

Buy BC Partnership Program FAQ

ARE YOU BASED IN BRITISH COLUMBIA?

The Buy BC Partnership Program is designed to assist the agriculture, agrifood and seafood sectors with implementing eligible projects in British Columbia only. All Applicants must have a head office, or be registered in BC.

WHAT FOOD, BEVERAGE, AGRICULTURAL AND SEAFOOD PRODUCTS ARE ELIGIBLE?

Primary food, beverage, or agricultural and seafood products must be 100% grown, caught, or raised in B.C. Examples include but may not be limited to fruits, vegetables, grains, oilseeds, floriculture, nursery, sod, honey, ginseng, animal feed, hay, cattle, hogs, poultry and other livestock, seafood, etc.

Processed food, beverage, or agricultural and seafood products must be processed and packaged in B.C. with 51% or more of the direct cost of producing the product in its final form (i.e. the sum of raw materials, direct labour, variable processing, and packaging) originating in B.C. Examples include but may not be limited to seafood, baked goods, chocolate and confectionery, sauces, seasonings, cereal preparations, soups, condiments, snack foods, dairy products, eggs, meat products, fruit and vegetable products, natural health products, pet food, fruit juice, wine, beer, cider, spirits, bottled water, etc.

Note: Statistics Canada defines "Other Livestock" as sheep, horses, ponies, goats, llamas, alpacas, rabbits, bison, elk, farmed deer, wild boars, mink breeding stock, fox, donkeys, mules, chinchillas, wool, and embryos, other poultry (e.g., geese, ducks, roosters, ostriches, game birds, emus, pheasants, quail and pigeons), beeswax, bee pollen, queen bees and nucleus bee colonies.

ARE CANNABIS PRODUCTS ELIGIBLE?

Cannabis is not currently eligible for cost-shared funding or logo licensing through the Buy BC Partnership Program. Once cannabis has been legalized and a sales and distribution system is operationalized in B.C., the eligibility of this product will be revisited by the Ministry of Agriculture and any changes to eligibility will be communicated through the Buy BC Partnership Program website.

ARE THERE ANY TYPES OF PROJECTS THAT ARE NOT ELIGIBLE FOR FUNDING?

The scope of the Buy BC Partnership Program is to enable industry to undertake sector/product specific Buy BC marketing activities, and integrate the Buy BC logo onto product packaging and promotional materials. The following types of projects are NOT eligible for funding under this Program:

- The normal operations of a business or organization (i.e., creating a strategic plan or marketing plan; hiring staff, holding a conference or annual meeting, education or training) which are not intended to address the objectives of this program;
- Purchasing capital expenses (e.g., land, buildings, fences, equipment, computers, mobile phones, tools, packaging plate costs, seed, livestock);

- Website/IT systems upgrades, or building and implementing an e-commerce tool/site (note: only the cost for adding specific 'Buy BC' elements such as a landing page or logo are eligible for cost-shared funding);
- Sponsorship (requesting funds to support or sponsor a third-party activity);
- Any costs related to providing product samples at a reduced cost or free;
- Social media such as Facebook and Twitter as stand-alone activities (note: using social media to promote B.C. agrifood/seafood products is an eligible activity, if part of a broader marketing campaign);
- Cannabis-related marketing or promotional activities;
- Educational events (e.g., producer workshop);
- Domestic market research;
- Basic research (experimental or theoretical work which is undertaken primarily to acquire new knowledge without a commercial or specific application in view);
- Buying, starting or expanding a farm or business;
- Direct income support;
- Lobbying or influencing any level of government;
- Any activities that may be considered to denigrate other products, commodities or regions (e.g., farmed vs. wild salmon; organic vs. conventional agriculture); and
- Membership fees.

ARE TRANSLATION/INTERPRETATION FEES ELIGIBLE?

Projects where the intended target audience is non-English speaking may qualify for cost-sharing on *Certified* translation services for approved promotional materials and/or *Certified* interpretation services for approved market development activities. An estimate from a *Certified* translation/interpretation service should be included with your Application. The maximum cost-share for translation/interpretation services is \$5,000.

Note: A copy of the English and translated materials may be requested and must be available upon request.

ARE ADVERTISING OR PROMOTIONAL ACTIVITIES CONDUCTED IN BRITISH COLUMBIA ELIGIBLE FOR COST-SHARED FUNDING?

Yes, on the condition that these activities meet the Program's objectives of:

- Increasing local market share, product sales, and consumer awareness through sector/product specific Buy BC marketing activities;
- Ensuring consumers can easily identify B.C. agrifood and seafood products;
- Building and maintaining Buy BC brand recognition; and,
- Building a greater awareness of, and demand for, local food and beverage products across the province.

ARE IN-KIND CONTRIBUTIONS ELIGIBLE FOR COST-SHARED FUNDING?

In-kind contributions can be included as part of the budget, but they are not eligible for cost-shared funding.

WHAT PERFORMANCE MEASURES DO I NEED TO TRACK AND REPORT ON?

Measures of activities such as dollar value of increased sales; volume of increased sales; number, partner type, and dollar value of new sales agreements signed; number and type of Buy BC-branded marketing materials, advertising campaigns (including names of media outlets, targeted ad impressions per outlet, and the number of weeks an ad will run), and promotional activities developed and completed (including names of new business/organization partnerships and number of participants for engagement at each activity); number and type of products labelled with a Buy BC logo; ; etc. It's best to develop a plan upfront and track these results for final reporting purposes.

HOW DO I APPLY?

To apply to the Buy BC Partnership Program, you will first have to complete and submit the appropriate Part A of the Application (Eligibility Confirmation Form) for: 1) producers, processors, and cooperatives; or 2) industry associations, boards, councils, agricultural fairs, and farmers' markets. Part A of the Application will be assessed by the Ministry of Agriculture to confirm your business/organization's eligibility for cost-shared funding. If required, the Ministry will follow up with you directly to seek further information or clarification. IAF will notify all applicants of eligibility confirmation decisions. Please note that confirmation of eligibility (e.g. submission and approval of Part A of the Application) does not guarantee that your business/organization's project will receive cost-shared funding.

Once eligibility is confirmed, eligible Applicants will receive Part B of the Application (Project Details Form) along with a Buy BC Logo Licensing Authorized Use Agreement Application for completion and submission to IAF for review and approval. If required, IAF will follow up with you directly to seek further information or clarification. IAF will notify all applicants of project approval decisions. Please note that Applicants will not be entered into the first-come, first-served queue for adjudication until they have submitted Part B of the Application.

CAN I APPLY FOR COST-SHARED FUNDING THROUGH THE BUY BC PARTNERSHIP PROGRAM WITHOUT APPLYING TO BECOME LICENSED TO USE THE BUY BC LOGO?

No, a requirement of the Buy BC Partnership Program is that Applicants must also complete the Buy BC Logo Licensing Authorized Use Agreement Application in accordance with their eligibility type and become a licensee. Applicants who apply for cost-shared funding, but are not approved, may still be eligible to obtain authorization to use the Buy BC logo if they meet the eligibility requirements for Buy BC Logo Licensing.

DO I HAVE TO COMPLETE PART A OF THE APPLICATION (ELIGIBILITY CONFIRMATION FORM), PART B OF THE APPLICATION (PROJECT DETAILS FORM), AND A BUY BC LOGO LICENSING APPLICATION EACH TIME I APPLY FOR FUNDING?

Answer for Producers, Processors, and Cooperatives:

No. Applicants who re-apply to the Program will only be required to submit an updated Part A of the Application (Eligibility Confirmation Form) if there have been changes to the Designated Officer (e.g. CEO/Chairperson/President, Senior Financial Officer/Treasurer, Executive Director, etc.) who signed the previously submitted Application, business ownership and/or they are seeking confirmation of eligibility for a higher level of cost-shared funding as a result of increased revenues (i.e. the Applicant's annual revenues have increased sufficiently over two consecutive years, allowing

them to qualify under a new applicant category; see the table on the next page for more information on applicant categories).

If an Applicant is re-applying to the Program and there have not been any changes to the Designated Officer, business ownership or sufficient increases to annual revenues to allow the Applicant to move to another applicant category, the Applicant can skip Part A of the application process and just complete Part B of the Application (Project Details Form) with newly proposed project activities.

Applicants authorized to use the Buy BC logo will only be able to apply it to products and purposes approved by the IAF in Section 3 (Product Details) and Section 4 (Intended Use of the Buy BC Certification Marks) of the Buy BC Logo Licensing Authorized Use Agreement (Certification) Application. The Applicant will only be required to re-submit the Certification Application if the Applicant intends to use the Buy BC logo on any products and purposes that were not previously identified and approved. Please note that authorization to use the Buy BC logo does not expire during the life of the Program.

Answer for Industry Associations, Boards, Councils; Agricultural Fairs; and Farmers’ Markets:

No. Applicants who re-apply to the Program will only be required to submit an updated Part A of the Application (Eligibility Confirmation Form) if there have been changes to the Designated Officer (e.g. CEO/Chairperson/President, Senior Financial Officer/Treasurer, Executive Director, etc.) who signed the previously submitted Application. If an Applicant is re-applying to the Program and there have not been any changes to the Designated Officer, the Applicant can skip Part A of the application process and just complete Part B of the Application (Project Details Form) with newly proposed project activities.

Applicants authorized to use the Buy BC logo will only be able to apply it to purposes approved by the IAF in Section 3 (Intended Use of the Buy BC Certification Marks) of the Buy BC Logo Licensing Authorized Use Agreement (Marketing) Application. The Applicant will only be required to re-submit the Marketing Application if the Applicant intends to use the Buy BC logo on any purposes that were not previously identified and approved. Please note that authorization to use the Buy BC logo does not expire during the life of the Program.

HOW MUCH CAN I APPLY FOR?

The table below identifies the amount of cost-shared funding that you can apply for based on your eligibility determination.

	INDUSTRY ASSOCIATIONS / BOARDS / COUNCILS	AGRICULTURAL FAIRS / FARMERS’ MARKETS	PRODUCERS / PROCESSORS / COOPERATIVES			
Minimum Financial Eligibility Requirements	N/A	N/A	<i>Annual Gross Revenues for the Most Recent 2 Years:</i> \$30k - \$50k	<i>Annual Gross Revenues for the Most Recent 2 Years:</i> \$50k - \$100k	<i>Annual Gross Revenues for the Most Recent 2 Years:</i> \$100k - \$150k	<i>Annual Gross Revenues for the Most Recent 2 Years:</i> >\$150k

Cost-Shared Ratio (Government / Applicant)	70%/30%	50%/50%	50%/50%	50%/50%	50%/50%	50%/50%
Maximum Eligible Provincial Funding Per Year	\$75k	\$10k	\$5k	\$10k	\$30k	\$45k

For the first application deadline/adjudication each year, \$500,000 of Program funding will be allocated to support eligible projects for industry associations and \$100,000 of Program funding will be allocated to support eligible projects for agricultural fairs and farmers' markets. After the first application deadline/adjudication, all remaining Program funding will be available to applicants on a first-come, first-served basis.

HOW MUCH MONEY (IN CASH) DO I NEED TO CONTRIBUTE TO MY PROJECT?

Producers, processors, cooperatives, agricultural fairs, and farmers' markets must have the ability to provide, and commit to providing 50% of the total project budget in cash towards eligible project costs.

Industry associations, boards, and councils must have the ability to provide, and commit to providing 30% of the total project budget in cash towards eligible project costs.

IS A LETTER OF INTENT REQUIRED?

No letter of intent is required. Feel free to contact the IAF to determine the eligibility of your application.

ARE THERE ANY DEADLINES FOR FUNDING APPLICATIONS?

Yes, please refer to [the program page](#).

WHEN WILL I KNOW IF MY APPLICATION HAS BEEN APPROVED?

Clients can usually anticipate a decision within 20 business days for complete applications, from the application deadline date.

WHAT ARE THE FUNDING ACKNOWLEDGEMENT REQUIREMENTS?

In order to be eligible for cost-share, all funding acknowledgement guidelines must be adhered to. The onus is on the applicant/client to ensure they have met the guidelines and have their communication products and media submitted to the IAF for review and approval by the BC Government prior to publishing. For more information on funding acknowledgement: [Funding Recognition Requirements](#)

WHEN CAN I ISSUE A MEDIA RELEASE TO ANNOUNCE THE FUNDED PROJECT?

The BC Government and IAF will work with each successful applicant to announce their project as they are approved. Recipients will not make a public announcement concerning the project funding without prior consent of the BC Ministry of Agriculture. For more information: [Funding Recognition Requirements](#)

WHEN IS MY FINAL PROJECT REPORT DUE?

All projects must be completed and the final report submitted on or before Friday, March 15, 2019.

WHERE CAN I GO FOR MORE INFORMATION?

IAF encourages all potential clients for the Buy BC Partnership Program to contact the Foundation directly at funding@iafbc.ca or phone 250-356-1662.

CAN I PAY SOMEONE TO WRITE MY APPLICATION?

No. Even though there are a number of organizations that may offer to write your application for a fee or for a percentage of the contribution amount, please be aware that not only are the consultant fees or commissions not eligible for reimbursement or cost-shared funding through this Program, but engaging in such services will result in your application being rejected.