



Growing Forward 2

A federal-provincial-territorial initiative

BC Agrifood & Seafood Export Program

Federal and provincial government funding is available in 2016-17 for projects that enable BC's agriculture, food and seafood sectors to increase export sales and expand international market access through participation in international market development activities.

Eligible activities include:

- Participation in export-focused trade shows, food fairs, sales exhibitions and other events or missions
- Advertisement in foreign electronic, print media or event support material
- Development of marketing and promotional material designed to generate export business (includes brochures, pamphlets, web-based items, videos and trade show display material)
- Meeting coordination with potential buyers in target markets
- Hosting incoming buyer missions to BC agrifoods events or customizing incoming buyer missions
- Hosting in-province visits by media and other influencers with the objective of increasing agrifoods exports from BC
- Identification and coordination of meetings with partners in target markets to cooperate on market access activity
- Participation in or presentations at conferences and other trade advocacy events
- Participation in provincial or federal government-led trade advocacy missions



Applicant organizations must have a head office or be registered in BC and market products grown or processed in BC. (BC processed food is any food, seafood or beverage product processed and packaged in BC with more than 85% 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.)

Eligible participants are:

- BC agrifood sector producers
- BC agrifood and seafood sector processors (excluding fishers (harvesters))
- BC agrifood and seafood sector associations/ organizations
- BC agrifood and seafood marketers

A maximum of \$50,000 in funding is available on a first-come, first-serve basis until funds have been fully allocated. Participants must contribute 50% in cash of the total project cost. Applications are accepted on an ongoing basis.

For more information, please visit our website or contact us to discuss your project idea:

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The Investment Agriculture Foundation is an industry-led not-for-profit organization that works with the agri-food industry to strategically invest federal and provincial funds toward projects that have the potential to transform ideas into solutions.