



PEI DEPARTMENT OF AGRICULTURE

AGRI-FOOD GROWTH PROGRAM 2023-2024

GUIDELINES

Program policy: *Build and enhance local markets to increase the awareness, sale and consumption of Prince Edward Island produced agri-food products.*



AGRI-FOOD GROWTH PROGRAM

PROGRAM DESCRIPTION

The Prince Edward Island Department of Agriculture has established the Agri-Food Growth Program to build and enhance local markets to increase the awareness, sale and consumption of Prince Edward Island produced agri-food products.

All projects funded through the program will aim to:

- Improve the promotion of locally produced agri-food products and the individuals who produce them
- Attract a wider range of clientele to purchase local products
- Increase the availability, quality and variety of Prince Edward Island produced agri-food products
- Promote the sale and consumption of Prince Edward Island agri-food products

There are **five** program streams:

1. Signage Stream

- Assistance for the development of new signage with the intention of promotion and/or directing clientele to a farm market operation, farmers' market or agri-food processor which sells Prince Edward Island agri-food products

2. Promotion Stream

- Assistance for the development of **first-time** promotional material designed to enhance the marketing of Prince Edward Island agri-food products and businesses
- Support for farmers and markets to work together to develop and promote Prince Edward Island agri-food products

3. New Product Market Readiness Stream

- Assistance to facilitate increased market share through the successful presentation of new products to the local marketplace

4. Season Extension Stream

- Assistance to increase the availability of Prince Edward Island agri-food products by using season extending technology

5. Sector Growth Initiatives Stream

- Assistance to facilitate initiatives that have widespread or industry growth and development objectives
- Assistance to increase the awareness, sale and consumption of Prince Edward Island produced agri-food products

GUIDELINES

Eligible Recipients

- Agriculture producers
- Agriculture industry organizations, marketing boards, and associations
- Farmers' Markets
- Farm Markets
- Others may be considered at the discretion of the program review committee

Eligible Activities/Expenses

- Cost associated with the implementation of the approved project
- Costs incurred after April 1, 2023 and prior to March 15, 2024 are eligible for reimbursement.
 - If the project is not approved, all incurred costs are the responsibility of the applicant.
- Approved projects must be completed within the program's fiscal year

Ineligible Expenses/Activities

- No in-kind services shall be used to match Department funds
- Fundraising activities
- Expenditures made prior April 1, 2023 are not eligible for reimbursement
- Normal and on-going operating activities

Funding

- Maximum contribution per applicant per fiscal year for all components combined is \$10,000
- Funding will be distributed to applicants based on availability

PROGRAM STREAMS

1. Signage Stream

Eligible Expenses

- Costs associated with the initial design, printing, construction and installation of approved signage
- Costs associated with the initial design, printing, construction and installation of *Canada's Food Island* signage

Ineligible Expenses

- Tourism directional signage
- On-going operational costs

Requirements

- Installation of signs may require approval from federal, provincial or municipal authorities;
- Adherence to standards as identified in the *Highway Signage Act* and Tourism PEI (e.g., on-premise and special event signage policy)
- A draft copy of the sign, print design or draft text for media advertising must accompany the application; The Department reserves the right to approve the material to ensure its promotional message is consistent with the PEI Brand (*Canada's Food Island* logo may be made available for use)

Level of Assistance

- Up to 50% of eligible expenses to a maximum of \$5,000 for individual agri-business
- Up to 75% of eligible expenses to a maximum of \$5,000 for agricultural commodity / marketing boards / farmers' markets

2. Promotion Stream

Eligible Expenses

- Costs associated with the **initial** development of assets (e.g., photo, video, brochures, posters, banners, maps, recipes, farm profiles and related materials) and “**first run**” printing
- Cost associated with the **initial** development and launch of media/social media campaigns
- Costs associated with the **initial** development and launch of online / e-commerce marketing options
- Costs associated with **initial** food product demonstrations
- Costs associated with exhibiting at trade shows
- One-time Promotion via traditional or social media maybe considered at a lower rate of funding

Ineligible Expenses

- Cost associated with the purchase of clothing and/or promotional giveaways
- Fund-raising events or items
- On-going operational costs

Requirements

- A draft copy of the print design or draft text for media advertising must accompany the application; The Department reserves the right to approve the material to ensure its promotional message is consistent with the PEI Brand (*Canada's Food Island* logo may be made available for use)

Level of Assistance

- Up to 50% of eligible expenses to a maximum of \$5,000 for individual agri-business
- Up to 75% of eligible expenses to a maximum of \$5,000 for agricultural commodity / marketing boards / farmers' markets

3. New Product Market Readiness Stream

Eligible Expenses

- Costs associated with the design and development of packaging, labeling and product testing for a new value-added product
- Costs associated with the purchase of equipment to package and label a new value-added product
- Costs associated with activities for nutrition labeling and/or health claim requirements
- Other project costs may be considered

Ineligible Expenses

- Costs associated with replacement of existing equipment
- On-going operational costs

Level of Assistance

- Up to 50% of eligible expenses to a maximum of \$5,000 for project

4. Season Extension Stream

Eligible Expenses

- Costs associated with the purchase and installation of row tunnel kits, high tunnel kits and hoop house kits
- Row cover applicators
- Cooling units for new storage areas 100 ft² or larger
- Walk-in coolers / freezers that are 100 ft² or larger
- Other projects may be considered if they extend the season and are not in wide use throughout the industry

Ineligible Expenses

- Costs associated with the construction of new buildings
- Costs associated with the replacement of existing infrastructure

Level of Assistance

- Up to 50% of eligible expenses to a maximum of \$5,000 for project

5. Sector Growth Initiatives Stream

Eligible Expenses

- Costs associated with generic promotional campaigns
- Costs associated with generic marketing activities
- Costs associated with strategic sector projects

Ineligible Expenses

- Costs associated with core funding
- Costs associated with the purchase of clothing or promotional giveaways
- Fund-raising events or items
- Ongoing operational costs

Level of Assistance

- Up to 75% of eligible expenses to a maximum of \$10,000 for project



CLAIMS PROCESS

Recipients shall maintain an accurate record of expenditures incurred and shall submit, upon completion of the project, the following:

- A claim form summarizing expenditures
- Copies of all paid invoices with verification of payment
- A brief report on the project and its results in terms of project objectives
- Copies of material produced (or when applicable, photos of material funded)



TERMS AND CONDITIONS

- Applicants must meet the eligibility criteria and submit a complete application to the Department of Agriculture
- Applicants may be required to provide a business plan, marketing plan or production plan as part of the evaluation process
- Expenses incurred prior to April 1, 2023 are not eligible for assistance under this program
- Applications will be assessed on a **first come-first serve basis for merit and impact**
- If the project is not approved, all incurred costs are the responsibility of the recipient
- Approved projects must be completed within the timeframe outlined in the funding agreement
- Assistance will be available until funds are totally allocated within that year
- Projects may be funded below the maximum contribution rate upon assessment and availability of funding

HOW TO APPLY

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

Email Applications:

Applications may be submitted via email at agawareness@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
Agri-Food Growth Program
11 Kent Street
PO Box 2000
Charlottetown PE C1A7N8
(902) 368-4145