

Agri-Food Market Development Program

Implementation Guidelines – 2016-2017

Objectives

To build and enhance New Brunswick domestic market channels to increase the sale and consumption of New Brunswick-produced agri-food products. This program will assist agri-food businesses to increase their capacity to: improve visibility, attract a wider range of clientele, increase promotional activity, and facilitate product development and the introduction of new products to market.

Eligible Partners

- Individuals who are entering into or are established as an agricultural or agri-food enterprise in New Brunswick marketing New Brunswick agri-food products
- Established or establishing associations or organizations representing an agricultural commodity or agriculture marketing group marketing New Brunswick agri-food products
- Businesses that partner with the New Brunswick agri-food industry to promote the sale and consumption of New Brunswick agri-food products

The maximum allowable contribution per applicant is \$10,000 per fiscal year for all elements combined. Higher levels of assistance will be considered for strategic projects where industry organizations work together for the overall benefit of New Brunswick's agriculture sector.

Applications will not be accepted after March 1, 2017.

No contribution will be made for expenses incurred prior to the date the application is approved (no retroactivity).

Project approvals are based only on work completed during the current fiscal year.

Only off-farm services and labour will be considered as an eligible expense, unless otherwise approved.

Elements

1. Road Signage

Objective:

To provide assistance for the development and improvement of road signage with the intention of promoting and directing consumers to a direct farm market operation, farmer's market or other direct market location offering New Brunswick agri-food products.

Eligible costs:

- Costs associated with the design, printing, construction and installation of approved road signage.

Requirements:

Installation of road signs must comply with appropriate regulations and may require approval from federal, provincial or municipal authorities. Applicants are advised to obtain the required approvals prior to proceeding with the project and must provide documented proof of approval when submitting a claim.

Level of Assistance:

Up to 50% of eligible costs to a maximum of \$4,000 for individual agri-businesses.

Up to 75% of eligible costs to a maximum of \$4,000 for marketing groups or organizations.

2. Promotion

Objective:

To provide assistance for the development of promotional material designed to enhance the marketing of New Brunswick agri-food products.

Eligible Costs:

- Costs associated with the design and 'first-run' printing of brochures, posters, signs (other than road signs), pamphlets, background materials, maps, and recipes. Re-printing material will not be eligible. The design costs of a new website or upgrades of an existing website to improve on-line marketing.

Levels of Assistance:

Up to 50% of eligible costs to a maximum of \$4,000 for individual agri-businesses.

Up to 75% of eligible costs to a maximum of \$6,000 for marketing groups or organizations.

Higher levels of assistance will be considered for strategic projects where industry organizations work together for the overall benefit of New Brunswick's agriculture sector.

3. Agri-tourism

Objective:

To provide assistance to facilitate the diversification of commercial farms into agri-tourism destinations.

Eligible Costs:

- Costs associated with supporting on-farm agri-tourism diversification activities that focus on agriculture education/awareness, agriculture related entertainment, or an agricultural experience (excluding new building infrastructure). Applicants must provide a business outline indicating their steps to develop/expand their agri-tourism operation. Each application will be reviewed for merit on a case-by-case basis.

Level of Assistance:

Up to 50% of eligible costs to a maximum of \$4,000

4. New Product Development / Market Launch

Objective:

To facilitate increased market share through successful entry/presentation of new products to the marketplace, or existing products to new markets.

Eligible Costs:

- Costs associated with product testing, as well as with the design and development of new packaging and labeling. Nutrition labels must be developed by a recognized company or consultant.
- Costs associated with the purchase of equipment to package and label new products.
- Costs associated with the purchase of display coolers/freezers

Level of Assistance:

Up to 50% of eligible costs, to a maximum of \$5,000

Eligible Costs:

- Costs associated with training activities for better understanding or updating on new nutrition labelling/health claim requirements.

Level of Assistance:

Up to 50% of eligible costs, to a maximum of \$350

5. Marketing Groups and Organizations - Establishment and Capacity Building

Objective:

To facilitate the establishment of new marketing groups and to provide assistance to help existing marketing groups to undertake new marketing initiatives.

Eligible Costs:

- Costs associated with planning meetings and facilitator expenses.
- Business registration.
- Training associated with new administration.
- Initial planning activities.

Level of Assistance:

Up to 100% of eligible costs to a maximum of \$7,500
(Funding for staff wages will not be eligible)

6. New Brunswick Food Harvest Fundraising

Objectives:

- To promote the use of and increase awareness of New Brunswick agri-food products during fundraising meals where the proceeds are donated to benefit an identified need within a New Brunswick community. Such events could include, for example, fund raising in support of food banks, community garden projects, families with medical needs or youth groups.
- To provide assistance to organizations to purchase New Brunswick agri-food products in support of fundraising events and to promote awareness of local products.
- To strengthen linkages between New Brunswick food producers and consumers.

Eligible Costs and Timing:

- Costs Associated with the purchase of New Brunswick produced food products for use at fundraising meals hosted by eligible organizations that meet the objectives of this element.
- Eligible assistance will be available for events held between July 15 and October 20, 2016 only.

Level of Assistance:

- Up to 50% of costs related to total food purchases up to a maximum of \$500 for events that feature 100% New Brunswick grown or raised food content (main ingredients only - not including items such as tea, coffee, condiments, alcoholic beverages)
- Total contribution of not more than \$25,000 for all applications combined (50 events at \$500). Considered on a first-come-first served basis.

Requirements:

- Applications under this element must be developed in consultation with a Development Officer of the Department of Agriculture, Aquaculture and Fisheries.
- Where food preparation will occur, applicants must contact the regional Health Protection Branch of the Department of Health to determine if a license is required for the event / type of operation that will occur. A public health inspector can also be consulted to provide recommendations on food safety and safe food handling techniques.
- Applicants must provide a list of main ingredients of New Brunswick origin and identify the New Brunswick producer/supplier.
- Applicants must provide a detailed plan of how they will promote featured products and producers during the event.
- Applicants must identify how the project will benefit a New Brunswick community.
- Reimbursement of costs will be based on invoices and proof of payment from New Brunswick producers/suppliers.
- Only one application per applicant per year will be considered.

Administration***Arm's Length Transactions:***

All businesses from which eligible goods and services are purchased should be at arm's length from the applicant. A person or entity is considered to be at arm's length if they are not related to the applicant, and are not affiliated or controlled by another member of the applicant's business. Related individuals are defined as those that are connected by blood relationship, marriage, common-law partnership or adoption.

Submission of a Claim:

The non-reimbursable portion of HST may be provided as an eligible cost for certain organizations (i.e. Not-for-profit organizations). Appropriate documentation showing the applicant's eligibility for HST reimbursement must be provided at the time of the application. Any amounts for HST reimbursement requested must be included in the project budget form.