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# **Summary Information on BC & Canada Funding Programs for Local & Export Marketing of BC/Canada Agriculture & Seafood Products – 2016/17**

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## Introduction

The information in this summary is intended as an overview of Government funding programs designed to support sales and product development initiatives of companies and industry organizations in the agrifood and seafood sectors in British Columbia.

Each program is described in terms of funding agency, delivery agency, value of the fund, eligible and ineligible activities and specific application processes of each program.

The Business Development Team can provide further insights and assistance to CFE's when they wish to pursue any of these programs. Web sites are provided for more details, contact information, and application documents.

## 1 BC Buy Local Program

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**Funding by Ministry of Agriculture**

**Delivery agency - Investment Agriculture Foundation BC (IAFBC)**

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**Highlights:**

- The BC Government/Ministry of Ag has invested \$8Million over the past few years in the BC Buy Local Program. 2016-2017 commitment is \$2 Million.
  - Provides 50:50 funding to a max Gov't contribution of \$75K per successful applicant (\$ 150K total project value) to 'build the local market for BC foods, a key component of the BC Agrifood and Seafood Strategic Growth Plan, a component of the BC Jobs Plan'.
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**Eligible activities:**

- Media advertising (e.g., radio, TV, print)
  - In-store promotions and advertising (e.g., signage, recipes, in-store demonstrations, consumer contests, flyer advertising)
  - Adding your buy local identifier to on-product labelling
  - Social media or web campaigns (e.g., Buy Local specific landing page)
  - Trade shows and events
  - Branding and public relations activities
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**Ineligible activities:**

- Social media such as Facebook and Twitter as stand-alone activities (these are only considered eligible as part of a complete social media campaign)
  - Awareness building activities with the exception of "new" products introduced to the domestic market
  - Domestic market research
  - Marketing plans
  - Translating materials into English
  - Educational events (e.g., producer workshops)
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Eligible applicants include 'Aboriginal Groups', Marketing Boards, Associations, For-Profit organizations and individual firms.

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Application deadlines: May 6, 2016, July 8, Sept. 9, November 10.

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**COMMENTS:** IAFBC parcels up the \$2M across these intake dates (e.g. \$500,000 per period). Applicants that are approved from one date but when funds have been fully subscribed for the period and don't make it, are put into the 'pot' for the next funding round. The first two blocks are fully subscribed. Past policy was that all funds had to be spent before the March 31 irrespective of the intake date approved. A successful applicant in the 'last round'/November 10 would be able to execute their program over 12 months (would need confirmation).

Application protocol is complex and needs someone who knows the ropes to ensure all planned activities are 'eligible', reporting requirements are adhered to and bookkeeping is accurate for submissions of activities.

Links below provide full program details:

<http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/programs/bc-buy-local-program>

<http://iafbc.ca/funding-opportunities/buy-local/>

<http://iafbc.ca/find-a-project/>

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## 2 B.C. Agrifood & Seafood Market Development Preparedness Program

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### Funding by Ministry of Agriculture & Agrifood Canada

#### New Program announced June 29, 2016

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Administered by PricewaterhouseCoopers (PwC) on behalf of the B.C. government. Interested applicants are encouraged to contact PwC with any questions they have about the application process or their eligibility in the program.

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#### Highlights:

- Designed to enhance the capacity of B.C.'s agrifood and seafood industry to take advantage of market development opportunities by supporting the development and acquisition of skills, knowledge and services necessary to successfully compete in domestic and international markets.
  - Program funding covers up to 75% of eligible expenses; applicants responsible for the remaining 25%. Application max is \$50,000 during the life of the program.
  - Program will run until March 2018
  - NOTE: Program applicants **must** select from a pre-qualified list of consultants.
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#### Eligible Activities:

**Primary Market Research** - Contracting pre-qualified market research consultants to:

- Conduct primary research and develop market intelligence studies to help applicants better understand the competitive environment and potential growth opportunities in domestic or international markets; and/or,
- Conduct primary research and develop feasibility studies related to the introduction of new products into domestic or international markets.

#### Secondary Market Research

- Purchasing existing market information and/or market intelligence studies on domestic or international markets from a qualified market research firm to help applicants better understand the competitive environment and potential growth opportunities within these markets.

#### Strategic Market Development Planning

- Contracting pre-qualified strategic planning consultants to develop long-term strategic marketing plans for domestic and/or international markets.

#### Marketing Skills Training

- Completing eligible marketing skills training courses at qualified educational institutions.
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#### Eligible Applicants:

Applicant organizations must have a head office in B.C. or be registered in B.C., and market products grown or processed in B.C. Eligible participants are:

- B.C. agrifood and seafood processors and exporters
  - B.C. agrifood and seafood industry associations/organizations
  - B.C. agrifood primary producers
  - Non-timber forest resource harvesters and wild crafters
  - *fishers (harvesters) will not be eligible for this program.*
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#### Funding:

Up to \$400,000 is available in the Program until March 31, 2017 and complete applications will be considered as received.

Program will contribute a maximum of \$50,000 for all activities to each participant over the life of the program.

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**Steps to apply for and receive funding:**

1. Confirm eligibility and select an activity
2. Engage a pre-qualified contractor, identify a secondary market research provider and/or select an eligible marketing skills training course
3. Complete and submit an application form using the application guide.
4. Application review and notification
5. Approval received
6. Complete the activity
7. Submit a claim for reimbursement

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**Application packages and more information are available at:**

<http://www2.gov.bc.ca/gov/content?id=83E740903BE04ADCBB9F8C50303B1E71>

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### **3 BC and Federal Government Funding Programs for Export Market Development**

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**Funded jointly by Ministry of Agriculture & Agri-Food Canada (Growing Forward 2 Program)**

**Delivery agency – Investment Agriculture BC**

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**Highlights:**

- Up to \$1.1 million in federal and provincial funding is available for projects between April 1, 2016 and March 31, 2017 (FY2016/17).
  - Eligible projects should enable BC's agriculture, food and seafood sectors to increase export sales and expand international market access through participation in international market development activities.
  - Funding \$50,000 per applicant for Gov't portion, first come first served, until all funds are committed.
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**Eligible activities:**

- Exhibit in export focused trade shows, food fairs, sales exhibitions and/or participate in events or missions;
  - Advertise in foreign electronic, print media or event support material;
  - Produce and distribute attractive marketing and promotional material including brochures, pamphlets, web-based items, videos, trade show display material designed to generate export business, and translation of materials to target market languages;
  - Arrange meetings with potential buyers in the target market;
  - Host incoming buyer missions to British Columbia agrifood and seafood events;
  - Customize incoming buyer missions;
  - Host in-province visits by media and other influencers with the objective of increasing agrifood and seafood exports from British Columbia;
  - Identify and arrange meetings with partners in target markets to cooperate on a market access activity;
  - Participate in or present at conferences and other trade advocacy events (e.g., Pacific North West Economic Region, Trans Pacific Partnership or other trade policy consultations); and
  - Participate in provincial or federal government-led trade advocacy missions.
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**Eligible applicants:**

Applicant organizations must have a head office or be registered in BC and market products grown or processed in BC. Eligible participants are:

- BC agrifood sector producers;
  - BC agrifood and seafood sector processors (Please note: fishers (harvesters) are not eligible for funding under this program);
  - BC agrifood and seafood sector associations/organizations; and
  - BC agrifood and seafood marketers.
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Application deadline: March 30, May 4, July 4, Sept. 2, Nov. 4, Jan. 4 and March 4.

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**Comments:** Consultant services costs are eligible as long as the consultants' activities are directly related to efforts in increasing export sales and expanding international market access. A copy of the contract/agreement must be included in application. In addition to clearly identifying the consultant's scope of work and deliverables, the contract must also include the fees that the consultant is charging. \* BC processed food is defined as any food, seafood or beverage product processed and packaged in BC with more than 85 percent of the product's main ingredients produced in BC. In cases where the main ingredients are not available in BC in sufficient quantities, the food must be processed and packaged entirely in BC.

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Program details: <http://iafbc.ca/funding-opportunities/export/>

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## 4 Canada-BC Agri-Innovation Program

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**Funded jointly by Ministry of Agriculture & Agri-Food Canada (Growing Forward 2 Program)**

**Delivery agency – Investment Agriculture BC**

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### **Highlights:**

- \$13.4 Million of federal/BC gov't funding available between 2013-2018, to accelerate the pace of innovation in BC's agrifood industry.
- Funding is available to support industry, academia, retailers and others in late stage research and pilot projects that lead to the commercialization and/or adoption of innovative products, technologies and practices.

### **Priority Program Areas:**

- Research and Development (R&D is now fully committed. Please contact your [Program Manager](#) or [finance@iafbc.ca](mailto:finance@iafbc.ca) to discuss alternative program funding opportunities.)
  - Pilots and Demonstrations
  - Commercialization and Adoption
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### **Eligible Applicants:**

- BC agrifood sector producers and processors
  - Industry associations/organizations
  - Retail and food service businesses
  - Input, technology and support services providers
  - Academic institutions and/or other organizations and private sector businesses
  - Regional districts and local governments
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### **Eligible Activities:**

Priority for funding will be given to five areas of activity identified to advance innovation and competitiveness in BC, and include:

- **New product development and commercialization**
    - Advancements in plant, animal and food science
    - Energy and waste management
    - Improvements in soil, water and air quality
    - Climate change adaptation
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**Funding:**

- Funding is expected to be cost-shared (e.g. 50:50), with significant potential for net benefit to the industry or agrifood region of the province. Eligible projects may be funded up to 100% in cases where the potential benefit to industry is demonstrated to be substantial. This program cannot duplicate the federal [AgriInnovation Program](#).
- It should be noted that some eligible activities EXCLUDE seafood and aquaculture (e.g. R&D), so need to inquire with IAFBC for further direction.
- Program does not have prescribed funding limits in terms of dollar value, rather the scope and the level of cost sharing for the project will be used to determine the funding that IAF provides. However, the more innovative and beneficial the project, the higher the funding ratio might be.
- No land or building costs are eligible.
- A portion of innovative equipment costs may be eligible the value of the capital during the life of the project as well as soft costs. For example, a \$100,000 piece of equipment that has an expected useful life of 10 years would result in eligible expenses of \$10,000 a year which could be cost shared. Soft costs include installation, shipping, commissioning, testing and training costs.

**Note:** Where the capital portion of a project exceeds \$100,000, the Federal Ministry of Agriculture must sign off on the expenses.

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**Deadlines:**

Applications will be accepted on an ongoing basis. The program ends March 31, 2018, will all projects ending December 2017.

All projects must be completed within two years of the date your application was approved. For projects approved after March 2016, your project must be completed no later than December 2017.

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Details at: <http://iafbc.ca/funding-opportunities/innovation/>  
<http://iafbc.ca/faq/innovation-faq/>

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## 5 Western Economic Diversification Canada Programs (WED)

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WED has programs that support groups including universities and other post-secondary academic institutions, research institutes, **industry associations** and other not-for-profit organizations.

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Two programs that may be of interest are:

- [Western Diversification Program](#) invests in projects that support WD's activities **of innovation, business development, community economic development and policy, advocacy and coordination**, including a number of partnership programs undertaken with other levels of government. See below.
  - [Western Innovation \(WINN\) Initiative](#) is a \$100 million five-year federal Initiative that offers **repayable contributions** for small- and medium-sized enterprises (SMEs) with operations in Western Canada to move their new and innovative technologies from the later stages of research and development to the marketplace.
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### **Western Diversification Program – Call for Proposals**

- The second application intake period for the WDP Call for Proposals is now closed. Check the website in the link below, or call a local WED office.
  - The Western Diversification Program (WDP) is one of the programs through which Western Economic Diversification Canada (WD) makes strategic investments in initiatives that enhance and strengthen the economy of Western Canada.
  - The WDP Call for Proposals (CFP) process is a widely accepted business process whereby interested parties develop project proposals and apply for funding. The WDP Call for Proposals (WDP-CFP) process allows for a comparative analysis of projects against clear criteria; strengthens the department's responsiveness to economic trends and industry needs; and ensures alignment to Government of Canada plans and priorities.
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The WDP will be delivered through a CFP process where applicants will have 30 days from the beginning of the WDP-CFP application period, to submit their application. There may be up to two application periods in any given year. Applicants are encouraged to visit WD's website for the dates for these application periods or to contact WD to be placed on an email notification list. No applications will be accepted outside the application period.

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### **Funding:**

WD will provide funding by way of partly repayable contributions as defined and negotiated for each project. Some projects may be funded by 100% non-repayable contributions/grant.

The assessment of the required level of funding will take into consideration all other sources of funding available to the recipient.

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### **Project Duration:**

Projects may vary in duration, ranging from a few months to multiple years. Typically projects supported under the WDP have duration of three years.

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**Eligible organizations:**

Funding is provided to **not-for-profit** organizations such as:

- **Industry associations, economic development organizations, cultural organizations, and societies**
- **First Nations as represented by their Chief and Council, Tribal Councils and Aboriginal-led not-for-profit associations and organizations;**
- Post-secondary institutions;
- Co-operatives;
- Hospitals and regional health care centers;
- Municipal Governments and organizations created by them;
- Federal Crown Corporations (Treasury Board Secretariat will be consulted prior to any funding decisions for Federal Crown Corporations); and,
- Provincial Government Departments, agencies and Crown Corporations (although eligible within the WDP Terms and Conditions, WD would require an Order in Council to contract with these organizations. As such, any projects would be considered on an exceptional basis).

For-profit organizations can access funding for innovation projects through WD's [Western Innovation \(WINN\) Initiative](#)

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**Eligible activities:**

Contributions will be made to projects that support the development and diversification of the western Canadian economy, and activities where economic and/or employment benefits accrue primarily within Western Canada.

Applications received under the WDP-CFP process must directly support one (or more) of the following WD Strategic Priorities:

- Economic Growth Acceleration Opportunities for Aboriginal Peoples (First Nations, Inuit and Métis)
  - Innovation
  - Skills Development and Training
  - Trade and Investment
  - Building Capacity for Defense Procurement Opportunities
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**Funded projects:**

Strong projects will demonstrate:

- A clear alignment to one or more of WD's priorities (listed above);
- Strong market/industry demand (e.g., the project addresses a significant gap in the market, there is a demonstrated industry demand for the project or there is demonstrated labor/skills shortages);
- Clear, measurable economic outcomes for Western Canada;
- Effective governance measures and management team in place to carry out the project;
- A strong rationale for the project;
- Financial statements that demonstrate the organization is financially self-sustaining;
- Leveraged funding from provincial governments, the private sector, and other non-government sources (typically 50 percent or more); and
- Non-WD funding is confirmed. Funding will only be considered confirmed with proof of confirmed funding.

**Preference may be given to projects that focus on or include one or more of the following elements:**

- Economic benefits to one or more western Canadian province or all of Western Canada (Alberta, British Columbia, Manitoba, and Saskatchewan);
  - Include industry participation and/or support (can be in the form of written support or confirmed funding from industry sources); and
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- Support priority initiatives identified by industry sectors that will position them for success over the longer term.
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**Details at:**

<http://www.wd-deo.gc.ca/eng/16.asp>

<http://www.wd-deo.gc.ca/eng/301.asp>

**FAQ's:**

<http://www.wd-deo.gc.ca/eng/18395.asp#a13>

WINN Program: <http://www.wd-deo.gc.ca/eng/14857.asp>

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