



 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 helps British Columbia-based food producers, processors, cooperatives, and associations identify, assess, and develop market opportunities to increase their sales outside the province.

This 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.

2 PROGRAM GOAL

The goal of the Program is to support B.C. businesses at each stage of export development by 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 opportunities in B.C., across Canada and/or in international markets.

Market Development Planning: supporting the ability of eligible applicants to develop marketing plans, export plans, and/or branding strategies for B.C., other provinces and/or in 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 workshops and seminars to their members.

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

3 FUNDING AMOUNTS

Program funding is available for two categories of applicants: 1) Industry Associations, Boards and Councils, and 2) Producers, Processors, and Cooperatives.

3.1. Industry Associations, Boards and Councils

Industry Associations, Boards and Councils are eligible for up to \$75,000 in program funding per year. The program can cover up to 70% of total cash costs of the project; the remaining 30% must come from the applicant.

Funding caps for each activity are as follows:

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	\$50,000
NEW! For the 2021/2022 year, the following caps will apply to certain activities: <ul style="list-style-type: none"> - 2 tradeshow maximum - \$20,000 total funding for tradeshow attendance - \$5,000 for all travel-related costs 	

Note: Seafood associations are eligible to apply for all program activities, except for Interprovincial export market development activities.

3.2 Producers, Processors, and Cooperatives

B.C. food producers, agri-food and seafood processors and cooperatives are eligible for up to \$50,000 in program funding per year. The program can cover up to 50% of total cash costs of the project; the remaining 50% must come from the applicant.

Funding caps for each activity are as follows:

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	\$50,000
NEW! For the 2021/2022 year, the following caps will apply to certain activities: <ul style="list-style-type: none"> - 2 tradeshow maximum - \$20,000 total funding for tradeshow attendance - \$5,000 for all travel-related costs 	

Note: Seafood processors are eligible to apply for all program activities, except for Interprovincial export market development activities.



4 ELIGIBILITY CRITERIA

Export-related activities funded under the program must target markets outside British Columbia. Market research and planning activities, however, may focus on or include the B.C. (domestic) market.

4.1 Eligible Applicants

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; agriculture, food and beverage, and/or seafood processors
 - 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. This criterion applies only to primary agriculture and/or cooperatives; and agriculture, food and beverage, and/or seafood processors.

- **NEW:** have registered their organization through IAF's [online portal](#) and been approved to apply for B.C. Agri-food and Seafood Market Development Program.

Aquaculture, Seafood and Fish Processors

Fishers and seafood harvesters are not eligible for this program.

Seafood processors and associations representing them are eligible to apply for all program activities, however these activities must focus on / target international markets. Activities that focus on / target the Canadian market are ineligible.

4.2 Eligible Activities and Expenses

To be eligible under the B.C. Agri-food and Seafood Market Development Program, an application must include one or more activity from the following four cost categories. For Export Development Activities, all products must be market ready.

Market Information and Research

- Hiring a [pre-qualified consultant](#) to conduct market research studies, including primary and secondary data collection
- Purchase existing market research studies or data from qualified research firms

Market Development Planning

- Hiring a [pre-qualified consultant](#) to develop a marketing plan, an export plan and/or a branding strategy

Market Skills Training

- Supporting permanent marketing staff to complete [marketing skills training courses](#) at educational institutions
- Supporting the ability of industry associations to deliver Marketing Skills Development workshops and seminars to their members

Export Development Activities

Paid Advertising

- Delivery of promotional marketing in print, radio, television, paper direct mail and digital advertising to promote specific products in export markets
- Hiring a third-party social media contractor for community management, social outreach, content curation, and analytics to promote specific products in export markets

Print/Online Collateral

- Hiring a third-party contractor to design, develop, translate, print and/or produce brochures, rack cards, flat sheets, shelf-talkers, wobblers etc. to promote specific products in export markets
- Incremental costs for adding specific export-focused elements to website content; can include addition of a landing page, designing, developing, translating content for international markets, up to a maximum of \$5,000

Trade Shows, Food Fairs, Sales Exhibitions

- Basic travel and accommodation expenses to attend the event for a maximum of two staff representatives
- Virtual tradeshow registration fees
- Booth registration fees; basic booth accessories (power, table, chair, carpet); pop-up booth rental cost
- Cost to ship samples to the show
- Hiring an interpreter or third-party contractor for the duration of the show
- **NEW!** Funding cap: Maximum \$20,000 total funding for tradeshow attendance ; \$5,000 for all travel-related costs for the 2021-2022 fiscal year.

Buyers' Meetings

- Hiring an interpreter for the meetings, cost of shipping samples, basic travel and accommodation expenses for up to two staff representatives
- **NEW!** For 2021-2022, all buyers' meetings must be directly tied to attendance at a tradeshow. Buyers' meetings cannot be a standalone activity in a project. A detailed trip itinerary is required if your travel extends beyond two days of tradeshow.

Government-led Trade Missions, Trade Advocacy and Networking Events

- Cost of shipping product samples, travel and accommodation expenses for up to two company representatives

Market Access Activities

- Travel and accommodation for representatives of foreign governments in association with federal Market Access Secretariat activities

In-Store Retail, Restaurant, Food Service Promotions/ Demonstrations

- Hiring a contractor to provide promotion or demonstration services which includes cost of renting space (if applicable)
- Rental of pop-up booth
- Equipment rentals
- Purchase of plastic or compostable serving utensils and cups

4.3 Ineligible Activities and Expenses

The following activities and costs are not eligible for reimbursement:

- Tradeshow fees exceeding \$20,000 (funding contribution) for one application
- Tradeshow attendance for more than 2 shows per application
- Meals and per diems
- Buyers' meetings as a standalone activity (i.e. not directly related to tradeshow attendance)
- Accommodation and travel expenses exceeding basic room rates and taxes. Room service, mini-bar, movies, spa treatments, business & first-class flights, hotels exceeding 3-star rates are not eligible expenses.
- Activities started before approved project start date, some exceptions may apply with respect to deposits

- Costs associated with obtaining product certifications or related fees that are required to enter a new market
- Market research and planning not carried out by a pre-qualified consultant
- Cost of product samples
- General administrative and operational costs such as:
 - Salaries (including project management, coordination, or project delivery, including social media, by salaried staff),
 - Packaging materials, equipment, 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 or promotional products planned for re-sale such as branded glasses, coasters, buttons, bags, clothing, aprons, etc.
- Expenses for attending consumer-focused tradeshows or events
- General industry events that are not specifically focused on market development, such as annual general meetings
- 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.)
- Product and (new) brand development
- 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
- Entertainment and hospitality costs (purchasing meals, beverages, liquor or tips for clients, buyers staff, hiring entertainment or purchasing gifts for clients)
- Stakeholder engagement or membership drives
- Professional or membership dues or fees
- Requesting funds to support or sponsor a third-party activity
- Costs related to material purchases that can be repurposed (tradeshow booth, cameras, phones, LCD TV displays, furniture etc.)
- Website and IT system upgrades and building, hosting fees, buying or implementing an e-commerce tool/site
- Cannabis-related activities
- Direct income support
- Lobbying or influencing any level of government



5 APPLICATIONS

Complete applications must be submitted through IAF’s online portal on or before November 30, 2020 (4:30 pm PST). Approved projects will begin on April 1, 2021.

5.1 Important Program Dates

The application window for cost-shared funding will be open on October 13, 2020 through IAF’s new online portal. **Important:** Please allow yourself time to register your organization, complete an eligibility check and access the

application forms well before the application window closing date (November 30, 2020).

The key application dates for the 2021-22 fiscal year are as follows:

Application Window Opens:
October 13,
2020

Application Deadline:
November 30,
2020

Funding Decision:
February 2021

Approved Projects Begin:
April 1, 2021

5.2 Application Process

Confirm your Eligibility for Funding

NEW! All applicants, regardless of whether or not they have applied for and received funding from IAF in the past, need to confirm their eligibility for the program through IAF's [online portal](#). Please create an account and register your organization well in advance of November 30, 2020. Once you have successfully registered, you will be able to complete an eligibility check. Application forms are only available after eligibility has been confirmed.

Consult Program Guide

Please read through the program guide to ensure you understand the objectives of the program and what your organization is eligible for. Review the list of ineligible costs (Section 4.3) to ensure that your project is fully eligible and ready to be assessed by IAF.

If you would like to incorporate Market Skills Training for your company's staff into to your project, please consult the list of [eligible courses](#) under the program.

Engage a Pre-Qualified Consultant

If you are looking to include Market Research or Market Development Planning as part of your application, you will need to engage [a pre-qualified consultant](#). They will be able to help you assess what you need and provide you with a quote for their services as well as a completed Project Overview Form that provides a description of project activities and associated costs. This form must be submitted to IAF through the online portal along with your completed project application.

Gather Quotes for Large Budget Items

Activities that you would like to include in your project with costs over \$5,000 require supporting quotes. We are aware that these quotes may expire before the project begins on April 1; however, we require them to confirm the details of your project costs. Quotes are not required for budget items less than \$5,000.

Complete a Project Application Form and Budget

IAF Program Staff are available from October 13 to November 27, 2020 to schedule a consult call to assist you with advice and feedback regarding your draft application. Your funding application will consist of three pieces:

1. An application form (Word Document) that details your project activities, objectives and timelines
2. A project budget (Excel Document) that states how much you plan to spend on each activity
 - a. Quotes are required for expenses over \$5,000
3. A Project Overview Form, required only if your project includes Market Research and/or Development planning with a Pre-Qualified Consultant

These completed documents must be submitted through IAF's online portal by 4:30pm PST on November 30, 2020. Late submissions will not be accepted. Once an application has been submitted, neither it nor the accompanying budget can be changed.



6 NOTIFICATIONS & OBLIGATIONS

6.1 Funding Notifications & Contracts

Complete applications will be reviewed by IAF Program Staff after November 30 with funding decisions being made in February 2021.

If a funding application is approved, IAF will inform the applicant of the details of the decision and any associated terms and conditions via email. The applicant will then enter into a Contribution Agreement with IAF which outlines the obligations of each party for the approved funding period.

If an application is not approved, the applicant will receive a written response from IAF with a reason for the decision.

6.2 Funding Acknowledgements

All marketing and communications materials produced as part of your project require approval to ensure program funding has been acknowledged appropriately. Communications materials you must submit to IAF (communications@iafbc.ca) for approval before they are produced include:

- Print ads

- Radio ads
- Television ads
- Paper ads for mailing
- Digital ads (email, search engine marketing, social media, videos etc.)
- Print collateral such as brochures, rack cards, and flat sheets
- Website updates

If a program client does not submit their communications materials to IAF for approval before they are produced/distributed, they run the risk of that item not being eligible for reimbursement.

6.3 Reporting Requirements

Successful applicants will receive a reporting template along with their fully executed Contribution Agreement before the project start date. This template must be filled out and submitted to IAF along with all project invoices for the project to be considered for reimbursement.

Project-specific reporting deadlines will be outlined in each program participant's Contribution Agreement. It is important that all

project reports are submitted on time and with all required information.

Expenses will be reimbursed based on the submitted receipts, the approved project budget and the corresponding cost-share ratio.

If you are unable to submit your report on time, please notify us as soon as possible.

6.4 Changes to Contracted Projects

Projects are approved by the IAF Board based on the stated objectives, scope of activities and the applicant's capacity to carry out the work. Once a contract for the project has been established and fully executed, we are not able to make repeated adjustments to the approved budget or set of activities.

Exceptions may be made for situations that arise outside of the client's control such as a cancelled event or natural disaster. A change in the company's marketing strategy or operations does not constitute a valid reason for adjusting an approved project budget. Clients will forfeit any funding tied to activities that they are unable to complete in the stated timeframe.

Any changes to projects under contract will need to be approved in writing by IAF before they are made. Activities undertaken that have not been pre-approved are not eligible for funding. IAF is not obligated to make any changes to approved projects once the Contribution Agreement has been signed with the client.

Please email marketdevelopment@iafbc.ca if you have questions or need to submit a project change request. Be sure to include your project number in all email correspondence with IAF.

APPENDICES

Appendix 1: Evaluation Criteria

Applications will be evaluated based on the following criteria:

Criteria	Considerations for Evaluation
Past project reporting	<ul style="list-style-type: none"> • If the applicant has had a project funded by IAF previously, did they complete all of the project reports on time? • Were they responsive and professional in their communications with IAF Staff?
Past performance on IAF-funded projects	<ul style="list-style-type: none"> • If the applicant has had a project funded by IAF previously, did the project meet its stated objectives? • Were the activities completed on time and within budget? • Did the applicant request multiple revisions to the project for items that were within their control?
Market Planning and Research	<ul style="list-style-type: none"> • Has the applicant completed a marketing and/or export plan • If they have not completed any marketing research or export plans, are they applying for funding to develop one? <p>*Note: this criteria will not be applied for Industry Associations/Boards/Councils</p>
Project Activity Details	<ul style="list-style-type: none"> • Are the project activities well-defined? Clear timelines, clear deliverables, etc. • Does it seem that the activities can be completed within the allotted budget and timeframe?
Project Budget	<ul style="list-style-type: none"> • Does the budget contain any ineligible costs under the program? • Are budget line items reasonable and within industry standards? • Are large budget items (i.e. \$5,000 and more) supported by quotes?
Targeted Results Align with Program Objectives	<ul style="list-style-type: none"> • The project activities will help the applicant expand their market reach outside B.C.
Work Plan Structure	<ul style="list-style-type: none"> • The timeframe given for activities is reasonable