

 CANADIAN  
AGRICULTURAL  
PARTNERSHIP

# B.C. AGRIFOOD AND SEAFOOD MARKET DEVELOPMENT PROGRAM



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## 1 INTRODUCTION

The B.C. Agri-food and Seafood Market Development Program will help B.C. agri-food producers, agri-food and seafood processors, co-operatives and associations identify, assess, target and develop market opportunities to increase their sales outside of B.C.

The five-year Federal-Provincial cost-shared program, funded through the Canadian Agricultural Partnership, supports the development of marketing skills and plans, the creation of market research and export-focused promotional materials, and participation in

export-focused market development activities, including reaching new customers through interprovincial/ international trade shows.

**Note: Seafood Harvesters and Fishermen are ineligible for this program.**

## 2 PROGRAM GOAL

The goal of the Program is to support B.C. businesses at each stage of export development through providing cost-shared funding for:

**Marketing Information and Research:** supporting the ability of industry associations, agriculture producers, and agriculture and seafood processors to identify, analyze and understand current and emerging local, interprovincial or international market development opportunities. Pre-Qualified Consultants can be contracted to conduct new market research studies (i.e. conduct primary market research and/or analyze secondary market research to provide customized market intelligence); or purchase existing market research studies from qualified market research firms (i.e. an existing secondary market research study or data).

**Market Development Planning:** supporting the ability of eligible applicants to contract Pre-Qualified Consultants to develop marketing plans, export plans, and/or branding strategies for local, interprovincial or international markets.

**Marketing Skills Training:** supporting permanent marketing staff employed by eligible applicants to complete marketing skills training courses at pre-

qualified educational institutions; and, supporting the ability of industry associations to deliver Marketing Skills Development workshop/seminars to their members.

**Market Development Export Activities:** supporting the ability of agriculture industry associations, producers, and processors to develop interprovincial and international markets, and supporting the ability of seafood associations and processors to develop international markets, through participation in market development events, in-market promotions, trade shows and missions.

**Marketing Collateral and Promotional Tools:** supporting the ability of industry associations, agriculture producers, and agriculture and seafood processors to increase market sales and product awareness through the design, development, translation, and printing of marketing collateral and promotional tools specifically targeted at export markets.

# 3 PROGRAM FUNDING MODEL

The Program model is designed around two funding pools, one for Industry Associations, Boards and Councils, and the other for Producers, Processors, and Cooperatives. Program funding is available to successful applicants from April 1, 2020 through March 31, 2021.

## 3.1. Industry Associations, Boards and Councils

Industry Associations, Boards and Councils are eligible for **up to \$75,000** in cost-shared funding per year, with 30% of cash contributions for the project coming from industry (applicant) and a maximum of 70% from the BC Agrifood and Seafood Market Development Program. Funds are available to all qualified applicant groups on a competitive basis for the following activities:

Activity	Maximum Funding / Year
Marketing Information and Research	\$50,000
Market Development Planning	\$50,000
Marketing Skills Training	\$10,000
Interprovincial*/International Export Market Development Activities (includes market access activities) and Marketing Collateral/Promotional Tools	\$50,000

\*Seafood Associations are **not** eligible to apply for funding for **Interprovincial** Market Development Activities

## 3.2 Producers, Processors, and Cooperatives

B.C. Agri-food Producers, Agri-food and Seafood Processors and Cooperatives are eligible for a **up to \$50,000** in cost-shared funding per year, with a maximum cash contribution of 50% from the BC Agrifood and Seafood Market Development Program. Funds are available to all qualified applicants on a competitive basis for the following activities:

Activity	Maximum Funding / Year
Marketing Information and Research	\$20,000
Market Development Planning	\$15,000
Marketing Skills Training	\$1,000
Interprovincial*/International Export Market Development Activities (includes market access activities) and Marketing Collateral/Promotional Tools	\$50,000

\*Seafood Processors are **not** eligible to apply for funding for **Interprovincial** Market Development Activities.



## 4 ELIGIBILITY CRITERIA

Eligible export activities will target interprovincial and international markets outside of British Columbia. Market Development Research and Planning activities may focus on local, interprovincial and international markets.

To be considered eligible for this Program, applicants must:

- have a head office in B.C. or be entitled to do business in B.C.;
- be selling or marketing a product that is grown or processed in B.C.;
- contribute a minimum percentage of the total project budget in cash, towards eligible project costs as follows:
  - 50% for B.C.-based primary agriculture and/or cooperatives;
  - 30% for industry associations, boards, or councils
- Have total annual gross revenues (i.e. sales) greater than \$30,000 per year for the most recent two years (applies only to primary agriculture and/or cooperatives; and agriculture, food and beverage, and/or seafood processors).

**Note: Seafood Harvesters and Fishermen are ineligible for this program.**

#### 4.1 Eligible/Ineligible Market Development Export Activities

Please visit [iafbc.ca/market-development/](http://iafbc.ca/market-development/) to access the list of [eligible courses](#) for Market Skills Training applications and [pre-qualified consultants](#) for Market Planning and/or Market Research applications. 'Project Overview Forms' can be obtained by emailing [marketdevelopment@iafbc.ca](mailto:marketdevelopment@iafbc.ca).

Advertising, including social media, require the [appropriate funding acknowledgements](#) and approvals prior to the production of the advertising material. Items not pre-approved by IAF Communications will not be funded.

Activity	Eligible Expenses	Ineligible Expenses
<i>Paid Advertising</i>	<p>Delivery of promotional marketing messages including print, radio, television, paper direct mail (including postage, list rental), and digital advertising (email marketing, search engine marketing, paid social media, display, including image and video, and native advertising);</p> <p>Hiring a social media contractor for community management, social outreach, content curation, and analytics.</p>	<p>Social media such as Facebook, Twitter, We-chat as stand-alone activities;</p> <p>Paid advertising not specifically tied to export activities;</p> <p>Wages for staff to undertake social media activities.</p>
<i>Print/Online Collateral</i>	<p>Print Collateral: designing, developing, translating, printing/producing brochures, rack cards, flat sheets, etc. for export market use only;</p> <p>Online Collateral: updating website content including designing, developing, translating content for international markets.</p>	<p>Website development or expenses deemed normal cost of business (i.e. website building, hosting fees, website/IT system upgrades, costs associated with building new website tools or features, etc.);</p> <p>Costs associated with building and implementing an e-commerce website.</p>
<i>Trade Shows, Food Fairs, Sales Exhibitions</i>	<p>Booth registration fees;</p> <p>Basic booth accessories (power, table, chair, carpet);</p> <p>Pop-up booth rental cost;</p> <p>Cost to ship samples to the show;</p> <p>Hiring an interpreter for the duration of the show;</p>	<p>Excessive costs for airfare, accommodation, ground transportation and meals;</p> <p>Cost of product for sampling or sale;</p> <p>Purchase of a pop-up booth;</p> <p>Prepayment of expenses (such as trade show booth space)</p>

	<p>Hiring a contractor to work the show (a contractor would be considered one of the two eligible representatives); and,</p> <p>Eligible travel-related and accommodation expenses for up to two representatives which includes:</p> <ul style="list-style-type: none"> <li>• Airfare (economy);</li> <li>• Hotel/motel accommodation (3 star);</li> <li>• Ground transportation (in market);</li> <li>• Meals: \$100/day per person.</li> </ul>	<p>when the activity dates fall in a fiscal year for which activities are not being adjudicated;</p> <p>Marketing give-aways and promotional items (including but not limited to: mugs, pins, apparel, etc.).</p> <p>Expenses for attending consumer-focused tradeshows or events.</p>
<i>Buyer's Meetings</i>	<p>Hiring an interpreter for the meetings, cost of shipping samples, travel-related and accommodation expenses for up to two representatives which includes:</p> <ul style="list-style-type: none"> <li>• Airfare (economy);</li> <li>• Hotel/motel accommodation (3 star);</li> <li>• Ground transportation (in market);</li> <li>• Meals: \$100/day per person.</li> </ul>	<p>Excessive costs for airfare, accommodation, ground transportation and meals;</p> <p>Cost of product for sampling or sale.</p>
<i>Government-led Trade Missions, Trade Advocacy and Networking Events</i>	<p>Cost of shipping product samples, travel-related and accommodation expenses for up to two representatives which includes:</p> <ul style="list-style-type: none"> <li>• Airfare (economy);</li> <li>• Hotel/motel accommodation (as determined by mission or event organizer) or if not provided/organized, Hotel/motel accommodation (3 star);</li> <li>• Ground transportation (in market);</li> <li>• Meals: \$100/day per person.</li> </ul>	<p>Excessive costs for airfare, accommodation, ground transportation and meals;</p> <p>Cost of product for sampling or sale.</p>
<i>Market Access Activities</i>	<p>As related to and with the knowledge and consent of the federal Market Access Secretariat and the associated industry association, all travel-related and accommodation expenses for</p>	<p>Excessive costs for airfare, accommodation, ground transportation and meals.</p>



	<p>representatives of foreign governments/agencies. Expenses include:</p> <ul style="list-style-type: none"> <li>• Airfare (economy);</li> <li>• Hotel/motel accommodation (3 star);</li> <li>• Ground transportation (in market);</li> <li>• Meals: \$100/day per person</li> </ul>	
<i>In-Store Promotions/Demonstrations</i>	Hiring a contractor to provide promotion or demonstration services which includes cost of renting space (if applicable), rental of pop-up booth, equipment rentals (frying pans, etc.) and purchase of plastic or compostable serving utensils and cups.	Cost of product for sampling or sale.

For a list of **Additional Ineligible Activities and Costs** see Appendix 1. For clarification on items not listed above, please contact IAF staff.



## 5 APPLICATIONS

Applicants must schedule project activities within the program funding cycle: April 2020 to March 2021.

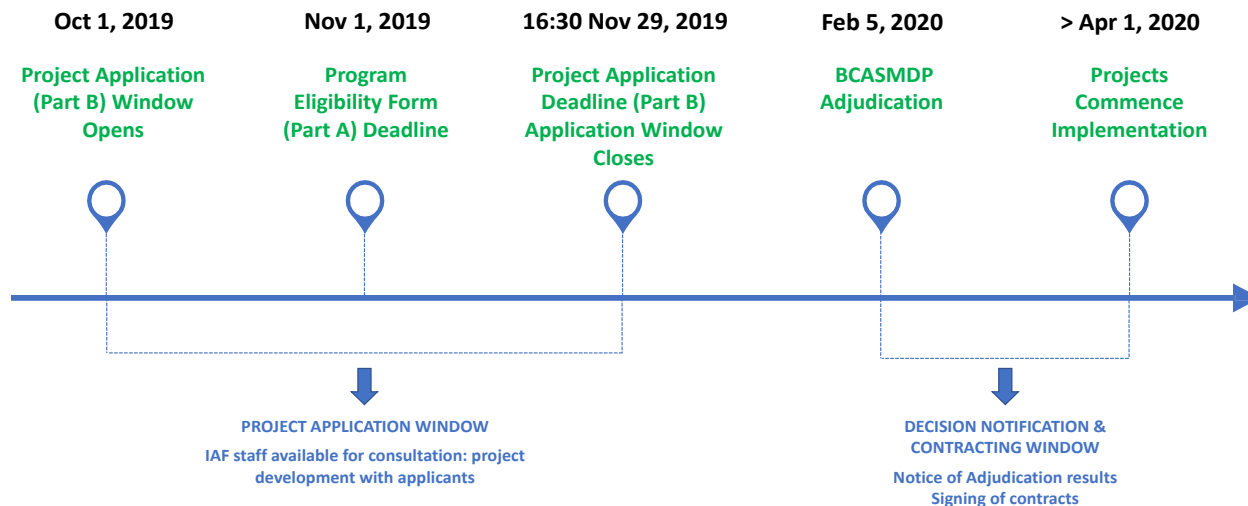
Applications are divided into two parts, will be accepted on an annual basis and are evaluated using a competitive process.

### 5.1 Application Process and Deadlines

There will be one annual application window; the deadline to apply is **November 29, 2019**. All applications received by the deadline will be collectively reviewed and evaluated based on merit. In rare occasions, applications may be accepted outside of these dates, on a first-come, first-served basis.

The Program Eligibility Form (Part A Applications) will be accepted year-round, however the deadline for receiving the eligibility for the coming fiscal year is **November 1, 2019**.

The deadlines for applications for the 2020 – 21 fiscal year are as follows:



## 5.2 Application Process and Forms

Applications must be received by **4:30 pm PST November 29, 2019**. Incomplete or late applications will not be considered.

**NEW!** Applications will be evaluated using a competitive process. Please review the material in this guide, especially the evaluation questions. IAF staff are available to book consultation calls from October 1 - November 29 to review and provide feedback on your application; to take advantage of this service, please submit your application to [marketdevelopment@iafbc.ca](mailto:marketdevelopment@iafbc.ca) well before the deadline.

The IAF board will meet to review applications and make funding decisions. IAF directors are farmers and food processors from a variety of sectors who bring valuable expertise to the table. Rest assured your application will be considered by a knowledgeable panel of industry peers.

### Part A - Confirm Your Eligibility

If this is your first time applying to the program, complete Part A of the Application (Eligibility Confirmation Form) and submit your completed form to IAF at [marketdevelopment@iafbc.ca](mailto:marketdevelopment@iafbc.ca).

NOTE: There are two versions of Part A, one for Producers, Processors & Cooperatives and

another for Industry Associations, Boards and Councils. Please ensure you are selecting the correct Part A.

Once submitted, Part A of the Application will be assessed by the Ministry of Agriculture to confirm your organization's eligibility for cost-shared funding through the Program. If required, the Ministry will follow up with your organization directly to seek further information or clarification. You must provide all information requested in the application form to demonstrate your eligibility.

Please allow **7 to 10 business days** for Part A of the application to be reviewed and your eligibility confirmed.

Please note that 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 Final Officer/Treasurer, Executive Director, etc.) who signed the previously submitted application or if ownership of the business has changed.

## Approval to Proceed to Part B

Upon confirmation of eligibility by the Ministry, IAF will then provide your organization with written confirmation, along with instructions to complete and submit Part B of the Application (Project Details Form) to provide details on the specific project and activities you are undertaking.

Please note that confirmation of eligibility (e.g. submission and approval of Part A of the Application) does not guarantee that your organization's project will receive funding. Funding decisions will be made by the IAF Board based on the project details you provide in Part B of the Application and availability of funding.

## Engage a Pre-Qualified Consultant - Market Research and Market Development Planning applications

Upon written confirmation of program eligibility from IAF, your organization will contact one or more of the pre-qualified consultants to request a quote for services and discuss your project.

The pre-qualified consultant will provide you with a completed Project Overview Form that provides a description of project activities and associated costs. This information will help you complete Part B of the application form.

## Completion of Part B - Activity/Project Details and Budget

Complete and submit a fully completed Part B of the Application (Project Details Form).

Based on a review of the information provided in the application, IAF may request further supplementary documentation, such as a marketing plan, to assist in making an approval decision.

**Applicants are encouraged to include only activities that they are confident will be completed on time and within budget limits. New evaluation criteria will evaluate applicants for previously- approved projects that were not completed or not accurately budgeted.**

Completed Part B application forms must be submitted to: [marketdevelopment@iafbc.ca](mailto:marketdevelopment@iafbc.ca) by 4:30 pm PST on November 29. Late submissions will not be accepted.



## 6 NOTIFICATIONS & OBLIGATIONS

### 6.1 Funding Notifications & Contracts

Applications will be reviewed in December and January and the IAF board will issue a decision by the second week of February.

If the project is approved, IAF will inform the applicant of the details of the decision and any associated terms and conditions. The applicant then enters into an agreement with IAF which outlines the obligations of each party.

If the project is **not** approved, the applicant will receive a written response from IAF with reasons for the decision.

### 6.2 Funding Payment & Requirements

Funding will be released quarterly (July, October, January, April) upon receipt and validation of all invoiced expenses. Funding recipients must submit an expense claim at the end of each quarter for all activities completed in that period. Only eligible project activities will be considered for reimbursement. Flexibility in this process may be acceptable in extraordinary situations but will require IAF approval.

### 6.3 Program Execution Changes

Once the contract with IAF is in force, requests for changes to program activities must be made *in writing* to IAF. IAF must approve the changes for expenses to be deemed eligible for reimbursement.

The funding recipient may have opportunities or situations arise which make it difficult to proceed with a pre-approved project/activity. Should this happen, **immediately contact your IAF program manager.**

### 6.4 Expense Reporting

Expense reports and accompanying receipts are required at the end of each quarter. Funding recipients will be required to submit a Final Report on the resulting impacts of their Market Development activities.

**If the funding recipient fails to provide an updated Activity Report within the parameters as set out in the contract, the funding recipient will not be eligible to apply for further funding from the Program.**

# APPENDICES

## Appendix 1: Additional Ineligible Activities and Costs

For clarification on items not listed below, please contact program staff.

The following activities and costs are not eligible for reimbursement:

- General administrative and operational costs such as:
  - Salaries (including project management or project delivery by salaried staff),
  - Packaging materials, office expenses, business cards, rent and other on-going costs related to day-to-day business incurred by the applicant, or firms represented by the applicant (hiring staff, holding a conference or annual meeting, etc.);
- Costs associated with giveaways;
- Activities started before project approval, some exceptions may apply with respect to deposits.
- Costs associated with developing and submitting applications;
- Any activities that may be considered to denigrate other products, commodities or regions (e.g. farmed vs. wild salmon; organic vs. conventional agriculture)
- Costs where the payee is a government (i.e. government of B.C., Canada, etc.);
- Capital costs including:
  - Land, buildings, fences, equipment, tools, packaging plate costs, seed, livestock;
  - Computers and software;
- Costs associated with marketing tactics (such as billboard or signage installation, vehicle leasing, brochure display racks);
- Rental or lease of equipment or facilities, except as it relates to the hosting of pre-approved project related items/events;
- Costs related to material purchases that can be repurposed (cameras, phones, LCD TV displays, furniture etc.);
- Product and new brand development;
- Stakeholder engagement or membership drives;
- Professional or membership dues or fees;
- Cannabis-related marketing or promotional activities;
- Direct income support; and,
- Lobbying or influencing any level of government.

Exceptions may be considered if there are compelling reasons and depending on potential return on investment.

## Appendix 2: Application Evaluations

All Applications, Regardless of Stream will be evaluated based on the following criteria:

Component	Example questions that IAF will use to rate the application
History with IAF-administered programs including review of previously-approved projects	<ul style="list-style-type: none"> <li>• Has the applicant applied to this program before?</li> <li>• Which programs has the applicant previously enrolled in?</li> <li>• How much funding has been provided to this applicant to in previous years of the B.C. Agri-food and Seafood Market Development Program?</li> <li>• Were the Post Project Report and all activities completed on time and within budget parameters? If not, why not?</li> <li>• If the applicant was approved for funding under this program last year, was the project deemed a success?</li> </ul>
Marketing Skills Training, Research and Strategy	<ul style="list-style-type: none"> <li>• Has the business/organization completed any marketing skills training?</li> <li>• Has the business/organization completed any market research to clarify the activities/market opportunities?</li> <li>• Has the business/organization provided a marketing plan or provided a description of key goals and actions?</li> <li>• How well do the project activities support the applicant's marketing strategy?</li> </ul>
Project Components	<p><i>General:</i></p> <ul style="list-style-type: none"> <li>• How well do the project components support the applicant's stated goals?</li> <li>• Are the activities sufficiently focused?</li> <li>• Is the budget consistent with the costs for these types of activities?</li> <li>• Has the applicant provided relevant documentation to support the request (i.e. quotes)?</li> <li>• Has the applicant been actively selling in the proposed markets or is the applicant new to these markets?</li> <li>• Are the project activities taking place in B.C.'s priority markets?</li> <li>• Will undertaking this project increase the likelihood of expanding business operations in B.C. going forward?</li> </ul> <p><i>Trade show funding applications:</i></p> <ul style="list-style-type: none"> <li>• Is the applicant a new exhibitor at the trade show(s) or is the applicant a regular exhibitor at the show(s)?</li> </ul> <p><i>Buyer meetings:</i></p> <ul style="list-style-type: none"> <li>• Is the applicant in a new relationship with a buyer <b>or</b> is the buyer purchasing or in negotiations to purchase a new product or line of products from the processor/producer?</li> </ul>

<p>Performance Measures and Work Plan</p>	<ul style="list-style-type: none"> <li>• How do project results align with the program objectives?</li> <li>• Has the applicant established reasonable timelines, a list of key milestones, and identified key deliverables?</li> <li>• How well does the application provide valid anticipated outcomes: what will be measured, how these will be measured, and which performance indicators will be tracked?</li> <li>• Are Marketing Collateral projects occurring in Quarter One or Quarter Two, thereby ensuring the likelihood of being completed on time?</li> </ul>
<p>Capacity</p>	<ul style="list-style-type: none"> <li>• Is the project in line with the applicant's stated revenues?</li> <li>• Is the applicant solely responsible for completing the project, or will the applicant hire a consultant to complete the project?</li> <li>• Is the applicant likely to utilize the funding requested? (e.g. has the applicant requested funding for buyer's meetings during their busiest season thereby decreasing the chance of a successful outcome?)</li> <li>• Is there sufficient human resources in place to ensure that project reports and documentation will be maintained and delivered?</li> </ul>
<p>Partnerships</p>	<ul style="list-style-type: none"> <li>• Is the applicant working with other organizations such as the B.C. Ministry of Agriculture, Agriculture and Agri-Food Canada, the B.C. Ministry of Jobs, Trade and Technology, the Canadian Trade Commissioner Service, and/or Global Affairs Canada?</li> </ul>