

**Buy BC Cost-Shared Partnership Program:**

- Buy BC Partnership Program Cost-Shared Funding is available to applicants to undertake sector/product specific marketing and promotional activities to increase consumer demand and sales of BC agrifood and seafood products within the province.
- Eligible activities under this Program include:
  - Labelling Products/Packaging with a Buy BC Logo;
  - Marketing Collateral and Promotional Tools;
  - BC-Focused Market Development Activities; and,
  - Media Advertising
- Our Third Party Delivery Agent, the Investment Agriculture Foundation of BC (IAFBC), is primarily responsible for receiving applications and for administering and overseeing the program components in accordance with the Ministry's administrative guidelines for the Program. Together with the Ministry they form the decision making matrix which is outlined below.

The following outlines the decision component of the Buy BC Partnership Program:

Decision	Responsibility	Notes
Establishment of the criteria to determine eligibility for the program. <i>Includes: activities, funding amounts, ratios etc.</i>	Ministry of Agriculture	<i>Ministry provides the criteria to the Third Party Delivery Agent.</i>
Establishment of applicant eligibility for the program	Ministry of Agriculture	<i>Ministry determines eligibility. Third Party Delivery Agent sends over applications received to Ministry. Ministry sends eligibility decision to Third Party Delivery Agent.</i>
Establishment of applicant eligibility for funding	Third Party Delivery Agent (Investment Agriculture Foundation of British Columbia)	<i>Third Party Delivery Agent determines based on the criteria set by the Ministry and the assessment of the applicant's project application.</i>
Establishment of the amount of funding the eligible applicant receives	Third Party Delivery Agent (Investment Agriculture Foundation of British Columbia)	<i>Third Party Delivery Agent determines based on the criteria set by the Ministry and the details of the applicant's project application.</i>