



RPLC
RURAL POLICY LEARNING COMMONS

CAPR
COMMUNAUTÉ D'APPRENTISSAGE
DES POLITIQUES RURALES

WEBINAR
SERIES

COMMERCIALIZING FOOD INNOVATION IN MANITOBA

Tuesday, September 12, 2017, 10:00 am Central CST

To Register click: <http://ow.ly/sZpB30ezFhB>

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ABSTRACT

Bringing new products and processes to market is essential for social and economic prosperity. In the food-processing sector, innovation is critical for the maintenance of competitiveness in a global marketplace. As Canada continues to see a decline in food-processing when compared to other countries, the Rural Development Institute is researching how innovation and commercialization occurs in Manitoba. This webinar will discuss the road to commercialization, together with who helped along the way, for two new Manitoba food products. These cases are part of RDI's current research under the [Rural Innovation in Manitoba \(RIM\)](#) project which is funded by the governments of Canada and Manitoba through *Growing Forward 2*, a federal-provincial-territorial initiative.

PANELISTS



Gillian Richards joined the Rural Development team in 2013, and has led a number of research projects on the food processing industry. The latest research is a GF2 funded project: Rural Innovation in Manitoba: Reducing Barriers to Commercialization and Growing Capacity in the Agri-food Sector.



Alanna Keefe is an experienced entrepreneur and accomplished business and fund development professional, with more than 20 years of experience serving the not -for- profit sector. She currently serves a Business Advisor and C3 Project Manager with Women's Enterprise Centre Manitoba .

