



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada



THE CANADIAN ADAPTATION AND RURAL DEVELOPMENT

CARD *FUND*

"Changing to Succeed in a New Economy"

**environmental
sustainability**

**market
opportunities**

**human
resources**

**food
safety
& quality**

**research /
innovation**

**rural
development**

Canada



ADAPTING TO **CARD** A CHANGING MARKETPLACE



Started in 1995, the \$60-million-per-year **CARD** fund is the Government of Canada's initiative to foster the increased long-term growth, employment and competitiveness of Canada's agricultural and agri-food industry and agricultural rural areas. **CARD** supports change by providing measures to assist the sector in adapting to structural changes and to capture market opportunities. **CARD's** six adaptation priorities, determined in consultation with industry, include: research/innovation; human resource capacity-building; capturing market opportunities; environmental sustainability; food safety and quality; and, rural development. Programs and projects are delivered through both national programs and industry-led adaptation councils in each territory and province. Creating partnerships and new alliances among industry groups and between industry and government is a key feature of many **CARD**-assisted projects.



CARD recognizes the need for developing a balance among economic growth, food safety and environmental sustainability.

The emerging life sciences economy offers opportunities to address all of these issues.

CARD plays an important role in helping the sector take advantage of these opportunities and thereby contribute to the strength and vitality of Canada's agriculture and agri-food sector for future generations.

The **CARD** approach and its six priorities provides the sector with tools that help generate innovative ideas to capture market-driven growth, based on healthy and safe food and non-food products grown in an environmentally-responsible way.

In the knowledge-based economy, Agriculture and Agri-Food Canada (AAFC) is building bridges to a broader constituency by offering Canadians new opportunities to work together to improve their quality of life through maintaining and enhancing the safety and security of our food system, the health and safety of our natural environment, and the development of innovative products and services.

NATIONAL INITIATIVES

About 60 per cent of CARD funds (\$35M a year) support national initiatives in cooperation with industry groups that benefit the agriculture and agri-food sector and rural communities across the country. For further details on any of the programs and projects listed below, please visit us on the AAFC website or call the National CARD Programs Manager at (613) 759-7215.

- **Aboriginal Farm Business Management Pilot Program (AFBMPP)**
- **Agricultural Environmental Stewardship Initiative (AESI)**
- **Agri-Food Trade Program (AFTP)/Marketing Initiatives**
- **Canadian Agricultural Rural Communities Initiative (CARCI)**
- **Canadian Agriculture Safety Program (CASP)**
- **Canadian Farm Business Management Program (CFBMP)**
- **Canadian Food Safety Adaptation Program (CFSAP)**
- **Canadian 4-H Council**
- **Canadian On-Farm Food Safety Program (COFFSP)**
- **Canadian Young Farmers' Forum (CYFF)**
- **Climate Change Funding Initiative (CCFI)**
- **Climate Change Skills and Knowledge Transfer Program (CCSKTP)**
- **Co-operative Sector Initiative (CSI)**
- **Countryside Canada**
- **DNA Vaccines Project**
- **Farm Consultation Service (FCS)**
- **Farm Debt Mediation Service (FDMS)**
- **Livestock Environmental Initiative (LEI)**
- **Matching Investment Initiative (MII)**
- **Minor Use Pesticides (MUP)**
- **National Environmental Management System Initiative (NEMSI)**
- **National Livestock Identification Initiative**
- **National Organic Accreditation Assistance Program (NOAAP)**
- **Pulse Quality Enhancement Initiative (PQEI)**
- **Research on Employment Practices of Farm Families**
- **Scrapie Research**
- **Sheep Flock Certification Pilot Project**

CARD-SPONSORED ADAPTATION COUNCILS

Adaptation councils in each province and territory ensure that the sector's needs are addressed by providing them with a role in deciding how CARD funds may be used to respond to rapidly changing Canadian and world economies. While these councils have the flexibility within the CARD framework and the six CARD priorities to decide how they are best addressed, they are also accountable for funding decisions and the feasibility of projects. The councils are encouraged to share information with one another and, where appropriate, collaborate on adaptation projects, to optimize benefits from the money allocated.



Further information on provincial and territorial adaptation councils and regional initiatives is available from:

Yukon

Yukon Agricultural Association
(YAA)
2nd Floor, TC Richards Building
202- 302 Steele Street, Box 4703
Whitehorse, Yukon Y1A 3V7
Telephone: (867) 668-6864
FAX: (867) 393-3566
Email: yukonag@internorth.com
Internet: www.yukonweb.com/yaa/

Northwest Territories

Territorial CARD Committee
Box 4386
Hay River, Northwest Territories
X0E 1G3
Telephone: (867) 874-4706
FAX: (867) 874-3641
Email: farmnwt@cancominet
Internet: www.farmnet.com

Nunavut

Nunavut Harvesters' Association
c/o Nunavut Development
Corporation
P.O. Box 249
Rankin Inlet (Nunavut) X0C 0G0
Tel.: (867) 645-3170
FAX: (867) 645-3755
E-Mail: brianz@arctic.ca

British Columbia

B.C. Investment Agriculture
Foundation, P.O. Box 8248
Victoria, British Columbia
V8W 3R9
Telephone: (250) 356-1662
FAX: (250) 953-5162
Email: elaine.burgess@gems8.gov.bc.ca

Alberta

Agriculture and Food Council
1101 - 5 Street, Suite 402
Nisku, Alberta T9E 7N3
Telephone: (780) 955-3714
FAX: (780) 955-3744
Email: info@agfoodcouncil.com
Internet: www.agfoodcouncil.com

Saskatchewan

CARDS Committee of the
Saskatchewan Council for
Community Development
Suite 102, 15 Innovation Boulevard
P.O. Box 21038
Saskatoon, Saskatchewan S7H 5N9
Telephone: (306) 975-6847
FAX: (306) 975-6850
Email: stephenonr@sccd.sk.ca
Internet: www.sccd.sk.ca/cards/

Manitoba

Manitoba Rural Adaptation
Council
802-294 Portage Avenue
Winnipeg, Manitoba R3C 0B9
Telephone: (204) 982-4790
FAX: (204) 982-4794
Email: mracinfo@mrac.ca
Internet: www.mrac.mb.ca

Ontario

Agricultural Adaptation Council
192 Nicklin Road
Guelph, Ontario N1H 7L5
Telephone: (519) 822-7554
FAX: (519) 822-6248
Email:
canadapt@adaptcouncil.org
Internet: www.adaptcouncil.org

Quebec

Conseil pour le développement
de l'agriculture du Québec
(CDAQ)
Maison de l'UPA
555, boulevard Roland-Therrien
Longueuil (Québec) J4H 3Y9
Téléphone: (450) 679-0530
FAX: (450) 463-5214
Email: cdaq@upa.qc.ca
Internet: <http://www.cdaq.qc.ca>

or

Fonds québécois d'adaptation
des entreprises agroalimentaires,
inc. (FQAEA)
9001, boulevard de l'Acadie,
Bureau 200
Montréal (Québec) H4N 3H7
Téléphone: (514) 858-2000
FAX: (514) 858-2016
Email: info@fqaea.qc.ca
Internet: <http://www.fqaea.qc.ca>

Nova Scotia

Agri-Futures Nova Scotia
339 Willow Street
Truro, Nova Scotia B2N 5A6
Telephone: (902) 889-2323
FAX: (902) 889-3715
Email: [vernal.azimuth@ns.
sympatico.ca](mailto:vernal.azimuth@ns.sympatico.ca)

New Brunswick

New Brunswick Agriculture
Council Inc./Conseil Agricole du
Nouveau Brunswick Inc.
P.O. Box/C.p. 5001
381 Killam Drive
Moncton, New Brunswick
E1C 8R3
Telephone: (506) 856-2633
FAX: (506) 869-6650
Email: cardfcadr@nbnet.nb.ca
Internet: [www.nbac-canb.
nbfarm.com](http://www.nbac-canb.nbfarm.com)

Prince Edward Island

PEI ADAPT Council
(Adaptation Development
Agricultural Production
Technology Council)
c/o The Farm Centre
420 University Avenue
Room 103
Charlottetown
Prince Edward Island
C1A 7Z5
Telephone: (902) 368-2005
FAX: (902) 368-2520
(phone first)
Email: adapt.pei@pei.sympatico.ca
Internet: [http://www2.gov.pe.ca/
af/agweb/programs/adapt/](http://www2.gov.pe.ca/af/agweb/programs/adapt/)

Newfoundland and Labrador

Agri-Adapt Council Inc.
P.O. Box 1045
Mount Pearl, Newfoundland
A1N 3C9
Telephone: (709) 747-4874
FAX: (709) 747-8827
Email: fed.agric@nf.sympatico.ca
Internet:
www.netfx.ca/nlfa/aaci_f.htm

CARD OBJECTIVES, PRINCIPLES AND CRITERIA

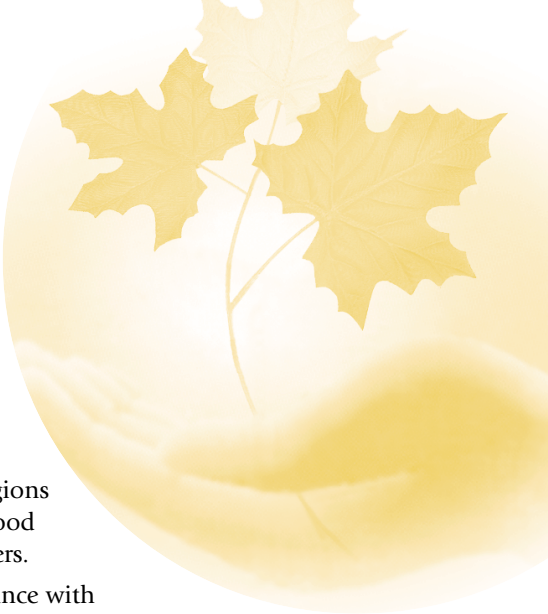
Proposals to access CARD funds, whether from national initiatives or from the industry-led councils in each province and territory, must meet the following requirements.

OBJECTIVES

- Foster increased long-term growth, employment and competitiveness of Canada's agriculture and agri-food industry and agricultural rural areas.
- Support a market-driven policy for the agriculture and agri-food sectors by providing measures, other than income support, to help individuals and firms to adapt to structural change and capture emerging opportunities in the marketplace.
- Promote self-reliance of the agricultural and agri-food sectors.
- Foster greater co-operation, strategic alliances and partnerships among individual companies, segments of the industry and rural stakeholders.
- Focus adaptation measures on the following priorities:
 - capturing marketplace opportunities;
 - maintaining an internationally recognized safe and high quality food supply;
 - accelerating sustainable environmental practices;
 - intensifying the focus on innovation and its adoption as a foundation for competitiveness;
 - strengthening the agriculture and agri-food sector's contribution to rural development; and
 - increasing the sector's human resource capabilities by providing tools and learning opportunities to its members.

PRINCIPLES

- Consistent with overall federal government policy directions, such as employment growth, sustainable development, etc.
- Consistent with Canada's international and domestic trade commitments.
- Consistent with the Charter of Rights.

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- Respect the need for equity among regions and agri-food stakeholders.
 - In accordance with applicable federal acts, regulations, and environmental directives.
 - Within the mandate of Agriculture and Agri-Food Canada.
 - Benefits to the public should exceed the benefits to private individuals and firms.
 - Avoid duplicating, overlapping or replacing federal and provincial programs and delivery mechanisms.

CRITERIA

- Funds should contribute to initiatives which will be economically viable and self-sufficient.
- Funds will not be used as direct income support to individuals or firms.
- Benefits to the industry and public should exceed the costs.
- Funds should be used for programs which benefit the industry as a whole as well as projects aimed at specific local/provincial/regional needs.
- Federal funding should not be considered ongoing but should be provided for a limited period to help the industry and rural stakeholders adapt to structural changes and to capture new opportunities.
- Priority should be given to projects where there is industry direct or in-kind financial support.
- Federal visibility guidelines must be adhered to in all communications respecting federal funding.
- Funding is conditional on recipients establishing a Performance Management Framework.

WHERE CAN I GET

MORE INFORMATION?

General CARD information:
Senior Communications Advisor
(613) 759-1348

To obtain additional copies of the brochure,
call the AAFC Publications Unit, **(613) 759-6610**
or refer to the AAFC Public Information Request Service,
(613) 759-1000.

Also visit us on the AAFC website at:

<http://www.agr.gc.ca/card-fcadr>

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