



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

PRODUCT AND MARKET DEVELOPMENT PROGRAM



Agriculture
and Land



PRODUCT AND MARKET DEVELOPMENT PROGRAM

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.

PROGRAM DESCRIPTION

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.

ELIGIBLE APPLICANTS

- Mi'kmaq First Nations and other Indigenous Organizations;
- Agriculture industry organizations and associations;
- Agricultural Producers;
- Provincial/Territorial Governments;
- Small and medium-sized Agri-Businesses and Agri-Processors; and
- Other applicants may be considered upon request.

PROGRAM ELIGIBLE ACTIVITIES

- Purchase of machinery and equipment;
- Attending (but not exhibiting at) a trade show once for a new market;
- Exploring new or emerging markets;
- Investigative travel to new or emerging markets;
- Incoming buyer missions of new buyers from export markets for the purpose of gathering market intelligence;
- Research for the purpose of exploring new and emerging markets;
- Feasibility studies related to delivery of products;
- Translation and legal consultation related to marketing a product in a new market;
- Consulting or business coaching on applied market research and value chain development;
- Hands-on mentoring and training to understand the logistics of delivery of PEI products from the farm gate to the market;
- Commercialization and adoption of new products, technologies, practices or processes;
- Marketing plan development activities;
- Consulting services which analyze new and emerging market trends and opportunities; domestically and/or abroad;
- Development of new products including:

- Professional services;
- Process development;
- Recipe development (i.e. food trials, testing and consultant fees);
- Purchase of equipment to process packages and labels (including nutritional labelling) for a *new* product;
- Design and first printing of packaging;
- Brand development;
- Focus groups for purposes of developing project attributes;
- Analytical and quality testing;
- Travel and transportation costs; and
- Design and first printing of promotional materials.

Note: Support for capital equipment costs for the *Product and Market Development Program* are at the discretion of the Department, provided they meet criteria contained within the bilateral agreement.

CAP INELIGIBLE ACTIVITIES

- Business Risk Management-type activities (e.g. activities which are covered by AgriStability, AgriInvest, AgriInsurance, AgriRecovery and AgriRisk);
- Normal and on-going operating and maintenance costs incurred by recipients, 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.

PROGRAM INELIGIBLE EXPENSES

- Meal expenses;
- Replacement of old equipment;
- Freight;
- In-kind services (including wages) and supplies.

FUNDING

Travel

- 50% of assistance up to \$5,000 for eligible investigative travel expenses is available for agricultural producers, agri-businesses, and agri-processors over the life of the CAP Framework Agreement (2018-2023); and
- 75% of assistance up to \$10,000 for eligible investigative travel expenses is available for provincial agriculture industry organizations over the life of the CAP Framework Agreement (2018-2023);

All other expenses

- 50% of assistance up to \$30,000 for eligible expenses is available per year for agricultural producers, agri-businesses, and agri-processors over the life of the CAP Framework Agreement (2018-2023); and

- 75% of assistance up to \$30,000 for eligible expenses is available per year for provincial agriculture industry organizations over the life of the CAP Framework Agreement (2018-2023).

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.

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.

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 considered during program development.

HOW TO APPLY

Completed applications may be submitted to the attention of the Product and Market Development Program Information Officer via regular mail or email.

E-Mail Applications:

Applications may be submitted via email at PMD@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

Agri-business

Small and medium-sized enterprise that conducts a significant level of its business on PEI and is engaged in production operations of a farm, the manufacture and distribution of farm equipment and supplies, and the processing, storage, and distribution of farm equipment and supplies, and the processing, storage, and distribution of farm commodities (CAP Finance and Performance Measurement Working Group).

Agricultural Producer

An individual who is actively engaged in commercial agriculture production and has a minimum of \$15,000 in annual gross farm sales (CAP Finance and Performance Measurement Working Group).

Annual Gross Farm Sales

Any sales eligible for coverage under AgriStability and AgriInvest Programs, including Production Insurance, crop and livestock sales (CAP Finance and Performance Measurement Working Group).

Agri-Processor

Small and medium-sized enterprise that conducts a significant level of its business on PEI and is involved in processing agricultural products and food (CAP Finance and Performance Measurement Working Group).

Priority Areas

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