



FUNDING ACKNOWLEDGEMENT REQUIREMENTS

BC Agrifood & Seafood Export Program Projects

Your BC Agrifood & Seafood Export Program project is funded by the Governments of Canada and British Columbia, and delivered by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through *Growing Forward 2*, a federal-provincial-territorial initiative.

These requirements have been developed to assist you, as a recipient, to appropriately acknowledge the source of funding in all communication materials and products related to your project. Additionally, these requirements will assist you if you choose to initiate a public announcement about your project.

Many projects involve a number of individuals, organizations, third party contractors and other partners. **Please share this information with all those involved in the delivery of your project.** You are required to ensure that the requirements are applied consistently in all project communications materials and products, failure to do so may put committed funding at risk.

PUBLIC ANNOUNCEMENTS

Paragraph **11.1** of the BC Agrifood & Seafood Export Program Contribution Agreement stipulates that funding recipients will not make a public announcement about the project, whether about project funding, results, or anything whatsoever, without the prior written consent of IAF. Please advise IAF's Communications staff or your Program Manager of your intent to make a public announcement at least four weeks in advance. Please note that "public" generally refers to anyone outside of the funding recipient's organization. This means that communications with your organization's members is considered "public communications."

ACKNOWLEDGEMENTS

Paragraphs **11.2** and **11.3** of the BC Agrifood & Seafood Export Program Contribution Agreement address the issue of funding acknowledgements. Recipients of funding are expected to include appropriate acknowledgements on all project-related **communication materials and products**. Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. Please talk to us early in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these guidelines may be adapted to fit the unique circumstances of your project.

CHECKLIST

- I have shared this information with the others involved in this project (including contractors).
- My project involves other funding partners AND I have talked to IAF Communications early to determine what is expected.
- I am planning to make a public announcement AND I have advised IAF Communications at least 4 weeks in advance.
- I am developing communication materials or products AND I have talked to IAF Communications early to determine what is expected.
- I have included the disclaimer statement in project reports.
- I have sent our materials to IAF Communications for review 5-10 business days before publishing.

Please note: Acknowledgments must be clearly linked to what the funding is supporting and not imply endorsement of your product or company. For example, simply adding logos to the bottom of a sell sheet or on a product label could be interpreted as endorsing a product, especially by foreign buyers who aren't familiar with *Growing Forward 2*. On the other hand, it would be appropriate to include logos or a credit line as part of an article, webpage, brochure, or other materials that can provide enough context on how the Agri-Export Program supports your project. If you're not sure of how this applies to your project materials, please ask IAF's communications staff for further guidance.

1. Graphic Identifiers

There are two options for identifying the participation of *Growing Forward 2*, the Investment Agriculture Foundation, the Government of British Columbia and Agriculture and Agri-Food Canada in a project.

Option 1 (Preferred Option): The *Growing Forward 2* logo, the IAF logo, the BC logo and the Canada wordmark are displayed with equal prominence (together with any other project contributors), but should not indicate ownership or sponsorship. Upon request, IAF Communications staff will provide you with these logos. (See example.)



Option 2: If no other graphic identifiers are used on a product, then recognition of *Growing Forward 2*, IAF, BC and Canada's participation may be made by a credit line only.

2. Credit Line

In addition to graphic identifiers, a credit line should also be included in reports and other publications. For brochures, advertising, posters or displays, a written statement may not be required. The following statement is provided as a sample for inclusion in publications and communication materials. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

Funding for [add project description]* has been provided by Agriculture and Agri-Food Canada and the Government of British Columbia through the BC Agrifood & Seafood Export Program under *Growing Forward 2*, a federal-provincial-territorial initiative. The program is delivered by the Investment Agriculture Foundation of BC.

* Please add an appropriate description for the activity being funded (e.g.: this marketing initiative, printing this marketing material, our participation in this trade show, etc.)

3. Disclaimer Statement

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Include this statement:

Agriculture and Agri-Food Canada (AAFC) and the Government of British Columbia are committed to working with industry partners. Opinions expressed in this document are those of [the authors] and not necessarily those of AAFC, the Government of British Columbia nor the Investment Agriculture Foundation of BC.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to IAF's Communications staff prior to printing and distribution to ensure appropriate acknowledgements are included. The Foundation will coordinate the necessary approvals with Agriculture and Agri-Food Canada and the BC Ministry of Agriculture.

Allow a minimum of four weeks for review of proposed media releases or other public announcements 5 to 10 business days for review of most other communication materials and products. The IAF Communications staff strongly recommends 10 business days for other communications materials and products.

CONTACT US

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your project's communication materials and products. Contact IAF Communications staff directly with any questions or to notify IAF of your intended communications activity.

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