

BC Agrifood and Seafood Market Development Program

FAQs

ARE YOU BASED IN BRITISH COLUMBIA?

All applicants must have a head office in B.C. or be entitled (including being appropriately registered, licensed or certified, as appropriate) to do business in B.C.;

WHAT ARE THE ELIGIBLE ACTIVITIES UNDER THE BC AGRIFOOD AND SEAFOOD MARKET DEVELOPMENT PROGRAM (BCASMDP)?

Marketing Skills Training	Supporting the ability of permanent marketing staff within an eligible organization to complete eligible marketing skills training courses at qualified educational institutions.
Market Information & Research	Identifying, analyzing and understanding current and emerging market opportunities in B.C., across Canada and internationally by: (A) contracting pre-qualified consultants to conduct new market research studies (i.e. conducting primary market research and/or analyzing secondary market research to provide customized market intelligence); and/or, (B) purchasing existing market information or market research studies from qualified market research firms (i.e. existing secondary market research).
Market Development Planning	Contracting pre-qualified consultants to develop marketing plans, export plans or branding strategies for markets in B.C., across Canada or internationally.
Export Market Development Activities and Export-Focused Marketing Collateral and Promotional Tools	Undertaking interprovincial ¹ /international market development activities such as tradeshow, food fairs, and sales exhibitions; trade missions and trade advocacy events; market access activities; buyers' meetings/networking events; and in-store promotions/demonstrations; and, designing, developing, translating, printing/producing marketing collateral and promotional tools to promote specific agrifood/seafood products in B.C.'s export markets.

WHO IS ELIGIBLE UNDER THE BCASMDP?

The following B.C.-based applicants are eligible to receive cost-shared funding:

- primary agriculture producer²;
- agriculture, food and beverage, and/or seafood processor³;
- agriculture, food and beverage cooperative⁴;

¹ Please note that seafood processors/cooperatives/industry associations are not eligible for cost-shared funding support for interprovincial-focused market development activities

² Please note that while agriculture producers are eligible for support, seafood producers (e.g. fishers and harvesters) are not eligible.

³ Processing food, beverage, or agricultural and seafood products which are processed and packaged in B.C. with more than 85% of the product's main ingredients produced in B.C. (note: in cases where the main ingredients are not reasonably available in B.C. in sufficient quantities, the food must be processed and packaged entirely in B.C.)

⁴ Producing fresh food, beverage, or agricultural products which are 100% grown or raised in B.C.

- recognized agriculture, food and beverage and or seafood industry association, board, or council⁵;

To be considered for cost-shared funding, an eligible applicant must:

- have a head office in B.C. or be entitled (including being appropriately registered, licensed or certified, as appropriate) to do business in B.C.;
- be selling or marketing a product that is grown or processed⁶ in B.C.;
- have the ability to provide, and commit to providing a minimum percentage of the total Project budget in cash, towards eligible Project costs as follows:
 - 50% for producers, processors and cooperatives;
 - 30% for industry associations, boards, or councils; and
- have total annual gross revenues (i.e. sales) of at least \$30,000 for the two most recent consecutive years (only applies to producers, processors and cooperatives).

IS THERE A LIST OF PRE-QUALIFIED CONSULTANTS WHO CAN UNDERTAKE MARKET RESEARCH AND MARKET DEVELOPMENT PLANNING PROJECTS?

A full list of pre-qualified consultants is available on the IAF website [here](#).

Comment [AN1]: Link to be confirmed

IS THERE A LIST OF ELIGIBLE MARKETING SKILLS TRAINING COURSES?

A full list of eligible courses is available on the IAF website [here](#).

Comment [AN2]: Agri to provide list to IAF

ARE CANNABIS PRODUCTS ELIGIBLE?

Cannabis is not currently eligible for cost-shared funding through the BCASMDP. Once cannabis has been legalized and a sales and distribution system is operationalized, the eligibility of this product will be revisited by the Ministry of Agriculture and any changes to eligibility will be communicated through the Program website.

ARE THERE ANY TYPES OF PROJECTS THAT ARE NOT ELIGIBLE FOR FUNDING?

The following types of projects are NOT eligible for funding under this Program:

- The normal operations of a business or organization (i.e., hiring staff, holding a conference or annual meeting etc.) which are not intended to address the objectives of this program;
- Purchasing capital expenses (e.g., land, buildings, fences, equipment, computers, mobile phones, tools, packaging plate costs, seed, livestock);
- Website/IT systems upgrades, or building and implementing an e-commerce tool/site;
- Sponsorship (requesting funds to support or sponsor a third-party activity);
- Any costs related to providing product samples at a reduced cost or free;
- Social media such as Facebook and Twitter as stand-alone activities (note: using social media to promote agrifood/seafood products is an eligible activity, if part of a broader marketing campaign);
- Cannabis-related marketing or promotional activities;
- Buying, starting or expanding a farm or business;

⁵ Industry associations, boards, or councils that represent B.C. agrifood and seafood sector businesses/organizations.

⁶ Food, beverage, agricultural or seafood products which are processed and packaged in B.C. with more than 85% of the product's main ingredients produced in B.C. (note: in cases where the main ingredients are not reasonably available in B.C. in sufficient quantities, the food must be processed and packaged entirely in B.C.).

- Direct income support;
- Lobbying or influencing any level of government;
- Any activities that may be considered to denigrate other products, commodities or regions (e.g., farmed vs. wild salmon; organic vs. conventional agriculture); and,
- Membership fees.

ARE TRANSLATION/INTERPRETATION FEES ELIGIBLE?

Projects where the intended target audience is non-English speaking may qualify for cost-sharing of *Certified* translation services for approved promotional materials and/or *Certified* interpretation services for approved market development activities. An estimate from a *Certified* translation/interpretation service should be included with your Application. The maximum cost-share for translation/interpretation services is \$5,000.

Note: A copy of the English and translated materials may be requested and must be available upon request.

ARE IN-KIND CONTRIBUTIONS ELIGIBLE FOR COST-SHARED FUNDING?

In-kind contributions can be included as part of the budget, but they are not eligible for cost-shared funding.

WHAT PERFORMANCE MEASURES DO I NEED TO TRACK AND REPORT ON?

Measures of activities such as dollar value of increased sales; volume of increased sales; number, partner type, and dollar value of new sales agreements signed; number and type of branded marketing materials, advertising campaigns (including names of media outlets, targeted ad impressions per outlet, and the number of weeks an ad will run), and promotional activities developed and completed (including names of new business/organization partnerships and number of participants for engagement at each activity); etc. It's best to develop a plan upfront and track these results for final reporting purposes.

HOW DO I APPLY?

First-Time Applicants:

First-time applicants who apply for cost-shared funding, are required to complete and submit multiple applications to IAF, including:

1. Part A (Eligibility Confirmation Form) which will be assessed by the Ministry to confirm the applicant's eligibility for cost-shared funding;
2. Part B (Project Details Form) which will be reviewed by IAF's Board of Directors to determine if the applicant's proposed project and activities are approved for cost-shared funding.

DO I HAVE TO COMPLETE PART A OF THE APPLICATION (ELIGIBILITY CONFIRMATION FORM), AND PART B OF THE APPLICATION (PROJECT DETAILS FORM) EACH TIME I APPLY FOR FUNDING?

Answer for Producers, Processors, and Cooperatives:

No. Applicants who re-apply to the Program will only be required to submit an updated Part A of the Application (Eligibility Confirmation Form) if there have been changes to the Designated Officer (e.g. CEO/Chairperson/President, Senior Financial Officer/Treasurer, Executive Director, etc.) who signed the previously submitted Application.

If an Applicant is re-applying to the Program and there have not been any changes to the Designated Officer or business ownership, the Applicant can skip Part A of the application process and just complete Part B of the Application (Project Details Form) with newly proposed project activities.

Answer for Industry Associations, Boards, Councils;

No. Applicants who re-apply to the Program will only be required to submit an updated Part A of the Application (Eligibility Confirmation Form) if there have been changes to the Designated Officer (e.g. CEO/Chairperson/President, Senior Financial Officer/Treasurer, Executive Director, etc.) who signed the previously submitted Application. If an Applicant is re-applying to the Program and there have not been any changes to the Designated Officer, the Applicant can skip Part A of the application process and just complete Part B of the Application (Project Details Form) with newly proposed project activities.

HOW MUCH CAN I APPLY FOR?

The table below identifies the amount of cost-shared funding that you can apply for based on your eligibility determination.

	Producers, Processors and Cooperatives	Industry Associations
Minimum Financial Eligibility Requirements	Annual Gross Revenues for the 2 most recent consecutive years: >\$30,000	N/A
Cost-Share Ratio (Government/Applicant)	50/50	70/30
Maximum Eligible Funding Per Year (All Activities)	\$50,000 or 30% of the previous year's annual revenues (whichever is lower)	\$75,000
Maximum Eligible Funding Per Activity Per Year		
Market Information Research	\$20,000	\$50,000
Market Development Planning	\$15,000	\$50,000
Marketing Skills Training	\$1,000	\$10,000
Interprovincial and International Export Market Development Activities and Marketing Collateral/Promotional Tools	\$50,000	\$50,000

HOW MUCH MONEY (IN CASH) DO I NEED TO CONTRIBUTE TO MY PROJECT?

Producers, processors and cooperatives must have the ability to provide, and commit to providing 50% of the total project budget in cash towards eligible project costs.

Industry associations, boards, and councils must have the ability to provide, and commit to providing 30% of the total project budget in cash towards eligible project costs.

ARE THERE ANY DEADLINES FOR FUNDING APPLICATIONS?

Yes, please refer to [the program page](#).

Comment [AN3]: Will be confirmed

WHEN WILL I KNOW IF MY APPLICATION HAS BEEN APPROVED?

Clients can usually anticipate a decision within 20 business days for complete applications, from the application deadline date.

WHAT ARE THE FUNDING ACKNOWLEDGEMENT REQUIREMENTS?

In order to be eligible for cost-share, all funding acknowledgement guidelines must be adhered to. The onus is on the applicant/client to ensure they have met the guidelines and have their communication products and media submitted to the IAF for review and approval by the B.C. Government prior to publishing. For more information on funding acknowledgement: [Funding Recognition Requirements](#)

WHEN CAN I ISSUE A MEDIA RELEASE TO ANNOUNCE THE FUNDED PROJECT?

The B.C. Government and IAF will work with each successful applicant to announce their project as they are approved. Recipients will not make a public announcement concerning the project funding without prior consent of the BC Ministry of Agriculture. For more information: [Funding Recognition Requirements](#)

WHEN IS MY FINAL PROJECT REPORT DUE?

All projects must be completed and the final report submitted on or before Friday, March 15, 2019.

WHERE CAN I GO FOR MORE INFORMATION?

IAF encourages all potential clients for the BCASMDP to contact the Foundation directly at funding@iafbcc.ca or phone 250-356-1662.

Comment [AN4]: Will be confirmed

CAN I PAY SOMEONE TO WRITE MY APPLICATION?

No. Even though there are a number of organizations that may offer to write your application for a fee or for a percentage of the contribution amount, please be aware that not only are the consultant fees or commissions not eligible for reimbursement or cost-shared funding through this Program, but engaging in such services will result in your application being rejected.



Investment
Agriculture
Foundation
of British Columbia

Agri-Food & Seafood Market Development Program Reimbursement Guidelines (BCASMD)

The following guidelines are to help applicants submit cost-share claims to the Investment Agriculture Foundation of B.C. It provides information about eligible and ineligible activities and expenses and cost-share reimbursement. The claimant is responsible for ensuring all project activities are eligible prior to incurring an expense. Please read these guidelines carefully and contact your Investment Agriculture Foundation Program Manager if you have any questions.

These guidelines are primarily for use of eligible applicants completing their Part B of the B.C. Agri-food & Seafood Market Development Program application. Variation from these guidelines may occur, considering individual circumstances or funding amounts and allocations and for other circumstances. These guidelines are meant to provide direction on the most prevalent eligible and ineligible activities and not be inclusive of all potential eligible and ineligible activities. If your activity falls outside these guidelines, please consult your program manager in advance of incurring any costs that may be found ineligible for reimbursement.

1 Eligible Activities and Expenses

1.1 *Market Skills Training*

Supporting the ability of permanent marketing staff within an eligible organization to complete eligible market skills training courses at qualified educational institutions. List of pre-qualified Marketing courses.

1.2 *Marketing Information and Research*

Identifying, analysing and understanding current and emerging opportunities in BC, across Canada and internationally by: Contracting pre-qualified consultants to conduct new market research studies (new research or analyzing secondary research); and/or purchasing existing market information or market research studies from qualified market research firms (existing secondary market research).

1.3 *Market Development Planning*

Contracting pre-qualified consultants to develop marketing plans, export plans, or branding strategies for marketing in BC, across Canada or internationally.

1.4 *Export Market Development Activities and Export-focused Marketing Collateral and Promotional Tools*

Participating in business to business interprovincial/international new market development activities, such as tradeshow, sales exhibitions, trade missions and trade advocacy events, market access activities, buyers' meetings or networking events. Eligible activities include: securing booth space, designing and printing booth graphics, registration fees, hiring a contractor to coordinate your participation at a tradeshow or represent you at a tradeshow, hiring a certified professional translator, hiring a chef to prepare food at a tradeshow, shipping a reasonable quantity of product samples and/or market collateral materials for use at a market event.

Develop marketing collateral and promotional tools to promote specific products in export markets. Quantities should be appropriate for the duration of the activity. Eligible activities and expenses include designing, developing, translating and producing marketing collateral to promote specific agri-food/seafood products (hiring

graphic designers, photographers, and other related contractors to design, develop, and/or produce retail flyers, marketing brochures, rack cards, stickers, sell sheets, table-tent cards, banners, recipe cards, contest entry forms) Please note, branded clothing for staff attending events is also an eligible cost.

Basic travel expenses to include economy airfare including change and cancellation insurance, accommodation (3 star), and a daily per diem of \$100 for a maximum of two staff representatives attending a tradeshow. Please note that a detailed trip itinerary is required if your travel extends beyond two days of a tradeshow dates, for multi-day sales mission/buyer meetings and for visiting a current customer or to the same city/region multiple times. The itinerary must clearly explain how the activity supports new market development. For example, introducing a new product or securing a new distribution channel. Funding to maintain an existing sales relationship is not an eligible expense.

In-store retail, restaurant, food service promotions and/or demonstrations: eligible activities include hiring brand ambassador contractors to carry out in-store product demonstrations and tastings and promoting your business/organization's products through the design/development and/or printing of in-store merchandizing displays/signage that promotes the specific agri-food/seafood products. It may require hiring graphic designers, photographers, and other related contractors to design and develop marketing collateral such as retail flyers, marketing brochures, rack cards, stickers, shelf-talkers, shelf-strips, wobblers, sell sheets, table-tent cards, banners, recipe cards, contest entry forms).

Other eligible activities include:

- Meeting room rentals for meetings with buyers at tradeshow/sales expos and buyers/sales meetings that take place immediately before or after a tradeshow.
- Product health claims are eligible, but they are subject to the receipt of Health Canada's product license number(s).
- Social media activities with clear link to driving sales.
- Translation Services that are carried out by certified translation services or translation by a certified professional translator in-market. A translated copy of the English may be requested at the time of expense claim and must be available upon request - maximum \$5000.
- Website incremental costs for adding specific export elements (landing page or branding). Max cost-share for website activities is - maximum \$5000.

2 Ineligible Activities and Expenses

- Activities started before project approval, some exceptions may apply with respect to deposits.
- Activities that denigrate other products, commodities or regions (farmed vs wild salmon; organic vs conventional agriculture).
- Activities that lobby or influence any level of government.
- Accommodation and travel expenses exceeding basic room rates and taxes (room service, mini-bar, movies, spa treatments, business & first-class flights, hotels exceeding 3-star rates)
- Capital expenditures that include the purchase of equipment and other items that will be used by the company on an ongoing basis (purchase of lead generator, business card scanner, furniture, display freezers/racks, coolers, stoves, computers, mobile phones, e-commerce websites)
- Cost of product samples.
- Entertainment and hospitality costs (purchasing meals, beverages, liquor and tips for clients, buyers, staff, hiring entertainers to perform at events or meetings, purchasing gifts for clients)

- Expenses associated with passports, travel visas, government issued permits, medical or travel insurance or any other personal travel documentation.
- Expenses for attending consumer-focused tradeshows or events.
- Fees charged by Canadian Federal or Provincial Government (for example, booth fees for participating in a government sponsored tradeshow pavilion).
- General industry events that are not specifically focused on market development, such as annual general meetings
- SWAG and giveaway items such as branded pens, buttons, bags, clothing, aprons, gifts, honoraria and prizes.
- Industry operating costs such as salaries, coordination, management, overheads, packaging materials and equipment.
- Ongoing regular business expenses (activities and/or trips to maintain existing business instead of developing new business).
- Shipping of product samples and promotional materials that are not specifically being used at the tradeshow/sales expo/in-store demo.
- Third-party activities (brokers and agents can not apply for clients).
- Website and IT systems upgrades and building, buying or implementing an e-commerce tool/site.

3 Approvals

3.1 Communication

All cost-shared materials must be developed in accordance with the Funding Acknowledgement Requirements for the Project and must be submitted to communications@iafbc.ca in advance of posting, printing or distribution. Only eligible activities approved in your budget can be submitted for approval to the communications department.

3.2 Project Modifications

Project change requests are very rarely accommodated. Any changes to either activities or budget re-allocations must be pre-approved in advance by IAFBC. It is best to submit a project that is firm in budget, scope and activity.

4 Cost-share Reimbursement

Applicants who receive a funding contract will receive a claim form to submit approved project expenses. Submit your claims for reimbursement in accordance with your approved project budget and project timeline. Expenses are reimbursed on a receipt basis only and no funding is allocated to applicants upfront. Invoices must be submitted in English, dated within the Contribution Agreement and converted to Canadian Dollars with exchange rate used. Requirements for advance payments such as a tradeshow booth may be approved during adjudication.