



Agriculture and
Fisheries

AGRI-FOOD PROMOTION PROGRAM

April 1, 2019 – March 31, 2020

PURPOSE

The Prince Edward Island Department of Agriculture and Fisheries has established the Agri-Food Promotion Program to increase the awareness, demand, and consumption for fresh, high-quality Prince Edward Island agricultural products.

PROGRAM GUIDELINES

Projects are to:

- improve the visibility and knowledge of locally produced agri-food products and the individuals that produce them
- make the connection between Prince Edward Island farming and the agri-food sector
- encourage the importance of using locally produced foods to create healthy eating habits and making informed consumer choices and/or
- create an awareness of the important value of the Prince Edward Island agri-food sector

Eligible Partners

- groups (e.g. youth clubs, agricultural clubs, etc.)
- institutions (schools)
- municipalities
- others may be considered upon special request

Eligible Expenses

- costs associated with the implementation of the approved project
- costs incurred between the time of completed application submission and notification of project approval are eligible for reimbursement. If the project is not approved, all incurred costs are the responsibility of the applicant
- food costs are not normally considered eligible unless associated with a product sampling demonstration
- approved projects must be completed within the fiscal year
- no in-kind services shall be used to match Department funds
- expenditures made prior to application submission are not eligible for reimbursement

Level of Assistance

- up to 100% of eligible costs for a project to a maximum of \$1,000 for Youth and School Groups
- up to 50% of eligible costs for a project to a maximum of \$1,000 for other groups and organizations. Financial support is to be matched by equal or greater financial contribution by the applicant; in-kind services are not eligible contributions

Maximum Contribution

- The maximum contribution for a project is \$1,000.
- Funds will be distributed to applicants based on availability. Completed applications will be accepted on a first received basis and first approved basis.

Application Deadline

- applications may be submitted between April 1, 2019 and March 1, 2020
- all projects must be completed and claims submitted no later than March 15, 2020.
- Completed applications will be accepted on an ongoing basis.

Examples of Eligible Projects

- Cooking classes or demonstrations that showcase PEI products and the farmers that produce them
- Learning gardens with curriculum
- Agri-food educational resources that have a focus on agricultural products grown on PEI
- Innovative activities that focus on improving awareness about agri-food on PEI

Ineligible Projects/Expenses

- costs associated with the purchase of clothing or promotional giveaways
- fund-raising events or items are not eligible
- ongoing operational costs
- Expenditures made prior to application submission are not eligible for reimbursement.

APPLICATION AND APPROVAL PROCESS

Applicants must meet the eligibility criteria and submit a complete application form to the Department of Agriculture and Fisheries. The complete application is then submitted to a committee for approval.

CLAIM PROCESS

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

- a financial statement summarizing expenditures
- copies of all paid invoices with verification of payment
- a brief report on the project and its results in terms of meeting applicant and program objectives/purpose
- and photos of funded material funded, when feasible, copies of material produced

TERMS AND CONDITIONS

- Applicants must meet the eligibility criteria and submit a complete application to the Department of Agriculture and Fisheries.
- Applications will be assessed on a first come-first serve basis for merit and impact.

- Expenses incurred prior to the submission of an approved application are not eligible for assistance under this program.
- If the project is not approved, all incurred costs are the responsibility of the applicant.
- Assistance will be available during each fiscal year (April 1st to March 31st) or until funds are totally allocated within that year, whichever comes first.
- 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.
- A Canada's Food Island logo may be made available for use.
- Photo or a copy of the material funded must be submitted with claim.

TERMINATION

This program is effective April 1, 2019 and will terminate on March 31, 2020. This program may be altered or discontinued without notice by the Minister of Agriculture and Fisheries.

CONTACT

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