

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Strategic Industry Growth Initiative (SIGI)

GUIDELINES



Canada

4.4 STRATEGIC INDUSTRY GROWTH INITIATIVE (SIGI)

PROGRAM DESCRIPTION

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 Prince Edward Island. This program will primarily focus on projects which will increase the competitiveness, productivity, and profitability of Prince Edward Island’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.

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PROGRAM GUIDELINES

Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups;
- Agri-businesses;
- Agri-processors;
- Agriculture industry organizations, clubs, and associations;
- Public, private, and academic research bodies;
- Entities collectively representing all agricultural sectors with the necessary expertise to deliver project outcomes; and
- Others may be considered upon request.

Eligible Activities/Expenses

- Development and implementation of industry/sector strategies;
- Research and feasibility studies related to delivery of products;
- Consulting or business coaching on applied market research and value-chain development;
- Access to capital and support services for new and/or expanding business ventures;
- Support for activities to identify commercialized products, technologies, practices or processes for widespread adoption by the sector;
- Support for businesses to commercialize and adopt new products, technologies practices or processes; and
- Projects which will result in recruitment and retention of labour in the agriculture sector.

Ineligible Expenses/Activities

- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

Funding

- Up to 85% of eligible expenses;
- Consultant costs will be eligible to a maximum of \$20,000 per project; and
- Maximum funding and percentage per project will be adjudicated by the SIGI Program Review Committee based on its expected transformational outcomes.



CLAIMS PROCESS

Recipients shall maintain an accurate record of expenditures incurred and shall submit, upon completion of the project, the following:

- a claim form summarizing expenditures;
- copies of all paid invoices with verification of payment;
- a report on the project and its results in terms project objectives; and
- copies of material produced (or when applicable, photos of material funded).



TERMS AND CONDITIONS

- Recipients must meet the eligibility criteria and submit a complete application to the Department of Agriculture;
- Applications will be assessed on a ***first come-first serve basis for merit and impact***;
- If the project is not approved, all incurred costs are the responsibility of the recipient;
- Assistance will be available until funds are totally allocated within that year, and
- Projects may be funded below the maximum contribution rate upon assessment and availability of funding.

HOW TO APPLY

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

Email Applications:

Applications may be submitted via email to SIGI@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
11 Kent Street
PO Box 2000

Charlottetown PE C1A 7N8
(902) 368-4880 (telephone)



PUBLIC TRUST

Projects approved for funding under the Sustainable CAP 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 a 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

Sustainable 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.