



Through the Canadian Agricultural Partnership (CAP), the Department of Agriculture and Land (DAL) and Agriculture and Agri-Food Canada (AAFC) are working to support the continued growth of value-added agriculture and agri-food processing opportunities in PEI. Value-added agriculture is an important area of the agriculture industry that involves the processing of raw products, as well as integrating new production methods in order to produce goods that are more valuable.<sup>1</sup>

## THE VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING PRIORITY AREA FOR THE DEPARTMENT INCLUDES THE FOLLOWING PROGRAMS:

### 1. Strategic Industry Growth Initiative

Supports coordinated efforts to accelerate the development and successful commercialization of food products from PEI.

### 2. Organic Industry Development

Supports projects that encourage growth in the organic sector and yield positive economic benefits for agriculture in PEI.

### 3. Product and Market Development

Supports small- and medium-sized enterprises (i.e., producers, agri-businesses and agri-processors) to expand their product base or markets through value-added and agri-food processing projects and market development activities on PEI.

**A TOTAL OF  
47 CAPITAL  
INVESTMENT  
PROJECTS  
WERE COMPLETED**

## THIS INCLUDED THE FOLLOWING PROJECTS:

- Upgrades to Organic Potato Processing Capacity
- Walk-in Cooler Expansion and Upgrades
- Salad Spinner and Greens Bubbler to Expand Production Capacity
- Lavender Transformation
- Setup for Value-added Goat's Milk
- Brewery Canning and Packaging Line
- COVID-19 Mitigation Strategic Fund for Agriculture
- Enhanced Dairy Beef Cross Value Chain Development

**OVER \$147,000 INVESTED IN NEW TECHNOLOGIES** for 19 value-added agriculture and agri-food processing projects.

This included the following industries:

- 8 Vegetable farming (including potatoes)
- 3 Oilseed and grain farming
- 3 Greenhouse, nursery and floriculture production
- 2 Beverage manufacturing
- 2 Sheep and goat farming
- 1 Multiple industries<sup>5</sup>



## ⊙ A TOTAL OF 8 PROJECTS SUPPORTED THE DEVELOPMENT OF NEW PRODUCTS. THIS INCLUDED THE FOLLOWING:

- Label Design and Printing for Organic Wild Blueberry Tea and Powder
- Processing of Organic Herbs into Hydrosols and Essential Oils
- Upgrading Hop Processing Capacity in PEI
- Oat and Barley Beverage Development

## ⊙ OVER \$182,000 INVESTED TO ENCOURAGE THE GROWTH OF PEI'S ORGANIC SECTOR. SOME OF THE PROJECTS INCLUDED:

- Adopting No-till Drill to Accelerate Soil Building
- Cost of Production Study for Organic Field Crops
- Evaluating No-till Methods in Organic Market Gardening
- Precision Pumpkin Seed Planter
- Basket Hiller for Potato Planter

## ⊙ EXTERNAL INDUSTRY CONSULTATIONS REGARDING THE CANADIAN AGRICULTURAL PARTNERSHIP INDICATED A NEED FOR SUPPORT FOR VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING.<sup>2</sup>

## ⊙ VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING IMPACTS. PROJECTS COMPLETED RESULTED IN 98 ACTIVITIES<sup>3</sup> CONTRIBUTED TO THREE OUTCOMES.<sup>4</sup> THIS INCLUDED:

- 47 activities resulted in the sector modernizing its systems, equipment and facilities;
- 18 activities resulted in the sector moving their products to markets; and
- 33 activities resulted in new agriculture and agri-food technologies being generated or commercialized.

As a result of value-added agriculture and agri-food processing programs  
**18 PARTICIPANTS**  
entered new or diversified markets



## This included the following types of industries:

- 7 Vegetable Farming (including potatoes)
- 5 Multiple Industries
- 2 Other Crop Farming<sup>5</sup>
- 1 Fruit and Tree Nut Farming
- 1 Meat Product Manufacturing
- 1 Beverage Manufacturing
- 1 Sheep and Goat Farming

## ENDNOTES

1. Lu, R., & Dudensing, R. (2015). What Do We Mean Value-Added Agriculture? *Choices*, (30(40), 1-8. 2. Government of PEI, Department of Agriculture and Fisheries. (2017). PEI Department of Agriculture and Fisheries: The Next Policy Framework for Agriculture (2018-2023) – What We've Heard. Policy Section, Policy and Agriculture Resources Division. 3. Activities are "operations or work processes... that produces outputs (e.g., training, research, construction, negotiation, investigation)" (Government of Canada. (2010, September). Supporting Effective Evaluations: A Guide to Developing Performance Measurement Strategies. Retrieved October 21, 2020 from <https://tinyurl.com/y43dhlrj> 4. Outcomes can be understood to be short- and medium-term program effects, e.g., changes in what others do, as influenced by project's outputs (Bamberger, M., Rugh, J., & Mabry, L. (2006). RealWorld evaluation: Working under budget, time, data, and political constraints. SAGE Publications, Incorporated). 5. This includes projects where there was more than one industry type involved in the project.

Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture and Land. January 2022/File 2465-15-13-04.





Through the Canadian Agricultural Partnership (CAP), the Department of Agriculture and Land (DAL) is working to support the continued growth of value-added agriculture and agri-food processing opportunities in PEI. Value-added agriculture is an important area of the agriculture industry that involves the processing of raw products, as well as integrating new production methods in order to produce goods that are more valuable.<sup>1</sup>

**THE VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING PRIORITY AREA FOR THE DEPARTMENT INCLUDES THE FOLLOWING PROGRAMS:**

**1. Strategic Industry Growth Initiative**

Supports coordinated efforts to accelerate the development and successful commercialization of food products from PEI.

**2. Organic Industry Development**

Supports projects that encourage growth in the organic sector and yield positive economic benefits for agriculture in PEI.

**3. Product and Market Development**

Supports small- and medium-sized enterprises (i.e., producers, agri-businesses and agri-processors) to expand their product base or markets through value-added and agri-food processing projects and market development activities on PEI.

**A TOTAL OF  
41 CAPITAL  
INVESTMENT  
PROJECTS  
WERE COMPLETED**

**THIS INCLUDED THE FOLLOWING PROJECTS:**

- Refrigeration System for Potato Sprout Inhibition;
- Revitalization of Prince Edward Island's Boar Stud Genetics;
- Milk Testing Equipment; and
- Water Holding Capacity Soil Testing Equipment.

**OVER \$81,950 INVESTED IN NEW TECHNOLOGIES** for 10 value-added agriculture and agri-food processing projects. This included the following industries:

- 2 Professional services;<sup>5</sup>
- 2 Multiple industries;<sup>6</sup>
- 1 Vegetable farming (including potatoes);
- 1 Beverage manufacturing;
- 1 Dairy product manufacturing;
- 1 Fruit and vegetable preserving;
- 1 Apiculture; and
- 1 Grain and oilseed milling.



**⊙ A TOTAL OF 8 PROJECTS SUPPORTED THE DEVELOPMENT OF NEW PRODUCTS. THIS INCLUDED THE FOLLOWING:**

- Farmacy and Fermentary Organic Retail Store and Café;
- Organic Pumpkin Seed Processing Facility;
- Oat and Barley Beverage Development; and
- Shelf-Ready Potato Juice.

**⊙ OVER \$204,000 INVESTED TO ENCOURAGE THE GROWTH OF PEI'S ORGANIC SECTOR. SOME OF THE PROJECTS INCLUDED:**

- Organic French Fry Packaging Equipment;
- Facility Upgrades for Organic Flour and Oats;
- East Coast Organic Grainery Elevator Legs Installation;
- Organic Greenhouse Expansion; and
- Organic Certification Assistance Program.

**⊙ EXTERNAL INDUSTRY CONSULTATIONS REGARDING THE CANADIAN AGRICULTURAL PARTNERSHIP INDICATED A NEED FOR SUPPORT FOR VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING.<sup>2</sup>**

**⊙ VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING IMPACTS. PROJECTS COMPLETED RESULTED IN 74 ACTIVITIES<sup>3</sup> THAT CONTRIBUTED TO THREE OUTCOMES.<sup>4</sup> THIS INCLUDED:**

- 41 activities that resulted in the sector **modernizing its systems, equipment and facilities;**
- 23 activities that resulted in the sector **moving their products to markets; and**
- 10 activities that resulted in **new agriculture and agri-food technologies being generated or commercialized.**

**As a result of value-added agriculture and agri-food processing programs  
23 PARTICIPANTS  
entered new or diversified markets**



**This included the following types of industries:**

- 6 Vegetable farming (includes potatoes);
- 6 Meat product manufacturing;
- 2 Grains and oilseed milling;
- 2 Other food manufacturing;
- 1 Oilseed and grain farming;
- 1 Fruit and tree nut farming;
- 1 Greenhouse, nursery and floriculture production;
- 1 Poultry and egg production;
- 1 Sheep and goat farming;
- 1 Fruit and vegetable preserving and specialty food manufacturing; and
- 1 Beverage manufacturing.

**ENDNOTES**

1. Lu, R., & Dudensing, R. (2015). What Do We Mean Value-Added Agriculture? *Choices*, (30(40), 1-8. 2. Government of PEI, Department of Agriculture and Fisheries. (2017). PEI Department of Agriculture and Fisheries: The Next Policy Framework for Agriculture (2018-2023) – What We've Heard. Policy Section, Policy and Agriculture Resources Division. 3. Activities are "operations or work processes... that produces outputs (e.g., training, research, construction, negotiation, investigation)" (Government of Canada. (2010, September). Supporting Effective Evaluations: A Guide to Developing Performance Measurement Strategies. Retrieved October 21, 2020 from <https://tinyurl.com/y43dhlrj>) 4. Outcomes can be understood to be short- and medium-term program effects, e.g., changes in what others do, as influenced by project's outputs (Bamberger, M., Rugh, J., & Mabry, L. (2006). RealWorld evaluation: Working under budget, time, data, and political constraints. SAGE Publications, Incorporated). 5. This includes organizations that are primarily engaged in activities in which human capital is the major output (e.g., legal services, accounting, engineering, scientific and technical consulting, etc.). 6. This includes projects where there was more than one industry type involved in the project.

Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture and Land. October 2020/File 2465-15-12-02.