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Research Branch

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Make it happen with the Matching Investment Initiative

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A perfect fit

You want: To increase your competitive edge.

We want: To help.

The Matching Investment Initiative (MII) springs from the merger of these goals.

A surefire way to boost R&D investment

Agriculture and Agri-Food Canada has put together a deal-making machine that's got win-win written all over it. It's called the Matching Investment Initiative because that describes what it's all about. Here's what we mean.

The **Initiative** part: You have a great idea.

The **Investment** part: You put a buck on the table.

The **Matching** part: We match your buck.*

The **Really Good** part: Your agri-food R&D investment has doubled.

*unless you drown us in an embarrassment of dollars, in which case, see the question, "is there a limit to the amount of funding a project can get?", below.

More good stuff

A collaborative research agreement with us means you can work with some of the world's best scientists to assemble multi-talented, multi-disciplinary research teams. You get access to top notch labs and equipment. National and international research networks can be at your fingertips.

If some of you are wondering what's in it for us at Agriculture and Agri-Food Canada, our goal is to

- strengthen Canadian agri-food technology development and commercialization
- accelerate technology transfer
- increase collaborative research with industry.

Check us out

Look us up on the Internet at http://www.agr.ca/research/mii/make/main.html

MII Frequently Asked Questions

What kind of research is eligible for matching?

First, the research has to fall under the mandate of the participating research establishments. Second, it has to be within what we call our core competence, which means we must have the expertise needed to carry out the project. For example, since Canada doesn't produce crops such as coffee or mangoes, a study

on their agronomic properties wouldn't make the cut, seeing as we don't have that kind of expertise on hand. But a processing study on these commodities is within our range, so would probably be a go. Generally speaking, MII research projects tend to be developmental R&D to help a good idea get to market faster.

How much money are you putting up?

Here's our commitment til the turn of the century:

1995-96	12.5M\$
1996-97	21.6M\$
1997-98	29.5M\$
1998-99	35.2M\$
1999-2000	35.8M\$

So what happens after that? Is it over?

Much will depend on the continued popularity of the MII, but the funding level will probably plateau around the 36M\$ mark.

Is MII funding on a first-come-first-served basis, or will there still be funds available throughout the year?

Since the MII is looking to support the best investment opportunities, and not necessarily the first projects submitted, the timing of submissions shouldn't be a supercritical factor. But it is important to remember the pot has a bottom, and interest in the MII is growing.

I'm already an industry partner who's been collaborating with you on a project for the past couple of years, and we still have a few more years to go before it's over. Can I get MII funding for the balance of the duration?

Although the MII is meant to fund new collaborative initiatives, we will consider re-designed or subsequent phases of ongoing research, especially if additional objectives are included.

I've got some university funding already lined up for my research project. Will you match that, too?

No. We'll only match industry's dollars. But here's something you can do: once our matching funds are in place, you can go to another institution such as a university and say, "look, we've got all this funding in place, how about joining us for an even bigger and better project?" And there are other national programs that you might want to look into as well, such as the National Research Council's Industrial Research Assistance Program (IRAP), and Revenue Canada's Science and Technology Tax Credit. We don't match these, but they will stretch R&D dollars further.

Is there a limit to the amount of funding a project can get?

There's no limit to how much industry can put on the table, but if someone plunks down a whole truckload of cash, there's no way we can match it one-to-one. Our resources are finite and we have to be mindful of equitable distribution across the agri-food sector. But the overwhelming majority of proposals is modest enough to allow full dollar-to-dollar matching.

When we come to the table, do we just bring cash, or are there other ways that we can contribute to the project?

We can match your contributions whether they're cash or in-kind. In-kind contributions include your staff, equipment, land and so on, that are a part of the research project.

How do you figure the value of our in-kind contribution?

The value is generally pegged at fair market value, an estimate of the amount a similar product or service would fetch on the open market.

Do you also factor in-kind contributions on your part?

No, and that's one of the things that makes the MII such a great deal. Our salary and overhead costs are all exclusive of our MII contribution, except if we have to hire people or buy equipment specially for the project. These additional expenses would be factored in to the project budget.

Does the work have to be done in your labs or can it be done elsewhere?

Typically, the work is done in our labs, but other arrangements are possible within the terms of the agreement. But remember, the MII isn't a grant. Regardless of where the work takes place, the funds are administered by the departmental research centre.

At the end of the day, who will own the results of the study?

This can be worked out when negotiating the collaborative research agreement. Ownership, access to and management of intellectual property are all negotiable on a case-by-case basis between the collaborating parties.

We're concerned that if we reveal our trade secrets during the course of the research, they'll become public. Can you assure confidentiality?

Absolutely. Our lips are sealed when it comes to

- your trade secrets
- your confidential data such as financial, commercial, scientific or technical information
- information which disclosure would cause you financial loss or gain, or affect your competitive position
- information which disclosure would interfere with your contractual or other negotiations.

You keep talking about industry. What do you mean by industry?

Our definition of industry is any organization that participates in the marketplace. This includes corporations, firms, consortiums of firms, marketing boards and industry and producer associations.

Is industry from outside Canada eligible for the MII?

The goal of the MII is to boost Canada's competitiveness, but we'll consider proposals from foreign sources if it can be shown that there's a potential benefit to Canada. That would happen if they brought some otherwise unavailable knowledge to the table. Foreign governments and universities are ineligible for matching funding from the MII.

Now back to you

So maybe this is starting to sound interesting. Meanwhile, you've picked up some market signals that have given you an idea. With some R&D, you could capitalize on it. Now what?

Nuts and bolts

The first thing to do is get in touch with the director of the research centre whose line of business most closely fits your needs. Check the list at the bottom for a thumbnail sketch of what goes on and where. Tell the director what you have in mind. If it ties in with the centre's research mandate, the next step is to sit down with the director and staff specialist.

Together you will hammer out a collaborative research agreement outlining the roles and goals of all involved. Once the project gets the green light (no, it doesn't take long), the research goes ahead according to the study's schedule.

Here's a quick overview of the steps to a MII project:

- 1 Contact is made between collaborator and research centre. This can work both ways, as many of our scientists have all kinds of ideas and actively seek industry collaborators.
- 2 The parties draft a collaborative research agreement.
- 3 The collaborator gives the research centre a letter of intent.

- 4 The proposal is reviewed for the official OK. This can take as little as a day for a simple one, with more complex ones getting the go-ahead usually within three weeks.
- 5 The parties sign the collaborative research agreement.
- 6 Industry's funds are deposited into a special purpose account and the MII funds are transferred to the research centre.
- 7 The wheels of science begin to turn.

Who does what, where

We have 18 research centres across the Nation, covering the spectrum of agri-food research and development. Here's a survey of our centres and a thumbnail sketch of their areas of expertise:

Atlantic Cool Climate Crop Research Centre St-John's, Newfoundland

 crop production on mineral and peat soils under cool climate conditions. Programs include forages, vegetables, and native fruit.

CONTACT: Dr. John Richards, Director (709) 772-4619 e-mail richardsj@em.agr.ca

Charlottetown Research Centre Prince Edward Island

 potato management and feed crops. Programs include cereal and forage crops, potato nutrition and protection, soil management and conservation, and swine nutrition.

CONTACT: Dr. David Bailey, Director (902) 566-6800 e-mail baileyd@em.agr.ca

Atlantic Food and Horticulture Research Centre Kentville, Nova Scotia

new cultivars and technologies for horticultural crops.
 Programs include postharvest storage and processing, and nutrition and management of poultry.

CONTACT: Dr. Wade Johnson, Director (902) 679-5333 e-mail johnsonw@em.agr.ca

Fredericton Research Centre, New Brunswick

 new cultivars and technologies for potatoes. Programs include potato gene resources. Also sustainable food production from beef cattle, and soil management and conservation.

CONTACT: Dr. Gilles Saindon, Director (506) 452-3260 e-mail saindon@em.agr.ca

Soils and Crops Research and Development Centre, Sainte-Foy, Quebec

 new cultivars and production methods for forage crops. Also soil and water conservation, and grain production.

CONTACT: Mme. Angèle St-Yves, Director (418) 657-7980 e-mail styvesa@em.agr.ca

Dairy and Swine Research and Development Centre, Lennoxville, Quebec

• animal production. Focus is on dairy cattle, swine, and beef cattle.

CONTACT: Dr. Jean-Marc Deschênes, Director (819) 565-9174 e-mail deschenesjm@em.agr.ca

Horticulture Research and Development Centre Saint-Jean-sur-Richelieu, Quebec

• environmentally sustainable production of vegetables, fruits, and ornamentals.

CONTACT: Dr. Denis Demars, Director (514) 346-4494 e-mail demarsd@em.agr.ca

Food Research and Development Centre Saint-Hyacinthe, Quebec

 food processing of animal and crop products. Also nonfood products and processes.

CONTACT: Dr. Claude Aubé, Director (514) 773-1105 e-mail aubec@em.agr.ca

Pest Management Research Centre, London, Ontario

 alternative protection technologies for tree fruits, vegetables, field crops and ornamentals. Also alternative crop development and soil and water quality.

CONTACT: Dr. Frank Marks, Director (519) 457-1470 e-mail marksf@em.agr.ca

Greenhouse and Processing Crops Research Centre, Harrow, Ontario

 greenhouse and processing crops. Programs include vegetables, oilseeds, protein seed crops, management practices for fine-textured soils, and clonal germplasm preservation.

CONTACT: Dr. Gary Whitfield, Director (519) 738-2251 e-mail whitfieldg@em.agr.ca

Eastern Cereal and Oilseed Research Centre Ottawa, Ontario

 grains and oilseeds for eastern Canada. Also land evaluations, pest diagnostics, and national collections of plants, fungi and insects.

CONTACT: Dr. John Dueck, Director (613) 759-1816 e-mail dueckj@em.agr.ca

Cereal Research Centre, Winnipeg, Manitoba

 wheat and oats for the prairies. Programs include grain storage technology, cereal disease screening, and alternative crops. Also flax, field peas, and germplasm preservation for alternative crops and woody ornamentals.

CONTACT: Dr. Jim Bole, Director (204) 983-0099 e-mail jbole@em.agr.ca

Brandon Research Centre, Manitoba

• sustainable management systems for the parklands. Programs include Black and Gray soils, barley breeding, livestock and pasture management, and manure management.

CONTACT: Dr. Reg Kucey, Director (204) 726-7650 e-mail brc-admin@em.agr.ca

Saskatoon Research Centre, Saskatchewan

 long-term crop research focusing on biotechnology and chemistry. Programs include forages, crop protection, crop processing, and germplasm preservation for oats, barley, oilseeds, proso millet and forages.

CONTACT: Dr. Ashley O'Sullivan, Director (306) 956-7200 e-mail osullivanpa@em.agr.ca

Semiarid Prairie Agricultural Research Centre Swift Current, Saskatchewan

 dryland farming systems. Programs include land resource conservation, cereals, forages, and field crops.

CONTACT: Dr. Wayne Lindwall, Director (306) 778-7211 e-mail lindwallw@em.agr.ca

Lethbridge Research Centre, Alberta

 beef production and quality technology. Programs include sustainable production systems for cultivated land and rangeland for the Dark Brown soil zone.

CONTACT: Dr. Steve Morgan Jones, Director (403) 327-4561 e-mail morganjoness@em.agr.ca

Lacombe Research Centre, Alberta

 meat processing, quality, safety and preservation. Also breeding and crop production for the parklands and northwestern Canada.

CONTACT: Dr. Perry Lidster, Director (403) 782-8100 e-mail lidsterp@em.agr.ca

Pacific Agri-Food Research Centre Summerland, British Columbia

 horticulture and field crop production, processing of plant crops, and biology of plant pathogens. Programs include treefruits, small fruits, greenhouse vegetables, special crops, and forages.
 Also soil resource conservation and poultry production.

CONTACT: Dr. Gordon Neish, Director (250) 494-7711 e-mail neishg@em.agr.ca

Other scientific resources within the MII Program

 Canadian Food Inspection Agency, Science Advisory and Management Division

CONTACT: Dr. Shane Renwick, Chief of Technology
Development
(613) 228-6698
e-mail srenwick@em.agr.ca

Centre de recherches agroalimentaires du Pacifique, Summerland (Colombie-Britanique)

production horticole et culture de grand champ, production végétale et transformation, biologie et agents pathogènes. Les programmes comprennent les fruits aboricoles, les petits fruits, la production de légumes de serres, les cultures de spécialité et les fourrages, la conservation des ressources du sol ainsi que la production de volaille.

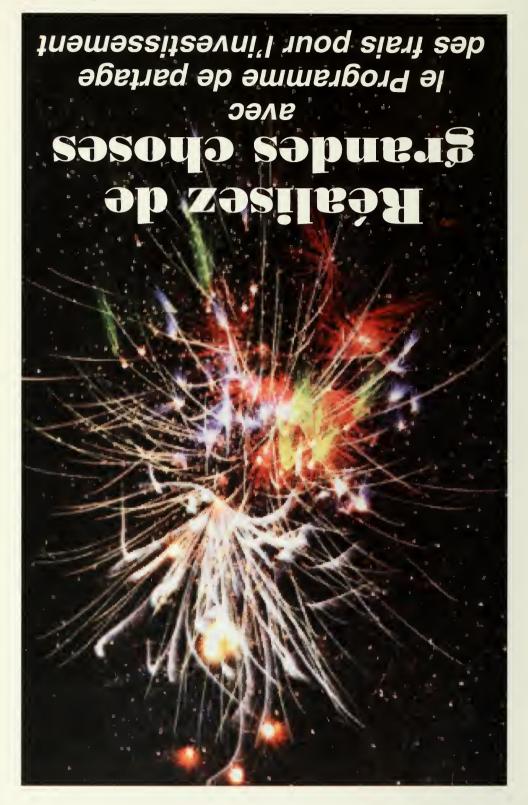
PERSONNE-RESSOURCE: Dr Gordon Neish, directeur (604) 494-7711 C.É. neishg@em.agr.ca

Autres ressources scientifiques dans le cadre

Agence canadienne d'inspection des aliments, Division de la consultation et de la gestion scientifiques

PERSONNE-RESSOURCE: Dr Shane Renwick, chef du développement de la technologie (613) 228-6698 C.É. srenwick@em.agr.ca





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