



PRINCE EDWARD ISLAND DEPARTMENT OF AGRICULTURE AND LAND

Programs



PEI Department of Agriculture and Land
Canadian Agricultural Partnership Programming

©2019 Government of Prince Edward Island as represented by the
Minister of Agriculture and Land
Prepared by: Policy Section, Department of Agriculture and Land

Printed: Charlottetown, Prince Edward Island, Canada
Department of Agriculture and Land
11 Kent Street, 5th Floor Jones Building
Date of Publication: 2019
File: 2465-15-C3-02
Current as of May 21, 2019

TABLE OF CONTENTS

Introduction	3
Overarching Policy Objectives of the CAP Framework.....	3
Diversity and Inclusion	4
Evaluation and Control	4
CAP Outcome: Increase competitiveness, productivity and profitability	5
Agriculture Research and Innovation Program	5
Strategic Industry Growth Initiative	6
Organic Industry Development Program.....	7
CAP Outcome: Increase environmental sustainability	8
Alternative Land Use Services Program	8
Perennial Crop Development Program	8
Agriculture Stewardship Program	9
CAP Outcome: Expand domestic and international markets.....	10
Community Food Security and Agriculture Awareness Program.....	10
Product and Market Development Program	11
Business Development Program.....	12
Future Farmer Program	12
CAP Outcome: Improve the anticipation, mitigation, and response to risks	13
Assurance Systems Program.....	13
Contact Information	16

INTRODUCTION

The Canadian Agricultural Partnership (CAP) outlines policy and program priorities for the agriculture industry across Canada. The CAP is a five-year (2018-2023) initiative among Agriculture and Agri-Food Canada (AAFC) and provincial and territorial governments. The CAP represents a \$3 billion investment in Canada's agriculture, agri-food and agri-based products sector. The CAP replaces the Growing Forward 2 initiative (2013-2018).

Building on the lessons from previous initiatives, feedback gathered through a policy evaluation of Growing Forward 2 programs¹, consultations session with industry², meetings with stakeholders², and an online public feedback survey² the Department developed a coherent, evidence-informed suite of CAP programming with clear policy objectives and priority areas in order to support the agriculture sector on PEI.

OVERARCHING POLICY OBJECTIVES OF THE CAP FRAMEWORK

Through the CAP, the Department offers a suite of programs that will support the agriculture sector in PEI to achieve the following CAP outcomes:

- Increase competitiveness, productivity, and profitability;
- Increase environmental sustainability;
- Expand domestic and international markets; and
- Improve the anticipation, mitigation and response to risks.

The Department will support the sector in achieving the CAP outcomes by focusing on the following CAP priority areas:

- Markets and Trade;
- Science, Research and Innovation;
- Risk Management;
- Environmental Sustainability and Climate Change;
- Value-Added Agriculture and Agri-Food Processing; and
- Public Trust

¹ The policy evaluation of the PEI Department of Agriculture and Fisheries' Non-Business RiskManagement Growing Forward 2 Programs can be found at www.princeedwardisland.ca/CAP

² The *What We've Heard* Consultations Report can be found at www.princeedwardisland.ca/CAP

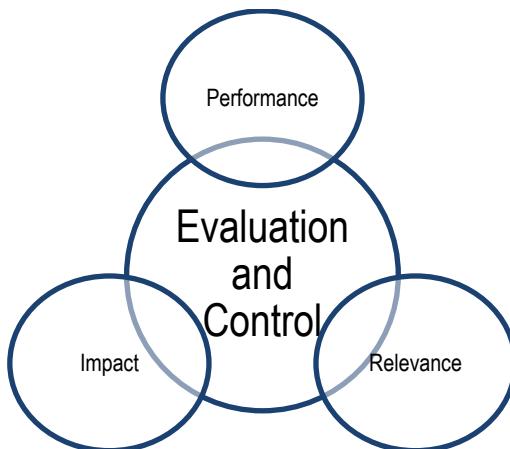
DIVERSITY AND INCLUSION

CAP programs are available to all Canadians who are eligible to participate in those programs. The Department has committed through the CAP MFA¹ to ensure that its programs are available to all Canadians who are eligible to participate. Wherever possible, the needs of under-represented groups, including Indigenous Peoples, women, youth, and persons with disabilities were considered during program development. The Department will continue to assess how its policies and programs impact underrepresented groups.

Additionally, the Department is mandated by its *Gender, Diversity, and Inclusion Initiatives Plan*² to understand the Department's program impacts on gender, diversity and inclusion by undertaking a full gender and diversity analysis of the Department's programs, which involves meaningfully including Indigenous Peoples in its programming.

EVALUATION AND CONTROL

A complete evaluation of the Department's suite of CAP programs is planned in order to ensure that the objectives and results are achieved, and to assess the potential of their renewal. Individual program metrics are collected and reported on an on-going basis, to understand the performance, relevance and impact of the programs.



¹ Canadian Agricultural Partnership Multilateral Framework Agreement (2018-2023)

² *Gender, Diversity, and Inclusion Initiatives Report and Plan* (2018-2020)

CANADIAN AGRICULTURAL PARTNERSHIP PROGRAMMING

PEI DEPARTMENT OF AGRICULTURE AND LAND

CAP Outcome: Increase competitiveness, productivity and profitability

- i. Agriculture Research and Innovation Program (ARIP)
 - a. Applied Research Sub-Program;
 - b. Innovative Technologies Sub-Program;
 - c. Industry Research Coordination Sub-Program; and
 - d. Technology and Science Adoption Sub-Program.
- ii. Strategic Industry Growth Initiative (SIGI); and
- iii. Organic Industry Development Program (OIDP).

Agriculture Research and Innovation Program (ARIP)

Program Policy: Supporting the Sector to strengthen its capacity, improve its productivity and accelerate the commercialization of products with new and improved attributes, and to increase overall competitiveness, productivity and improved profitability.

CAP Outcome: Increase competitiveness, productivity and profitability.

CAP Priority Area: Science, Research and Innovation.

The *Agriculture Research and Innovation Program* will support farm-level research, innovation and adoption projects that are designed to increase the competitiveness, productivity and profitability of the PEI agriculture industry.

The Agriculture Research and Innovation Program is composed of four sub-programs:

- I. The **Applied Research Sub-Program** will support the undertaking of short-term applied research that will yield economic benefits to the PEI agriculture industry.

- II. The ***Innovative Technologies Sub-Program*** will support the implementation of technologies, which are leading edge, potentially high-risk and first of their kind to the province or region, including on-farm crop and livestock diversification.
- III. The ***Industry Research Coordination Sub-Program*** will support commodity groups and industry organizations to implement activities related to the coordination of research for their sector.
- IV. The ***Technology and Science Adoption Sub-Program*** will support the adoption and/or implementation of best practices, new technologies, and processes that will improve efficiency and profit margins.

For more information please contact the Agriculture Research and Innovation Program Officer by telephone at (902) 368-4880 or by email at ARIP@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Strategic Industry Growth Initiative (SIGI)

Program Policy: Supporting targeted actions to expand the growth, competitiveness, and capacity of the Sector to increase overall competitiveness, productivity and profitability.

CAP Outcome: Increase competitiveness, productivity, and profitability.

CAP Priority Area: Value-Added Agriculture and Agri-Food Processing.

The *Strategic Industry Growth Initiative* is designed to increase the competitiveness, productivity and profitability of the agriculture industry through a coordinated effort to accelerate the development and successful commercialization of food products from PEI. This program will primarily focus on projects which will increase the competitiveness, productivity, and profitability of PEI's agriculture and agri-food sector by identifying, creating, or maintaining market and innovation-based opportunities; facilitating value-chain development; and encouraging the formation of strategic relationships. Priority will be given to holistic projects whose outcomes have broad sector and/or industry benefits.

For more information please contact the SIGI Agriculture Information Officer by telephone at (902) 368-4880 or by email at SIGI@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Organic Industry Development Program (OIDP)

Program Policy: Supporting targeted actions to expand the growth, competitiveness and capacity of the Sector in order to increase overall competitiveness, productivity and profitability.

CAP Outcome: Increase competitiveness, productivity and profitability.

CAP Priority Area: Value-Added Agriculture and Agri-Food Processing.

The *Organic Industry Development Program* is designed to support the organic agriculture sector in PEI by providing strategic assistance with projects which will increase the competitiveness, productivity and profitability of the sector.

The Organic Industry Development Program is comprised of four sub-programs:

- I. The ***Increasing Market Competitiveness Sub-Program*** will support producers and processors in capturing a larger share of the certified organic market which will increase their profitability.
- II. The ***Specialized Equipment Sub-Program*** will support organic producers to purchase equipment which will assist the implementation of pest management and soil fertility practices which will improve efficiency and competitiveness on organic farms.
- III. The ***Certified Organic Land Conversion Sub-Program*** will support producers in mitigating risks associated with converting conventional farm land to certified organic farm land.
- IV. The ***Implementation of Strategic Initiatives Sub-Program*** will support activities which will allow organizations, which represent PEI organic stakeholders, to develop and coordinate projects which will increase the sector's strategic capacity.

For more information please contact the Organic Industry Development Officer by telephone at (902) 368-4880 or by email at organic@gov.pe.ca

CAP Outcome: Increase environmental sustainability

- i. Alternative Land Use Services (ALUS);
- ii. Perennial Crop Development Program;
- iii. Agriculture Stewardship Program
 - a. Beneficial Management Practices (BMP) Sub-Program;
and
 - b. PEI Clean Technology Innovation Sub-Program.

Alternative Land Use Services (ALUS)

Program Policy: Supporting clean growth in the Sector and progress towards environmental sustainability, climate change mitigation and adaptation which will increase overall environmental sustainability.

CAP Outcome: Increase environmental sustainability.

CAP Priority Area: Environmental Sustainability and Climate Change.

The *Alternative Land Use Services Program* is designed to increase environmental sustainability by providing financial incentive to agricultural landowners to establish or maintain Beneficial Management Practices (BMPs) on agricultural land and/or for the removal of targeted environmentally sensitive land from agricultural production. The focus of the ALUS Program will be to prevent soil erosion and siltation of watercourses and wetlands, improve water quality, and enhance wildlife habitat in targeted areas beyond those covered by PEI's regulations on agricultural practices.

For more information please contact the ALUS Program Officer by telephone at (902) 368-4880 or by email at ALUS@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Perennial Crop Development Program (PCDP)

Program Policy: Supporting clean growth in the Sector and progress towards environmental sustainability, climate change mitigation and adaptation which will increase overall environmental sustainability.

CAP Outcome: Increase environmental sustainability.

CAP Priority Area: Environmental Sustainability and Climate Change.

The *Perennial Crop Development Program* is designed to increase environmental sustainability in PEI's agriculture sector. Perennial crops are often considered to have both substantial ecological and economic benefits

compared to annual crop species. Perennial crops can increase carbon levels in the soil and reduce contamination of watercourses and wet lands through erosion control, water-use efficiency, and nutrient cycling efficiency. The program will support the establishment of new cropping systems and improvements in existing systems using technological advances and improvements in storage and production practices. Applications will be assessed for a project's ability to have both ecological and economic benefits.

For more information please contact the Perennial Crop Development Program Officer by telephone at (902) 368-4880 or by email at perennialcrop@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Agriculture Stewardship Program (ASP)

Program Policy: Supporting clean growth in the Sector and progress towards environmental sustainability, climate change mitigation and adaptation which will increase overall environmental sustainability.

CAP Outcome: Increase environmental sustainability.

CAP Priority Area: Environmental Sustainability and Climate Change.

The *Agriculture Stewardship Program* is a suite of initiatives designed to increase environmental sustainability, climate change mitigation and adaptation by providing technical and financial support to encourage producers to voluntarily implement Beneficial Management Practices (BMPs). Activities include soil conservation, soil health projects, nutrient management, integrated pest management, riparian management, water quality, water efficiency, energy efficiency and on-farm storage. The program will support environmental protection activities and promote the sustainable use of natural resources through two sub-programs:

- I. The ***Beneficial Management Practices Sub-Program*** will support the implementation of BMPs on a cost-shared and/or per acre funding basis.
- II. The ***PEI Clean Technology Innovation Sub-Program*** will support the adoption of clean technology, which has demonstrable effects on the reduction of the environmental impact of the agriculture sector.

For more information please contact the Agri-Environmental Program Officer by telephone at (902) 368-4880 or by email at agstewardship@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

CAP Outcome: Expand domestic and international markets

- i. Community Food Security and Agriculture Awareness Program
 - a. Community Food Security Sub-Program; and
 - b. Agriculture Awareness Sub-Program.
- ii. Product and Market Development Program;
- iii. Business Development Program; and
- iv. Future Farmer Program.

Community Food Security and Agriculture Awareness Program (CFSAAP)

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

CAP Outcome: Expand domestic and international markets.

CAP Priority Area: Markets and Trade

The *Community Food Security and Agriculture Awareness Program* is designed to support the expansion of local markets while simultaneously supporting goals related to community food security, particularly increasing access to affordable local food and improving health and food safety. The program will focus on strengthening local food systems through community-led education and outreach activities, namely:

- Linking farmers to consumers;
- Promoting good nutrition and healthy food choices;
- Building community self-reliance and collaboration;
- Enhancing the pride and joy of growing, preparing, and eating food;
- Building the capacity for people to create change through education and empowerment; and
- Creating multi-sector partnerships and networks that work toward community food security.

The *Community Food Security and Agriculture Awareness Program* is comprised

of two sub-programs:

- i. The **Community Food Security Sub-Program** will promote entrepreneurial development, planning and public education partnerships among community organizations, government and industry which explicitly support PEI residents in obtaining safe, culturally acceptable, nutritionally adequate diets through a sustainable, local food system that maximizes community self-reliance.
- ii. The primary objective of the **Agriculture Awareness Sub-Program** is to raise the profile of PEI agriculture among youth and the general public in PEI through agriculture promotional activities and events. Additionally, the program will develop and improve leadership, farm business and technical skills and encourage participation in conferences and special events for rural youth in order to increase their knowledge about agriculture.

For more information please contact the Community Food Security and Agriculture Awareness Information Officer by telephone at (902) 368-4880 or by email at CFSAA@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP.

Product and Market Development Program (PMDP)

Program Policy: Supporting targeted market access and market development actions, which will support the growth and competitiveness of the Sector in order to expand domestic and international markets.

CAP Outcome: Expand domestic and international markets.

CAP Priority Area: Markets and Trade.

The *Product and Market Development Program* is designed to expand domestic and international competitiveness by supporting small and medium-sized agricultural producers, agri-businesses and agri-processors to expand their product base or markets through:

- i. Value-added and agri-food processing projects; and
- ii. Market development activities on PEI and through intra-jurisdictional projects.

Special consideration will be given to projects which include knowledge adoption and clean technologies that will upscale innovation. This program will assist the individual needs of small and medium-sized sized enterprises, rather than serve to implement broad strategic initiatives. For more information please contact the Product and Market Development Program Information Officer by telephone at (902) 368-4880 or by email at PMD@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP.

Business Development Program (BDP)

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.

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 PEI 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.

For more information please contact the Business Development Program Officer by telephone at (902) 368-4880 or by email at businessdevelopment@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Future Farmer Program (FFP)

Program Policy: Supporting the development of the agriculture sector's human capital in order to expand domestic and international markets.

CAP Outcome: Expand domestic and international markets.

CAP Priority Area: Markets and Trade.

The *Future Farmer Program* will support the expansion of domestic and international competitiveness by supporting new farmers to improve the probability that they establish or continue profitable and sustainable commercial farm businesses. The program will help new entrants through three streams of entry, identify and prioritize their business goals and help them identify planning, management and technical skills that are needed to reach their goals.

For more information please contact the Future Farmer Program Information Officer by telephone at (902) 368-4880 or by email at futurefarmer@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

CAP Outcome: Improve the anticipation, mitigation, and response to risks

- i. Assurance Systems Program

Assurance Systems Program (ASP)

Program Policy: Supporting the Sector to coordinate and integrate prevention, preparedness and recovery activities, which will improve the anticipation, mitigation and response to risks.

CAP Outcome: Improve the anticipation, mitigation and response to risks.

CAP Priority Area: Risk Management.

The Assurance Systems Program is designed to improve the anticipation, mitigation and response to risks by providing assistance to address risks related to humans, animals and plants through project-driven and other outcome-based approaches.

The Assurance Systems Program is composed of three sub-programs:

- I. The **On-Farm Assurance Sub-Program** will provide assistance for various activities that lead to the on-farm implementation of recognized assurance systems. This project-driven sub-program will be primarily directed at agricultural industry groups. Industry will set their priorities and lead producer adoption of systems that benefit the sector as a whole or benefit a large portion of the sector's producers.
- II. The **Post-Farm Assurance Sub-Program** will provide assistance for the implementation of recognized assurance systems in food processing enterprises, and/or post-farm agri-food enterprises. This project-driven sub-program will target post-farm enterprises that market or modify raw agricultural products.
- III. The **Surveillance and Emergency Management Initiative Sub-Program** will provide support for surveillance and emergency management plans.

For more information please contact the Assurance Systems Program Officer by telephone at (902) 368-4880 or by email at assurance@gov.pe.ca. Full program guidelines can be found at www.princeedwardisland.ca/CAP

Notes

Public Policy

Supporting the growth and sustained development of all elements of agriculture to ensure economic and community prosperity and job creation.

CAP PRIORITY AREA	IMMEDIATE OUTCOMES	INTERMEDIATE OUTCOMES	LONG-TERM OUTCOMES	Increase competitiveness, productivity, and profitability.		Increase environmental sustainability		Expand domestic and international markets		Improve the anticipation, mitigation and response to risks.			
				AGRICULTURE RESEARCH AND INNOVATION PROGRAM	STRATEGIC INDUSTRY GROWTH INITIATIVE	PERENNIAL LAND USE SERVICES PROGRAM	ORGANIC INDUSTRY DEVELOPMENT PROGRAM	ALTERNATIVE LAND USE SERVICES PROGRAM	PROMOTING PUBLIC TRUST PROGRAM	COMMUNITY FOOD SECURITY AND AGRICULTURE AWARENESS PROGRAM	PRODUCT AND MARKET DEVELOPMENT PROGRAM	FUTURE FARMER PROGRAM	BUSINESS DEVELOPMENT PROGRAM
Science Research and Innovation	Value-added Agriculture and Agri-Food Processing	Value-added Agriculture and Agri-Food Processing	Value-added Agriculture and Agri-Food Processing	Environmental Sustainability and Climate Change	Environmental Sustainability and Climate Change	Environmental Sustainability and Climate Change	Environmental Sustainability and Climate Change	Environmental Sustainability and Climate Change	Public Trust	Public Trust	Value-Added Agriculture and Agri-Food Processing	Markets and Trade	Markets and Trade

Department of Agriculture and Land Canadian Agricultural Partnership Program Contact Information

Telephone: 1-866-PEIFARM (734-3476)

Website: www.princeedwardisland.ca/CAP

Program	Email
Agriculture Research and Innovation Program.....	ARIP@gov.pe.ca
Agriculture Stewardship Program	agstewardship@gov.pe.ca
ALUS	ALUS@gov.pe.ca
Assurance Systems Program	assurance@gov.pe.ca
Business Development Program.....	businessdevelopment@gov.pe.ca
Community Food Security and Agriculture Awareness Program.....	CFSAA@gov.pe.ca
Future Farmer Program	futurefarmer@gov.pe.ca
Organic Industry Development Program.....	organic@gov.pe.ca
Perennial Crop Development Program	perennialcrop@gov.pe.ca
Product and Market Development Program.....	PMD@gov.pe.ca
Strategic Industry Growth Initiative (SIGI)	SIGI@gov.pe.ca



2019