



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



CAAP

Canadian Agricultural Adaptation Program

Adaptation for the sector's competitiveness

www.agr.gc.ca/caap

1-877-290-2188

caap-pcaa@agr.gc.ca

Canada 

© Her Majesty the Queen in Right of Canada, 2009

AAFC No. 11060B

ISBN No. 978-1-100-14199-2

Cat. No. A118-32/2009E-PDF

Aussi offert en français sous le titre : *PCAA Programme canadien d'adaptation agricole*
Adaptation pour assurer la compétitivité du secteur agricole





Table of Contents

What is CAAP?	5
How can CAAP help you?	6
Is my project eligible?	7
Who can apply?	8
Where do I apply?	8
What are CAAP’s principles and criteria?	9
Where can I get more information?	12





What is CAAP?

The agriculture, agri-food and agri-based products sector is constantly changing and there is a need for more flexibility and the capacity to address new issues as they emerge. The federal Canadian Agricultural Adaptation Program (CAAP) can help.

To help the industry remain competitive and adapt, CAAP funds projects that encourage the sector to work together to find solutions to shared challenges and respond to new or emerging issues.

This program is a successor to the Advancing Canadian Agriculture and Agri-Food (ACAAF) program. CAAP will continue to support industry-led initiatives at the national, regional and multi-regional levels.

CAAP is a five-year (2009-2014) \$163 million program with the objective of facilitating the agriculture, agri-food and agri-based products sector's ability to:

- *seize opportunities,*
- *respond to new and emerging issues, and*
- *pathfind and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.*

How can CAAP help you?

CAAP funds projects that align with priorities identified by industry and/or government at the national, regional and multi-regional levels by focusing on:

- **Seizing opportunities**

To take advantage of a situation or circumstance to develop a new idea, product, niche, or market opportunity to the sector's benefit.

- **Responding to new and emerging issues**

To address issues that were not of concern previously or were not known about at all. Issues vary considerably throughout Canada because of soil conditions, climate and the sector's level of development.

- **Pathfinding and piloting solutions to new and ongoing issues**

To test ways of dealing with new issues or find new ways to deal with existing issues. Under CAAP, this is done in two ways:

- Pathfinding means looking at different options to prepare the sector to face the future and remain competitive.
- Piloting means testing ideas or approaches to see if they are effective enough to use in everyday applications in the sector.



Is my project eligible?

If your project is beyond basic research but not yet ready to be commercialized, then it may be eligible.

Some examples of possible project areas are:

- Capturing value-added and new market opportunities
- Adapting to changing consumer demands
- Implementing strategies and processes to address disease outbreaks and other threats
- Optimizing processes, developing technologies and conducting feasibility studies for products, processes and technologies
- Developing the capacity and tools needed to anticipate and prepare for the future
- Testing new ideas and processes on a smaller scale but with potential for future larger-scale application
- Prototypes, technical analyses, feasibility studies, strategic assessments and market and venture assessments

Who can apply?

Eligible applicants must be Canadian legal entities capable of entering into a contract to deliver a project. These may include organizations and associations, cooperatives, marketing boards, aboriginal groups and for-profit companies and individuals. Federal, provincial and territorial government departments or agencies, and colleges and universities are not eligible to apply.

Where do I apply?

National projects

If your project is national in scope, you can apply through Agriculture and Agri-Food Canada. How can you tell if it is national in scope? If your project involves or is supported by representatives of a national sector and will ultimately benefit the sector across Canada, then your project may be national in scope.

Regional and multi-regional projects

If your project is regional in scope, then you can contact the Industry Council for your province or territory listed at the end of this brochure.

Industry Councils also deliver multi-regional projects, known as Collective Outcomes. These are projects funded by two or more Industry Councils working in partnership to maximize the benefits to the sector beyond the project's province or territory of origin. Collective Outcome projects may, for example, address the needs of a crop concentrated in a specific geographic area or deal with specific weather or pest challenges common to geographic areas.



What are CAAP's principles and criteria?

To be eligible for CAAP funding, all projects must meet the following CAAP principles and criteria.

Program Principles

Funding is conditional on projects meeting the program's objective and the following program principles. Projects must:

- Be consistent with Government of Canada policy directions, including innovation, competitiveness, accountability and sustainable development;
- Fit within the mandate of Agriculture and Agri-Food Canada, as defined under the Department of Agriculture and Agri-Food Act;
- Clearly demonstrate the benefits to Canada's agriculture, agri-food and agri-based products sector and to Canadians;
- Be consistent with Canada's international trade commitments and minimize the exposure to countervail;
- Respect the need for equity among regions and stakeholders;
- Exclude those areas that are solely within provincial and territorial jurisdictions;
- Not replace funding from other federal, provincial, or territorial programs or other sources; and
- Maximize an appropriate cash contribution from industry.

Program Criteria

Funding is conditional on projects adhering to the program's principles and the following program criteria:

- Projects must seize opportunities, respond to new and emerging issues, or pathfind or pilot solutions to new and ongoing issues to help the sector adapt and remain competitive.
- Project proposals must clearly demonstrate the potential for economic viability and longer-term self-sufficiency, where the nature of the project warrants.
- Funding is project-based and will be provided for a limited period.
- Funding will not be provided for activities intended to directly influence or lobby any level of government.
- Funding will not be provided for advertisement, promotion and/or awareness activities that brand one region, commodity and/or product over another.
- Funding will not be used as direct income support.
- Funding will not be provided for ongoing activities, normal operations of organizations or businesses, or normal commercial expansion.
- Funding will not be provided for basic research.*
- Funding is conditional on applicants/recipients meeting all program requirements as well as performance management and audit requirements.

A complete list of ineligible activities is available from the CAAP website.

** Basic research means experimental or theoretical work that is undertaken primarily to acquire new knowledge without a commercial or other specific application in view.*



Where can I get more information?

If you would like more information, please visit our website at www.agr.gc.ca/caap. For general inquiries, or questions relating to the national component of CAAP, you can call 1-877-290-2188 or e-mail caap-pcaa@agr.gc.ca.

Regional inquiries can be directed to the Industry Council for your province or territory:

British Columbia:
**Investment Agriculture
Foundation of B.C.**

250-356-1662
www.iafbc.ca

Alberta:
Agriculture and Food Council
780-955-3714
www.agfoodcouncil.com

Saskatchewan:
Agriculture Council of Saskatchewan Inc.
306-975-6847
www.agcouncil.ca

Manitoba:
Manitoba Rural Adaptation Council
204-982-4790
www.mrac.ca

Ontario:
Agricultural Adaptation Council
519-822-7554
www.adaptcouncil.org

Québec:
**Conseil pour le développement de
l'agriculture du Québec**
450-679-0540, ext 8353
www.cdaq.qc.ca

**Fonds de développement de la
transformation alimentaire**
450-799-3837
www.fdta.qc.ca

New Brunswick:
New Brunswick Agricultural Council Inc.
506-450-3891
www.nbac-canb.com

Nova Scotia:
Agri-Futures Nova Scotia
902-895-4454
www.agri-futures.ns.ca

Prince Edward Island:
PEI ADAPT Council
902-368-2005
www.peiadapt.com

Newfoundland and Labrador:
**Newfoundland and Labrador
Agri-Adapt Council Inc.**
709-747-4874
www.nlfa.ca/aaci.php

Yukon:
Yukon Agricultural Association
867-668-6864
www.yukonag.ca

Northwest Territories:
Territorial Farmers Association
867-874-4706
www.farmnwt.com

Nunavut:
Nunavut Harvesters' Association
867-645-3170
www.harvesters.nu.ca