

## APPLICATION FORM Product and Market Development Program

Project/Client # (Office Use Only):

### 1. Applicant Information

Full Name (including middle name):

Organization Name:

Mailing Address:

Organization's Twitter Handle (if applicable)

Village/Town/City

Province

Postal Code

Telephone No.

Cellular No.

Fax No.

E-mail Address

Preferred method of communication:

Telephone

Cellular phone

SMS Text Message

Email

Other (please specify)

### 1.1 Type of Business or Organization.

Choose one and complete the required information:

- Individual Proprietorship (if you file to Canada Revenue Agency as an individual)

Social Insurance Number: \_\_\_\_\_

- Incorporated Company (if you file to Canada Revenue Agency as a corporation)  
*(This number can be found on your tax forms and is required under the authority of the Income Tax Act)*

Revenue Canada Business Number: \_\_\_\_\_

- Partnership (if you file to Canada Revenue Agency as a partnership.)  
*Please include Revenue Canada Business Number*

Revenue Canada Business Number: \_\_\_\_\_

- Registered Charitable Organization / Not-for-Profit  
*Please include the charity registration number*

Registration number: \_\_\_\_\_

- Other  
*Please Identify: \_\_\_\_\_*

Registration number: \_\_\_\_\_

**1.2 Partnerships.**

If you indicated "Partnership" as your type of business in Section 1.1, please list the partner name(s) and their ownership per cent in the table below.

Name of all partners (for partnerships)	Per cent of ownership
<b>Total (must total 100%)</b>	

**2. Project Information**

Project Title: \_\_\_\_\_

Project Start Date: \_\_\_\_\_ Project End Date: \_\_\_\_\_ Total Weeks: \_\_\_\_\_

Funding Amount Being Requested: \_\_\_\_\_

**2.1 Project Funding**

Have you, or will you, secure any other Provincial and/or Federal Government funding for this project?

Yes     No

If **yes**, provide detailed information as indicated below

Source	Dollar Amount

**2.2 You are applying as:  
(please choose only one)**

- |  |  |
|--|--|
| <input type="checkbox"/> Primary producer  | <input type="checkbox"/> Producer Organization   |
| <input type="checkbox"/> Processor   | <input type="checkbox"/> Processor Organization  |
| <input type="checkbox"/> Other industry organization (i.e., associations, agri-service provider) | <input type="checkbox"/> Research body (i.e., university, hospital, and research institute, information institute, etc.) |
| <input type="checkbox"/> Retailer/Wholesaler/Input supplier                                      | <input type="checkbox"/> Provincial/Territorial Government   |
| <input type="checkbox"/> Indigenous government/Indigenous community/Indigenous group             | <input type="checkbox"/> Municipal Government  |

**2.3 Type of Industry**  
(Please choose only one)

<input type="checkbox"/> Oilseed and grain farming (1111)	<input type="checkbox"/> Vegetable and melon farming (1112)	<input type="checkbox"/> Fruit and tree nut farming (1113)	<input type="checkbox"/> Greenhouse, nursery and floriculture production (1114)
<input type="checkbox"/> Other crop farming (1119) Please specify: _____	<input type="checkbox"/> Beef Cattle Ranching and Farming, including feedlots (11211)	<input type="checkbox"/> Hog and pig farming (1122)	<input type="checkbox"/> Poultry and egg production (1123)
<input type="checkbox"/> Sheep and goat farming (1124)	<input type="checkbox"/> Support activities for animal production (1152)	<input type="checkbox"/> Dairy Cattle and Milk Production (11212)	<input type="checkbox"/> Other animal production (1129) Please specify: _____
<input type="checkbox"/> Support activities for crop production (1151)	<input type="checkbox"/> Dairy product manufacturing (3115)	<input type="checkbox"/> Fruit and vegetable preserving and specialty food (3114)	<input type="checkbox"/> Animal food manufacturing (3111)
<input type="checkbox"/> Grain and oilseed milling (3112)	<input type="checkbox"/> Other food manufacturing (3119)	<input type="checkbox"/> Meat product manufacturing (3116)	<input type="checkbox"/> Seafood product preparation and packaging (3117)
<input type="checkbox"/> Bakeries and tortilla manufacturing (3118)	<input type="checkbox"/> Farm product merchant wholesalers (411)	<input type="checkbox"/> Beverage manufacturing (3121)	<input type="checkbox"/> Fiber, yarn, and thread mills (3121)
<input type="checkbox"/> Agricultural, construction and mining machinery manufacturing (3331)	<input type="checkbox"/> Professional, scientific and technical services (541)	<input type="checkbox"/> Food, beverage and tobacco merchant wholesalers (413)	<input type="checkbox"/> Food and beverage stores (445)
<input type="checkbox"/> Forest nurseries and gathering of forest products (1132)	<input type="checkbox"/> Multiple Industries Please specify: _____	<input type="checkbox"/> Not applicable	

**2.4 Project Activity Area**  
(Please choose only one)

- International Market Development
- Domestic Market Development
- Business Development
- Climate Change Mitigation and Adaptation
- Research
- Training, Knowledge Transfer and Awareness Raising
- Adopting a New Technology, Activities/Practices, Process or Product
- Assurance Activities
- System, Equipment and Facility Modernization
- Pre-Commercial Development, Prototyping, and Demonstration
- Commercialization
- Miscellaneous (please specify)

**2.5 Project Proposal (1-2 pages)**  
Please use the topics listed below as the subject headings of your proposal.

<b>Cover Page</b>	Include the project title, expected start and end date of the project, and your contact information.
<b>Executive Summary</b>	Provide a summary of the industry organization and the conditions leading to this project.

<b>Project Objectives</b>	Describe the issue your project is designed to address and the project's final objectives.
<b>Timeline</b>	Identify the project's timeline and activities (including submission of the project's final report). Include the activity's description, any person(s) or organizations associated with the activity and the activity's start and end date.
<b>Results</b>	State the expected commercial and/or economic benefits to your operation. Also, please note if there are positive environmental impacts expected because of this project.
<b>CAP Outcome</b>	The Product and Market Development Program will contribute to the CAP outcome of expanding domestic and international markets. Please describe how your project will positively contribute to this specific outcome.
<b>Budget</b>	Identify total project costs and funding requested from the program.
<b>Evaluation</b>	How will you measure whether the project investments and activities achieved the objective of this project? How will you measure progress made toward achieving the project objective? How will you communicate the evaluation results?
<b>Communication of Support (if applicable)</b>	Please describe how you intend to recognize the support of the Department in communication material related to the project.

### 3. Public Trust

The Department may increase support to projects in receipt of CAP funding in order to enable the implementation of communication activities that aim to reinforce confidence and public trust in the agriculture sector on PEI.

Do you wish to be considered for this funding?

- Yes       No

### 4. Department Goals Please choose one goal to which your project most aligns.

- Environmental Stewardship**  
Promote environmental stewardship
- Local Food**  
Support local food through initiatives that promote a better understanding of where food comes from.
- Food Sales, Security and Safety**  
Develop a food cluster that promotes food sales, security and safety.
- Innovation, Sales and Exports**  
Encourage innovation, sales, and export possibilities for agriculture, fisheries and aquaculture.
- Public Trust**  
Enhance the public's trust in PEI's agri-food and seafood sectors.
- Human Capital**  
Development of a human capital strategy for PEI's primary industries and food manufacturing.

### 5. Declarations and Consent to Use Personal Information

By submitting this form for project funding, I/We:

- understand that personal information on this form is collected under Section 31c of the *Freedom of Information and Protection of Privacy Act* R.S.P.E.I. 1988 c. F-15.01 as it relates directly to and is necessary for the Canadian Agricultural Partnership program being delivered as part of the Canada-Prince Edward Island Canadian Agricultural Partnership Framework and Bilateral Agreement. It will be used for determining eligible for program assistance and will be shared with the Canada Revenue agency regarding the taxable benefit and Agriculture and Agri-Food Canada, regarding program management, claims, audits, and evaluation of this program;
- agree that information provided for purposes of the Canadian Agricultural Partnership may be shared with the Canada Revenue Agency as it pertains to any potential taxable benefits, as well as with Agriculture and Agri-Food Canada or its

agent regarding claims, audits and evaluations as it relates directly to and is necessary for this contract being delivered as part of the Canada-Prince Edward Island Canadian Agricultural Partnership Framework and Bilateral Agreements;

- agree to participate in an evaluation and/or audit of the program;
- understand that projects funded may be communicated through the Department's public and social media channels;
- understand that failing to comply with all application requirements may delay the processing of the application, or may render me ineligible for receiving assistance under the program;
- understand that the Social Insurance Number, Business Number and/or Charity Registration Number is collected under the authority of *the Income Tax Act* for the purposes of reporting income;
- acknowledge that my/our completing this application form and by receiving advice from the Department or other program delivery agent does not oblige the Department or other delivery agents to provide funding;
- understand that expenses incurred prior to the submission of an approved application are not eligible for assistance under this program; and
- agree that a completed Final Report including financial verification will be provided to the Department via email (PMD@gov.pe.ca) **within 60 days** of the completion of the project.

I, certify that the information given on this application is to the best of my knowledge complete, true and accurate.

\_\_\_\_\_  
Name of Applicant/Signing Officer  
(Please print)

\_\_\_\_\_  
Signature of Applicant/Signing Officer

\_\_\_\_\_  
Date

## 6. Demographic Information.

Your voluntary response to the following questions will assist the Department in understanding the demographic profile of CAP clients.

Do you identify as	<input type="checkbox"/> Man	<input type="checkbox"/> Woman	<input type="checkbox"/> Gender not listed	<input type="checkbox"/> Prefer not to say
Are you a senior (age 65 or older)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Are you a youth (age 29 or under)?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a person with a disability?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
What is your first language?	<input type="checkbox"/> English	<input type="checkbox"/> French	<input type="checkbox"/> Other	<input type="checkbox"/> Prefer not to say
Are you proficient in languages other than English or French?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of the Island's Acadian community?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a member of an Indigenous group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as a newcomer to Canada?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Do you identify as part of another under-represented group?	<input type="checkbox"/> Yes		<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say

## 7. Submitting the Application

Completed applications may be submitted to the attention of the **Product and Market Development Information Officer** via regular mail or email.

### E-Mail Applications:

Once you have completed the application, you may e-mail a signed copy in PDF to PMD@gov.pe.ca  
Please include the program name in the subject line.

### Regular Mail Applications:

Applications may be submitted via regular mail at:  
PEI Department of Agriculture and Land  
11 Kent Street

PO Box 2000  
Charlottetown, PE  
C1A 7N8  
(902) 368-4880 (telephone)  
(902) 368-4857 (facsimile)

*Questions?*

Please e-mail [PMD@gov.pe.ca](mailto:PMD@gov.pe.ca)

Date Application Received (Office Use Only):	Date Application Completed (Office Use Only):
Approved? <input type="checkbox"/> Y <input type="checkbox"/> N	Initials: