



 **CANADIAN  
AGRICULTURAL  
PARTNERSHIP**  
Innovate. Grow. Prosper.

# BUSINESS DEVELOPMENT PROGRAM

PROGRAM GUIDELINES



Agriculture  
and Land



# BUSINESS DEVELOPMENT PROGRAM

**Program Policy:** *Supporting the Sector to effectively maintain and enhance market access and capitalize on market opportunities in order to expand domestic and international markets.*

**CAP Outcome:** Expand domestic and international markets.

**CAP Priority Area:** Markets and Trade.

## PROGRAM DESCRIPTION

The Business Development Program will support the agriculture sector by providing funding for skills training, business planning and implementation, organizational development, benchmarking and risk management activities which will expand domestic and international markets for Prince Edward Island producers and small to medium sized agri-businesses. The program will facilitate the development of sound business practices and is designed to enhance the capacity of PEI producers, small to medium sized agri-businesses and organizations to better understand and manage their financial performance, respond to change and maximize the use of comprehensive risk management options for their agriculture operations.

Eligible activities under the Business Development program will fall under three categories:

1. Training;
2. Business Planning; and
3. Benchmarking and Risk Management

## ELIGIBLE APPLICANTS

- Mi'kmaq First Nations and other Indigenous Organizations;
- Agricultural producers;
- Spouses of agricultural producers;
- Farm employees;
- Agriculture industry organizations, clubs, and associations;
- Agri-processors;
- Small to Medium Sized Agri-Businesses; and
- Others may be considered upon request.

## CATEGORY: TRAINING

### Eligible Activities

#### Agri-Skills Individualized Training

- Individualized agriculture-related skills training, topics could include but are not limited to:
  - Farming Practices;
  - Business Management;
  - Accounting;
  - Marketing; and
  - Human Resource Management.

#### Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses

- Coordination, planning and/or facilitation of courses, seminars, workshops, and/or demonstrations for groups of agricultural producers, agri-processors, and/or small-to-medium sized agri-businesses.

**Organizational Development**

- Executive Development Training;
- Board Succession Training;
- Board Development Training;
- Board Leadership Training; and
- Board Governance Training.

**Eligible Expenses**

**Agri-Skills Individualized Training**

- Registration fees/tuition;
- Travel (including accommodation and meals) to attend individualized training event; and
- First-time purchase of software required for approved training.

**Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses**

- Instructor/Speaker fees and expenses;
- Course materials;
- Facilities and equipment rental; and
- Consultant's fees.

**Organizational Development**

- Instructor fees and expenses;
- Course materials;
- Facilities and equipment rental; and
- Consultant's fees.

**Ineligible Activities**

**Agri-Skills Individualized Training**

- Multiple members of the same farm operation/organization attending the same individualized training event;
- Individualized learning events which do not have a hands-on training component;
- Repetitive training (there is a maximum of two similar training events per farm operation/organization);
- Training leading to a degree; and
- Software upgrades.

**Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses**

- Participant food costs; and
- In-kind contributions.

**Organizational Development**

- Core organizational activities;
- Organizational administrative costs;
- Training activities which are deemed to be part of normal organizational processes (i.e., accounting and computer training, regional and national meetings, farm trade shows and annual conferences); and

- Capital items.

**Leasing Equipment**

- If equipment is planned to be leased, rather than purchased, additional funding guidelines will apply. Please discuss with program administrator before submitting an application.

**Funding**

**Agri-Skills Individualized Training**

- 50% of assistance up to \$2,000 is available per participant per fiscal year for eligible agri-skills individualized training expenses;
- 50% of assistance up to \$1,000 is available for eligible software expenses per participant over the life of the CAP Framework Agreement (2018-2023)

**Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses**

- 90% of assistance up to \$20,000 per project is available for eligible group training for agricultural producers, agri-processors, and/or agri-businesses' eligible expenses.

**Organizational Development**

- 50% of assistance up to \$10,000 per project is for eligible training for executives' expenses; and
- 50% of assistance up to \$15,000 per project is for eligible board capacity training expenses.

Note: There is a maximum of 50% of assistance per participant (maximum two per operation/organization) up to a maximum of \$10,000 per farm entity is available for agri-skills training over the life of the CAP Framework Agreement (2018-2023);

Note: There is a maximum of \$60,000 available for Group Training expenses over the life of the CAP Framework Agreement.

**CATEGORY: BUSINESS PLANNING**

**Eligible Activities**

- Individual business planning, such as:
  - Financial Assessments;
  - Financial Action Plans;
  - Risk Management Plans;
  - Business Plans (for new entrants who are part of a bonafide farm operation);
  - Feasibility Assessments;
  - Cost-of-Production Analysis; and
  - Succession Plans.
- Online business self-assessment and goal-setting.

**Eligible Expenses**

- Consultant's Fees

**Funding**

- 50% of assistance up to \$5,000 per project is available for eligible financial assessment and financial action plan expenses over the life of the CAP Framework (2018-2023)
- 50% of assistance up to \$10,000 per project is available for eligible succession plan expenses over the life of the CAP Framework (2018-2023).

- 50% of assistance up to \$2,500 per project is available for eligible business plan expenses for beginning farmers who are part of a bonafide farm operation over the life of the CAP Framework (2018-2023).
- 50% of assistance up to \$10,000 over the life of the CAP Framework Agreement (2018-2023) is available for groups of two farming entities' eligible project expenses.
- 50% of assistance up to \$15,000 over the life of the CAP Framework Agreement (2018-2023) is available for groups of three or more farming entities' eligible project expenses.

Note: Other types of business planning exercises will be assessed by the Program's Review Committee.

Note: Eligible applicants completing an on-line Self-Assessment process for the first time will be eligible for an additional 10% of funding assistance for eligible program expenses.

## CATEGORY: BENCHMARKING AND RISK MANAGEMENT

### Eligible Activities

- Development and use of benchmarking and risk management analytical tools;
- Development of industry benchmarks for cost-of-production specific to PEI;
- Production and on-farm integration of individualized financial reports; and
- Projects, which increase awareness of risk factors, or identify business risks and vulnerabilities, and training and tools to mitigate those risks.

### Eligible Expenses

- Consultant's Fees

Note: Other associated expenses will be assessed by the Program's Review Committee and adjudicated for their merit in relation to the Business Development Program policy.

### Funding

- 90% of assistance up to \$15,000 is available for first time benchmarking or risk management initiatives' eligible expenses; and
- 30% of assistance up to \$15,000 is available for **approved** repetitive benchmarking or risk management initiatives' eligible expenses.

## CAP INELIGIBLE ACTIVITIES

- Business Risk Management-type activities (e.g. activities which are covered by AgriStability, AgriInvest, AgriInsurance, AgriRecovery and AgriRisk);
- Purchase and/or implementation of items which are considered normal or on-going farm operating expenses, except as otherwise specified;
- Purchase of common items that can be used for multiple purposes (e.g. digital cameras, GPS, smartphones, etc.), except as otherwise specified;
- Activities which do not provide a direct benefit to the Sector (e.g. training which is unrelated to agriculture and/or agribusiness);
- Activities related to aquaponics food production, and to aquaculture, seaweed, fish and seafood production and processing;
- Tax credits or rebates; and
- Development and/or enforcement of regulations;

## **REGIONAL COLLABORATION**

Projects that are assessed to demonstrate benefits and impacts to more than one Atlantic province may be eligible for funding on regional basis.

## **PUBLIC TRUST**

Projects approved for funding under the Canadian Agricultural Partnership which have demonstrable links to increasing public trust may be eligible for additional project funding.

## **EVALUATION AND CONTROL**

A complete evaluation of this program is planned to ensure that the objectives and results are achieved and to assess the relevance of its renewal.

## **GUIDING PRINCIPLE**

CAP programs are available to all Canadians who are eligible to participate in those programs. Wherever possible, the needs of under-represented groups, including Indigenous Peoples, women, youth, and persons with disabilities, were considered during program development.

## **HOW TO APPLY**

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

### **E-Mail Applications:**

Applications may be submitted via email at [businessdevelopment@gov.pe.ca](mailto:businessdevelopment@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)

## **DEFINITIONS**

### **Benchmarking**

The process of measuring and comparing one's own processes, products or service against a higher performing process, product or serving and adapting business practices to improve.



**Demonstrations**

Field trials to spread awareness of new ideas, technologies, processes, etc.

**Industry**

Composed of commodity and agri-processing sectors.

**Priority Areas**

The six broad agriculture and agri-food priority areas set out in the Canadian Agricultural Partnership Multilateral Framework Agreement.

**Risk Management**

The active process of identifying, assessing, communicating and managing the risks facing an organization to ensure that an organization meets its objectives.