

3.1 PRODUCT & MARKET DEVELOPMENT PROGRAM



**Sustainable Canadian
Agricultural Partnership**

Competitive. Innovative. Resilient.

Date Received (Office Use Only):
Project/Client # (Office Use Only):

Step 1 – Application Requirements Checklist

- Complete and Sign Application Form – General
- Complete Project Proposal (**Step 9**)
- Submit your completed application package (**Application Form – General** and **Project Proposal**) to PMD@gov.pe.ca (See **Step 13** for more information)

Step 2 – Applicant Contact Information

Applicant Name (including middle name)			
Organization/Business/Farm Name (if applicable)			
Email			
Phone Number		Alt. Phone Number	
Mailing Address			
City/Town/Village			
Province		Postal Code	

Step 3 – Type of Business or Organization (Choose one and complete the required Social Insurance, Business, or Registration Number)

Individual Proprietorship Social Insurance Number:	
Incorporated Company Revenue Canada Business Number:	
Partnership Revenue Canada Business Number:	
Registered Charitable Organization / Not-for-Profit Registration Number:	

Step 4 – Partnerships (If you indicated “Partnerships” as your type of business in Step 3, please list the partner name(s) and their ownership per cent in the table below).

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

Step 5 – Project Information

Project Start Date		Project End Date	
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Step 6 – Additional Sources of Project Funding

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

- Yes No

If yes, please provide detailed information as indicated below

Source	Dollar Amount

Step 7 – Recipient Type (Applicant chooses one of the following options)

- | | |
|--|---|
| <input type="checkbox"/> Primary Producer | <input type="checkbox"/> Research Body (Institution) |
| <input type="checkbox"/> Industry Organization | <input type="checkbox"/> Provincial/Municipal Government |
| <input type="checkbox"/> Processor | <input type="checkbox"/> Service Provider |
| <input type="checkbox"/> Retailer/Wholesaler | <input type="checkbox"/> Indigenous Peoples Group (First Nations, Inuit, and Métis) |

Step 8 – Primary Type of Industry (I.e. Dairy, potato, beef, hog, grains and oilseeds).

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Step 9 – Project Proposal (1-2 pages)

Please use the topics listed below as the subject headings of your proposal.

Cover Page	Include the project title, expected start and end date of the project, and your contact information.
Executive Summary	Provide a summary of industry organization and the conditions leading to this project.
Project Objectives	Describe the issue your project is designed to address and the project's final objectives.
Timeline	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.
Results	State the expected commercial and/or economic benefits to your farm. Also, please note if there are positive environmental impacts expected because of this project.
Sustainable CAP Outcome	The Product and Market Development Program will contribute to the Sustainable CAP outcome to <i>Improve Sector capacity and growth across the entire agri-food value chain</i> . Please describe how your project will positively contribute to this specific outcome.
Budget	Identify total project costs and funding requested from the program.
Evaluation	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?
Communication of Support (if applicable)	Please describe how you intend to recognize the support of the Department in communication material related to the project.

Step 10 – Declaration and Consent to 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 Sustainable Canadian Agricultural Partnership program being delivered as part of the Canada-Prince Edward Island Sustainable Canadian Agricultural Partnership Framework and Bilateral Agreement. It will be used for determining eligibility 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 Sustainable 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 Sustainable 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/us 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 completion of this application form and by receipt of advice from the PEI Department of Agriculture or other program delivery agent does not oblige the PEI Department of Agriculture 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; however, expenses incurred after April 1, 2023 and submitted on applications in Year 1 (2023) of the program, may be eligible for assistance under this program; and
- agree that a completed Final Report including financial verification will be provided to the Department via email 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 (yy/mm/dd)

Step 11 – Applicant Demographic Information

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

Please select which gender you identify as				
<input type="checkbox"/> Man	<input type="checkbox"/> Woman	<input type="checkbox"/> Non-binary	<input type="checkbox"/> Gender not listed	<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
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
Member of the Island's Acadian community?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Member of an Indigenous group?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Newcomer to Canada?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say
Part of another under-represented group?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Prefer not to say

Step 12 – Company/Organization Demographic Information

1a) Is your company/organization owned (50% or more) by one of the following groups? Select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Indigenous Person/Persons | <input type="checkbox"/> Visible minority(ies) |
| <input type="checkbox"/> Woman/Women | <input type="checkbox"/> Gender Parity (50% women and/or non-binary people or more) |
| <input type="checkbox"/> Youth | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> Person(s) with disabilities | <input type="checkbox"/> Decline to Identify |

1b) Does your organization's Board of Director's have a diverse composition with significant representation (30% or more) from one of more of the following groups? Select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Indigenous Person/Persons | <input type="checkbox"/> Visible minority(ies) |
| <input type="checkbox"/> Woman/Women | <input type="checkbox"/> Gender Parity (50% women and/or non-binary people or more) |
| <input type="checkbox"/> Youth | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> Person(s) with disabilities | <input type="checkbox"/> Decline to Identify |

2) Indicate any of the following groups who will directly benefit from with project's activities. Select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Indigenous Person/Persons | <input type="checkbox"/> Visible minority(ies) |
| <input type="checkbox"/> Woman/Women | <input type="checkbox"/> Gender Parity (50% women and/or non-binary people or more) |
| <input type="checkbox"/> Youth | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> Person(s) with disabilities | <input type="checkbox"/> Decline to Identify |

Step 13 – Submitting the Application

Please complete the required Project Proposal and submit together with the general application.

Completed applications may be submitted to the attention of the Program Officer via regular mail or email

Email Applications:

Once you have completed the application, you may email 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

Product and Market Development Program

11 Kent Street

PO Box 2000

Charlottetown PE C1A 7N8

(902) 368-4880 (telephone)

Questions?

Please email PMD@gov.pe.ca