



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

COMMUNITY FOOD SECURITY AND AGRICULTURE AWARENESS PROGRAM

PROGRAM GUIDELINES



Agriculture
and Land



COMMUNITY FOOD SECURITY AND AGRICULTURE AWARENESS PROGRAM

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

PROGRAM DESCRIPTION

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. Projects should aim to be explicitly inclusive of one or more of the following groups of people:
 - a. Mi'kmaq and other Indigenous Groups;
 - b. Newcomers to Canada;
 - c. Refugees;
 - d. Children (pre-school);
 - e. Students (K-12);
 - f. University/College Students;
 - g. Women;
 - h. Urban residents;
 - i. Rural residents;
 - j. Senior citizens (55+);
 - k. Individuals with a disability; and/or
 - l. Individuals with a low income.
- 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.

Note: All projects funded through the Program must adhere to the directives of PEI's Chief Public Health Office regarding COVID-19 (approved project activities must be revised if

recommendations change). Applicants are responsible for ensuring that activities comply with the directives of the Chief Public Health Office.

Note: Applications should include letters of support from partnering organizations.

Note: Applications for the *Community Food Security Sub-Program* are being accepted from April 1 to April 30, 2021. Depending on the program's budget, additional intake dates may be established by the Department.

I. COMMUNITY FOOD SECURITY SUB-PROGRAM

Eligible Applicants:

- Mi'kmaq First Nations and other Indigenous Organizations; and
- Organizations with a registered charity number, business number, and/or incorporated number.

Note: The projects administered by approved applicants must aim to be directly inclusive of (i.e., support) one or more of the groups of people listed above.

Eligible Activities

- Implementing food literacy training for foodservices and/or procurement staff;
- Developing a sustainable seasonal lunch menu for schools or early childhood centres that uses primarily local ingredients;
- Hosting a vendor fair to facilitate connections between food services operators and domestic food suppliers/producers;
- Identifying and implementing changes to current menu portals that support procurement of locally-sourced food; and
- Developing and piloting food literacy workshops or course modules that are tailored for one or more of the targeted participants groups.

Note: Eligible applicants are encouraged to suggest projects and activities that work towards community food security outcomes.

Ineligible Activities

- Provincial branding activities.

Ineligible Expenses

- Organizational overhead fees;
- Individual conference attendance costs, including registration, out-of-province travel, accommodations, etc.;
- Capital and infrastructure costs;
- Prizes or contest moneys;
- Scholarships and/or bursaries;
- Provincial branding activities; and
- Gift cards

Funding

- 100% of assistance up to \$10,000 per project is available for eligible program expenses.
- The Department reserves the right to consider additional amounts for funding on a case-by-case basis.

II. AGRICULTURE AWARENESS SUB-PROGRAM

Eligible Applicants:	<ul style="list-style-type: none">• Mi'kmaq First Nations and other Indigenous groups;• Agriculture producers;• Agriculture industry organizations, clubs, and associations;• Agri-businesses;• Agri-processors; and• Organizations with a registered charity number, business number, and/or incorporated number.
Eligible Activities	<ul style="list-style-type: none">• Development and coordination of promotional events and campaigns, programming, and training activities that increase agriculture awareness, education and literacy; and• Activities linking industry with schools and the general public in an effort to promote agriculture.
Ineligible Activities	<ul style="list-style-type: none">• Provincial branding activities.
Ineligible Expenses	<ul style="list-style-type: none">• Certificate or post-secondary education scholarships/bursaries.
Funding	<ul style="list-style-type: none">• 50% of assistance up to \$10,000 is available for eligible program expenses.• The Department reserves the right to consider additional amounts for funding on a case-by-case basis.

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. costs associated with freight);
- Activities related to aquaponics food production, and to aquaculture, seaweed, fish and seafood production and processing (exception: international marketing and traceability activities for fish and seafood);
- Tax credits or rebates; and
- Development and/or enforcement of regulations.

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. Program metrics are collected and reported on an on-going basis.

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 in considered during program development.

HOW TO APPLY

Completed applications may be submitted to the attention of the Community Food Security and Agriculture Awareness Program Officer via regular mail or email at:

E-Mail Applications:

Applications may be submitted via email at CFSAA@gov.pe.ca
Please include the program name in the subject line.

Regular Mail

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

Agri-Business

An industry engaged in producing operations of a farm, the manufacture and distribution of farm equipment and supplies, and the processing, storage, and distribution of farm commodities (CAP Finance and Performance Measurement Working Group, 2017).

Agri-Processor

Agri-businesses involved in processing agricultural products and food (CAP Finance and Performance Measurement Working Group, 2017).

Agriculture Literacy

An agriculturally literate person is one possessing knowledge and understanding of the food and fiber system. An individual possessing such knowledge would be able to synthesize, analyze, and communicate basic information about agriculture (Frick, 1991).

Community Food Security (CFS)

Despite many of the benefits of the dominant food production system, there are unintended negative consequences; these can be addressed by focusing on food system components in which ecological, health, and economic considerations share equal importance. CFS involves a consideration of the underlying community social, economic and institutional factors that affect these components, and emphasizes sustainability in community food systems through a variety of elements (Dietitians of Canada, 2007, p. 03).

Evaluation

The systematic collection and analysis of evidence on the outcomes of policies and programs to make judgments about their relevance, performance and alternative ways to deliver programs or to achieve the same results (CAP Finance and Performance Measurement Working Group, 2017).

Food Education

Food education involves understanding the “story” of food: where it comes from, how it was produced, and what it means for personal and public health (Center for Science in the Public Interest, 2017).

Food Literacy

A highly contextual term which describes a collection of inter-related knowledge, skills and behaviours required to plan, manage, select, prepare and eat food to meet needs and determine intake. This can simply be interpreted as the tools needed for a healthy lifelong relationship with food (Vidgen & Gallegos, 2014, p. 54).

Food Systems

The food system encompasses a broad range of food chain components, including agriculture, fishing, hunting, gathering, other food production, manufacturing, distribution, marketing, the availability of affordable outlets for quality food, the involvement of citizens, food producers and various organization and governmental food-related policies. (Dietitians of Canada, 2007, p. 02).

Local Food

Local food shall be recognized as “food produced in the province or territory in which it is sold, or food sold across provincial borders within 50 km of the originating province or territory” (Canadian Food Inspection Agency, 2017).

Markets

Domestic including local, regional, provincial or interprovincial markets within Canada and internationally (CAP Finance and Performance Measurement Working Group, 2017).

Priority Areas

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

Relevance

The extent to which a policy or program addresses a demonstrable need, and is responsible to the needs of Canadians (CAP Finance and Performance Measurement Working Group, 2017).

Sector

The agriculture, agri-food, and agri-based products sector (CAP Finance and Performance Measurement Working Group, 2017).

Vulnerable/Marginalized Populations

Vulnerable/marginalized populations are those excluded from mainstream social, economic, cultural, or political life. Examples of marginalized populations include, but are by no means limited to, groups excluded due to race, religion, political or cultural group, age, gender and gender identity, sexual orientation or financial status. To what extent such populations are marginalized, however, is context specific and reliant on the cultural organization of the social site in question (Cook, 2012).

REFERENCES

Center for Science in the Public Interest. (2017). Food day: Food education. Retrieved from <http://www.foodday.org/foodeducation>

Cook, K. (2012). Marginalized populations. In L. Given (Ed.) *The SAGE Encyclopedia of Qualitative Research Methods* (p. 496). Thousand Oaks: SAGE Publications, Inc.

Dietitians of Canada. (2016). Addressing household food insecurity in Canada: Position statement and recommendations from Dietitians of Canada. Retrieved from <http://tinyurl.com/y8v24atb>

Frick, M. J., Kahler, A. A., & Miller, W. W. (1991). A definition and the concepts of agricultural literacy. *Journal of Agricultural Education*, 32(2), 49-57. Retrieved from: <http://tinyurl.com/jae->

Vidgen, H. & Gallegos, D. (2014). Defining food literacy and its components. *Appetite*, 76, 50-59