



AgriAssurance Program: National Industry Association Component

Applicant Guide

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Guide du demandeur

For more information reach us at www.agr.gc.ca or call us toll-free 1-877-246-4682.

Purpose of this guide

This guide will:

1. help you determine if you may be eligible for funding from Agriculture and Agri-Food Canada (AAFC) under the AgriAssurance: National Industry Association component
2. provide you with directions and explanations to assist you in completing the project application form

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Annex A: How to Apply

1.0 Canadian Agricultural Partnership

The Canadian Agricultural Partnership is a five-year, \$3 billion investment by federal, provincial and territorial governments to strengthen the agriculture, agri-food and agri-based products sector. In addition, producers will continue to have access to a robust suite of Business Risk Management (BRM) programs.

The Partnership will come into force April 1, 2018.

The Canadian Agricultural Partnership will focus on six priority areas:

- **Science, research, and innovation** – to help industry use science and innovation to improve resiliency and increase productivity
- **Markets and trade** – to open new markets and help farmers and food processors improve their competitiveness through skills development, improved export capacity, underpinned by a strong and efficient regulatory system
- **Environmental sustainability and climate change** – to help the sector reduce its greenhouse gas emissions, protect the environment and adapt to climate change by enhancing sustainable growth while increasing production
- **Value-added agriculture and agri-food processing** – to support the continued growth of the value-added agriculture and agri-food processing sector
- **Public trust** – to build a firm foundation for public trust through solid regulations, improving assurance systems and traceability
- **Risk Management** – to enable proactive and effective risk management, mitigation and adaptation to create a resilient sector

For more information, please visit the [Canadian Agricultural Partnership](#) website.

AgriAssurance Program: National Industry Association component is a program under the Canadian Agricultural Partnership.

1.1 About the AgriAssurance Program: National Industry Association Component

Program Objective

The AgriAssurance: National Industry Association component will fund projects, at the national level, to help industry develop and adopt systems, standards and tools to support health and safety claims about Canadian agricultural and agri-food products. Assurance systems enable the industry to make credible, meaningful and verifiable claims about its products and the manner in which they are produced.

The program's objective is to help industry maintain and build public trust and consumer confidence in these products. Health and wellness, food safety, social and environmental considerations are becoming increasingly important. Industry must be

aligned with public values and consumer expectations in these areas, and be able to demonstrate its commitment.

(There is a separate application process for the AgriAssurance Program: Small and Medium-sized Enterprise component that provides targeted support to companies to help implement assurance projects that address market and regulatory requirements.)

1.2 Eligible applicants

The following organization types are eligible under this program:

Not-for-profit: organizations operating in the agriculture, agri-food and agri-based products sector, including fish and seafood, that operate solely for social welfare, civic improvement, pleasure or recreation, any other purpose except profit. They may include:

- associations
- clubs
- co-operatives
- Indigenous groups
- societies

Other: If none of the other selections apply, select 'Other' and specify the organization type.

Note: Eligible applicants must be legal entities capable of entering into legally binding agreements. While academic institutions are not eligible as direct recipients for funding under the AgriAssurance Program, they may receive indirect program funding, as partners or collaborators, through projects managed by eligible industry organizations.

Associations must operate on a national basis. Applications from not-for-profit associations in Canada operating on a regional basis may be considered if there is no national representation and if the applicant can demonstrate their ability to deliver a project from a national or agriculture and agri-food sector-wide perspective.

Individuals and other levels of government are not eligible for funding

1.3 Funding and cost-sharing

Available funding

The maximum AAFC contribution for a project will normally not exceed \$1 million over five years.

Cost sharing

Please note that this program has a cost-sharing requirement.

Eligible project costs will normally be shared between AAFC and you as follows:

- a maximum of 75% AAFC and a minimum of 25% Applicant

You must clearly indicate all sources of funding for the project, including your contribution, and other industry and/or partner sources of funding including:

- other federal government departments and agencies*
- provincial/territorial governments*
- municipal government*
- Industry and/or Partners such as:
 - industry associations and networks
 - businesses
 - academic institutions

*Total government funding (other federal departments and agencies, provincial/territorial, and municipal governments) cannot exceed 85%.

Your portion of the cost-share can be a combination of both cash and in-kind contributions. In-kind contributions will normally not exceed 10% of the total eligible costs to complete the project.

What is a cash contribution?

A cash contribution is an expense requiring a cash outlay, by either your organization or by a participant/contributor (such as a partner or other government), during the term of the contribution agreement (CA). Specifically, a cash contribution is an expenditure for an eligible project cost incurred and paid for by your organization, or another project participant. AAFC will only reimburse cash contributions for eligible project costs that are incurred and paid for by your organization. A cash contribution made by another project participant should be reported as part of your sources of funding, and must be an eligible project cost.

What is an in-kind contribution?

In-kind means the fair market value attributed for goods and the fair value attributed for services that are contributed to this project and require no outlay of cash during the term of the CA by you or a contributor. These contributions must be eligible costs. They will not be reimbursed by AAFC.

Eligible costs

All costs claimed or contributed under the program must fall within the program cost categories and respect all limitations. For more information and details on cost categories, eligible/ineligible costs and other limitations, refer to Annex A: How to apply.

1.4 Eligible activities

The program will prioritize projects that provide confidence to buyers and consumers regarding market attributes and quality standard claims about Canadian agricultural and agri-food products. In addition, the program will prioritize projects that help industry respond to emerging consumer concerns in areas such as animal welfare and environmental sustainability, and help industry advance existing assurance systems in areas of food safety and traceability or create efficiencies by integrating assurance systems.

Eligible activities for the AgriAssurance Program: National Industry Association component are of the following nature and type:

- development, maintenance, integration, and implementation of assurance systems, standards and tools
- benchmarking of assurance systems and standards to international or private standards
- development of industry-led surveillance systems for the ongoing, systematic collection, analysis and sharing of high-quality data
- development and operation of data storage and data management systems above and beyond normal organizational operations
- communication, knowledge transfer and dissemination of standards, systems and tools
- other activities that support the objective of the program

1.5 Application deadlines

Applications will be accepted from **February 13, 2018 until September 30, 2022**, or until funding has been fully committed or until otherwise announced by the program. The program ends March 31, 2023.

For information on how to complete a project application, refer to Annex A: How to Apply.

2.0 Expected results

The AgriAssurance: National Industry Association component will contribute to fostering public trust and building consumer confidence. It will achieve this by funding industry to develop and adopt systems, standards and related tools that enable agricultural and agri-food producers and processors to make credible, meaningful and verifiable claims about the health and safety of Canadian products.

Performance indicators, which are used to measure the relevance and effectiveness of the program, will include:

- number and value of successfully completed assurance projects
- number of assurance systems advanced or completed
- percentage of assurance projects' implementation plans reported to be functioning

3.0 Assessment criteria

All eligible projects are assessed on their individual merit. However, those with potential for the greatest benefits may have a better chance of being approved for funding. When preparing a proposal, the following criteria will be considered:

- the application is complete and the proposed project is eligible
- the applicant's capacity to deliver the project through consideration of resources and timelines
- the proposed activities, including outcomes, support program objectives
- the degree to which a proposed project can demonstrate a current or potential market opportunity or need
- the degree to which the issue addressed by a proposed project will affect the sector(s) in question in the next five to 10 years (the immediacy of the demand or need)
- the proposed project's activities and costs are eligible, reasonable and required to meet objectives

- the activities of a proposed project show a progression from previous projects or advance an assurance system towards completion, where applicable
- all sources of funding, including any in-kind support, for a proposed project to be funded under this program are identified

4.0 Reporting on your Project

Should you be approved for funding, you will be required to report on finances, performance and results. These reports include:

Progress Reports:

You will be required to provide progress reports describing the activities completed and progress made towards deliverables, as described in the Project Work Plan.

Performance Reports:

You will also be required to provide a performance report at the end of the project. The reports will track progress against mutually agreed to performance measures outlined in the CA.

Financial Reports:

Financial reporting is required with each request for reimbursement of expenditures, in addition to year-end accounting and other financial reports.

Other reports may be required at AAFC's discretion.

5.0 Considerations

5.1 M-30 Act (Quebec only)

The Province of Quebec's M-30 legislation may apply to Quebec based applicants only. It is the *Act Respecting the Ministère du Conseil exécutif* (R.S.Q., c. M-30).

More information on the Act is available online or by contacting the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ) at dpci@mapaq.gouv.qc.ca.

M-30 applies to various types of Quebec organizations, for example, organizations located in Quebec and receiving more than half of their financing from the Government of Quebec may be subject to the Act.

All Quebec based organizations will have to address this matter and demonstrate their compliance with the Act during the project assessment process, and prior to entering into a contribution agreement.

5.2 Intellectual Property

The Contribution Agreement will contain an intellectual property clause which will confirm that all title to the intellectual property in any materials created or developed by or for the applicant of contribution funding will vest in the applicant or in a third party, as may be negotiated by the applicant. However, AAFC may, at its sole discretion, include a provision in the Contribution Agreement requiring the applicant to grant, or ensure, a non-exclusive, worldwide, perpetual, royalty-free licence to the Crown to such material, in whole or in part, in any form or medium, for internal government administration purposes.

6.0 After you apply

Once an application has been submitted, an acknowledgment notice will be forwarded to the applicant.

Note: You should not consider an application as submitted to the program until you receive the acknowledgement notice.

Our goal is to:

- respond to general inquiries made to our phone number or email address before the end of the next business day
- acknowledge receipt of your application within one business day
- assess your application and send you an approval or a rejection notification letter within 100 business days of receiving a complete application package

Please note that even if a project meets all eligibility criteria, the submission of an application creates no obligation on the part of the Minister or of Agriculture and Agri-Food Canada officials to provide funding for the proposed project. The Minister retains discretion to determine, based on other public policy and public interest considerations, whether an application that meets the criteria identified in this Guide will ultimately receive funding.

7.0 Contact us

Before you apply, please read Annex A: How to Apply for detailed information on the application process.

For more information on the AgriAssurance Program: National Industry Association (NIA) component, please contact us by:

E-mail: assurance@agr.gc.ca

Telephone: 1-877-246-4682

TDD/TTY: 613-773-2600

Mail:

Agriculture and Agri-Food Canada

AgriAssurance Program: NIA

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