. Yet procurement processes can feel daunting or are missed altogether, which can prevent women entrepreneurs from taking advantage of these valuable opportunities for growth and development.

The Women Entrepreneurship Knowledge Hub (WEKH) Manitoba is bringing back its **"Demystifying Procurement and Diversifying the Supply Chain"** series with five additional workshops in English and French to help you navigate these opportunities. Register [here](#):

FEATURED CAREERS

Agriculture & Agri-Food Canada (Brandon) Research Assistant - Environmental Science (Closing date: May 20, 2022).

BASF (Saskatoon) Greenhouse Breeding Program Leader (Closing date: June 4, 2022).

To see these, and all current opportunities visit our [careers page](#). Our page is updated regularly.

DO YOU SELL FARM-RELATED PRODUCTS AND SERVICES?

You can advertise them on MAAF's Facebook page each Friday. This is a free service for members who have paid for the 2022 membership. Membership information can be found [here](#). **If you are a member, send us a brief Ad about your product or service to mbwomeninagnfood@outlook.com** The Ad should say what you are offering, contact information and a link if available.

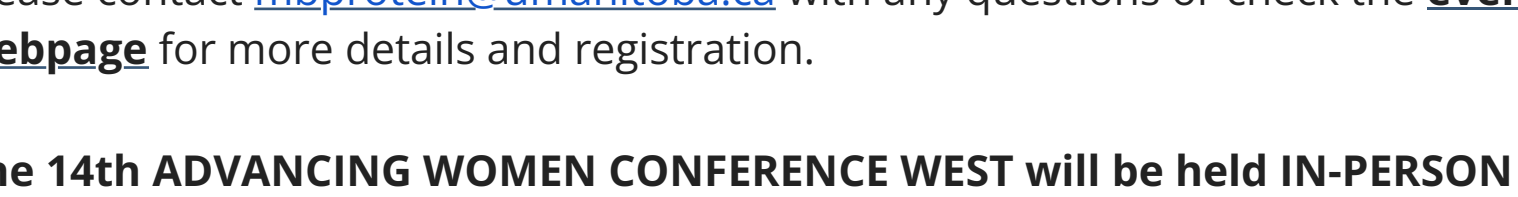
IT'S TIME TO RENEW YOUR MEMBERSHIP FOR 2022

Your 2021 membership has expired. Please, see <https://www.mwaf.ca/mwaf-membership> for information on how to renew or join as a new member.

CONFERENCES/EVENTS

Canadian Association of Farm Advisors (CAFA) CONFERENCE: From Fields to Files: How AI and Machine Learning Change Everything.

Elbow, SK May 26. Learn more and register [here](#).
CAFA has extended its members price to MAAF members. In the comments section of the registration form, indicate you are a MAAF member.



2nd annual Manitoba Sustainable Protein Research Symposium. June 7-9, 2022. Virtual and free with an optional in-person networking event.

Featured speakers: Dr. Christopher Marinangeli from Pulse Canada, Dr. Nathan Pelletier from the University of British Columbia, and Drs. James House, Cristina Rosell, and Mario Tenuta from the University of Manitoba. Experts will also answer questions submitted by industry with focus on novel pathways to solutions.

Register [here](#) for your free admission
Register [here](#) for the networking event
To present research findings during breakout sessions, please complete [this survey](#).

Please contact mbprotein@umanitoba.ca with any questions or check the [event webpage](#) for more details and registration.

The 14th ADVANCING WOMEN CONFERENCE WEST will be held IN-PERSON June 21 - 22, 2022 in Calgary.

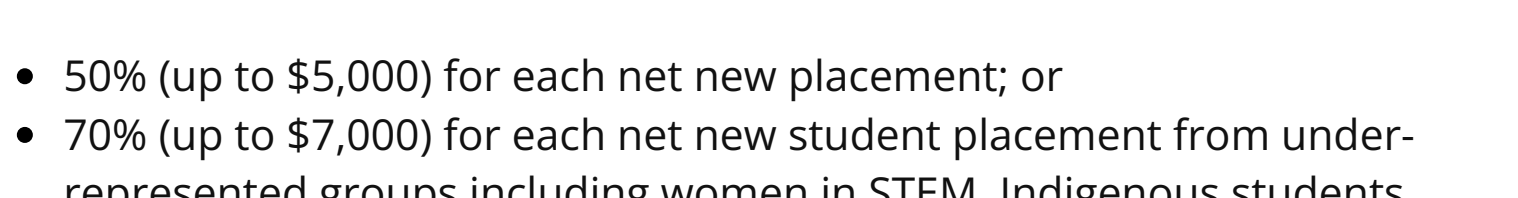
Registration is now open [here](#). Speakers announced so far are [here](#).

MFGA'S 2022 REGENERATIVE AGRICULTURE CONFERENCE announces its well-regarded, award-winning researcher and author, Fred Provenza as its first keynote speaker.

Fred Provenza is professor emeritus of Behavioral Ecology in the Department of Wildland Resources at Utah State University. Provenza directed an award-winning research group that pioneered an understanding of how learning influences foraging behavior and how behavior links soils and plants with herbivores and humans. He is one of the founders of BEHAVE, an international network of scientists and land managers committed to integrating behavioral principles with local knowledge to enhance environmental, economic, and cultural values of rural and urban communities. He is also the author of Foraging Behavior and the co-author of The Art & Science of Shepherding and the sole author of Nourishment: What Animals Can Teach Us about Rediscovering Our Nutritional Wisdom.

DATES: NOVEMBER 14-15, 2022, VICTORIA INN, BRANDON, MB

NEWS AND ANNOUNCEMENTS



CAHRC Growing Opportunities Wage Subsidy - Summer Student Placements Still Available!

Funded by the Government of Canada through the [Student Work Placement Program](#), Growing Opportunities offers registered Canadian businesses, startups, and not-for-profits related to the primary agriculture sector a subsidy on each qualifying student's wages.

New Compensation and Eligibility Criteria May 1

CAHRC's Student Wage Subsidy program has some changes for the summer term with updated wage subsidy and eligibility criteria provided by Employment and Social Development Canada.

As of May 1, 2022, compensation levels will change to:

- 50% (up to \$5,000) for each net new placement; or
- 70% (up to \$7,000) for each net new student placement from under-represented groups including women in STEM, Indigenous students, newcomers, persons with disabilities, visible minority as well as first-year students.

Full details can be [found online](#) and if you have any questions do not hesitate to contact Nadee Imran, AgriTalent Program Manager at nimran@cahrc-ccrha.ca.

New Web Portal to connect Manitoba grain farmers and livestock producers.

The Manitoba Forage and Grasslands Association and Manitoba Organic Alliance have created the [Manitoba Grazing Exchange](#) website to make it easier for livestock producers, in search of grazing or feed, to connect virtually with grain producers who may have pasture or feed available.

COMPETITIONS AND GRANTS

Grant opportunity for farmers: Ag Action Manitoba Training - Training and Consulting - applications on a continual basis subject to funding.

This grant helps farmers improve their business knowledge, develop management skills and develop farm business plans, for the purpose of growing profitable farming operations in Manitoba. Farmers under 46, and beginning farmers are eligible to apply. The grant covers 50 per cent of eligible expenses, with funding caps from \$500 to \$2,500 for eligible activities. More details [here](#).

AgCHAT MAAF's virtual networking space for everyone

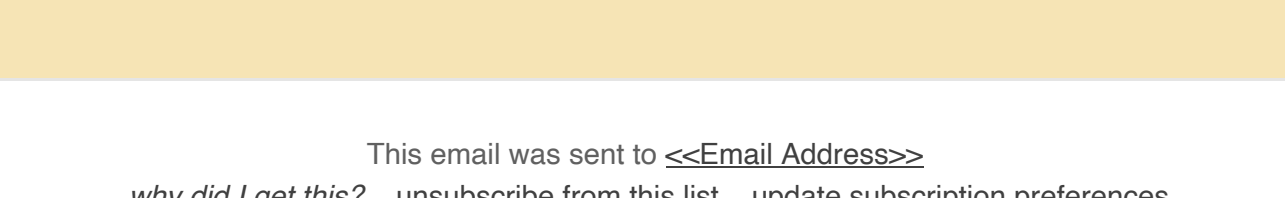
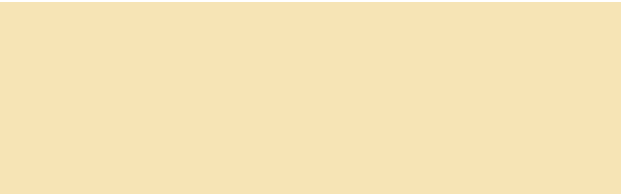
As you will see below, MAAF has been super busy the last two months but AgCHAT will resume soo, so stay tuned.

[BECOME AN MAAF MEMBER TODAY](#)

JOIN OUR BOARD OR VOLUNTEER

Are you looking for a rewarding experience? Get involved in MAAF and grow your potential. You'll develop management and team skills, learn, build a network, and get your name out there. Choose the type of work you want to do and how much time you commit. At MAAF, we believe that "we do what we can and not more". We have a number of opportunities such as social media, fundraising, membership, networking, website development and marketing but you can choose the role that fits your interests.

Or maybe you have children that need to do volunteer hours for school? There are lots of opportunities to help. [Contact us](#) and let us know what you would like to do.



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