



AgriMarketing Program: National Industry Association Component

Applicant Guide

March 2018

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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 AgriMarketing Program: National Industry Association component
2. provide you with directions and explanations to assist you in completing the project application form

Table of contents

1.0	Canadian Agricultural Partnership	4
1.1	About the AgriMarketing Program: National Industry Association Component	4
1.2	Eligible applicants	5
1.3	Funding and cost-sharing.....	5
1.4	Eligible activities	6
1.5	Application deadlines	7
2.0	Expected results.....	7
3.0	Assessment criteria	7
4.0	Reporting on your project	8
5.0	Considerations	9
5.1	M-30 Act (Quebec only)	9
6.0	After you apply	9
7.0	Contact us.....	10

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 comes 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.

The AgriMarketing Program is a program under the Canadian Agricultural Partnership.

1.1 About the AgriMarketing Program: National Industry Association Component

Program Objective

The AgriMarketing Program: National Industry Association component aims to increase and diversify exports to international markets and seize domestic market opportunities through industry-led promotional activities that differentiate Canadian products and producers, and leverage Canada's reputation for high quality and safe food.

(There is a separate application process for the AgriMarketing Program: Small and Medium-sized Enterprises component that provides funding to for-profit organizations to undertake company-specific promotional activities.)

1.2 Eligible applicants

The following organization types are eligible under this program:

Not-for-profit: organizations that operate solely for social welfare, civic improvement, pleasure or recreation, any other purpose except profit. They include:

- associations in Canada operating on a national industry-wide basis in the agriculture, agri-food, agri-based products sector, including fish and seafood
- associations in Canada operating on a regional basis in the agriculture, agri-food, agri-based products sector, including fish and seafood, that represent significant Canadian production within that sector and can demonstrate their ability to deliver a project from a national perspective

Note: Eligible applicants must be legal entities capable of entering into legally binding agreements, and should be members of the [Canada Brand Initiative](#).

1.3 Funding and cost-sharing

Available Funding

The maximum AAFC contribution for a project will normally not exceed \$2.5 million per applicant per year up to a maximum of \$10 million over five years.

Cost sharing

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

- a maximum of 50% AAFC and a minimum of 50% 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 must be cash contributions. In-kind contributions are ineligible. In-kind means the fair market value attributed for goods and the fair value

attributed for services that are contributed to the project and require no outlay of cash during the term of the Contribution Agreement by you or a contributor.

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 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.

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 the Project Costs section of Annex A: How to Apply

1.4 Eligible activities

The program will prioritize projects that:

- contribute to the Government's trade and economic priorities of: diversifying markets, increasing annual agricultural exports, and supporting Canada's economic growth
- focus on new/priority markets that align with AAFC's and the Government's international priorities

Eligible activities include:

- industry-wide advertising and promotion, including in-store and food service promotions and product demonstrations for buyers (businesses and consumers)
- incoming, outgoing and exploratory missions
- market research
- participation or attendance in trade shows and multilateral industry meetings and conferences. (For participation in the Canada Pavilion at flagship trade shows, contact AAFC's [Canada Pavilion Program](mailto:canadabrand@agr.gc.ca) at canadabrand@agr.gc.ca.)
- technical training for buyers about Canadian products and product handling
- trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, agri-food, fish and seafood products
- industry-to-industry trade advocacy (note: activities aimed at lobbying Canadian and foreign governments are ineligible)

Ineligible activities include:

- core business of the organization, including, but not limited to:
 - maintenance and hosting fees of member websites and social media accounts
 - forums and working groups
 - annual, member, and board meetings
- product development and commercialization, including product trials
- basic and applied research, analysis and development of industry-specific policies not related to market access or market development
- activities intended to directly lobby governments
- training for consultants or employees

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 AgriMarketing Program: National Industry Association component will help industry to identify and seize opportunities in global markets by supporting industry-led market development and promotional activities that help to differentiate Canadian products and producers, and leverage Canada's reputation for high-quality and safe food.

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

- increased exports
- number of new markets explored
- results of marketing activities (e.g., sales and leads)
- results of trade advocacy activities (e.g., number of issues resolved)

3.0 Assessment criteria

Your application will initially be assessed against the following criteria:

- the application is complete and the proposed project is eligible
- the proposed activities, including outcomes, support the program's objectives
- all sources of funding are identified

If these criteria are met, a more thorough review of your application will be done. This will include:

- reviewing your organization's performance on previous projects where you received AAFC funding, including administration of the projects
- evaluating the sector's export potential and market access opportunities (e.g., recent or anticipated changes in market access), and the project's value for money
- assessing the applicant's capacity to deliver the project
- evaluating the project's value to producers, processors and other stakeholders, and how it benefits the entire sector, members and non-members
- assessing the strategic merit of the project (Does your project link to the sector's marketing strategy?)
- assessing how the activities complement or build upon previously completed AgriMarketing projects

The assessment process will determine an appropriate amount of funding for approved projects. This will be based on:

- reasonableness and fair market value of proposed eligible costs
- reasonableness of the overall projected costs given the projected outcome(s), and potential return on investment
- other sources of funding

AAFC will provide a written decision letter outlining the level of assistance awarded and any other conditions, if applicable.

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 performance reports annually and at the end of the project. The reports will track progress against mutually agreed to performance measures outlined in the Contribution Agreement.

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 Québec 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.

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 AgriMarketing Program: National Industry Association (NIA) component, please contact us by:

E-mail: amp-pam@agr.gc.ca

Telephone: 1-877-246-4682

TDD/TTY: 613-773-2600

Mail:

Agriculture and Agri-Food Canada

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