

The AgriMarketing program under the **Canadian Agricultural Partnership** is a five-year (2018-2023), up to **\$121 M** federal initiative that supports the agriculture and agri-food industry to promote and market Canadian products globally. The program has two components:

- **National industry association:** This program provides support to increase and diversify exports to international markets and seize domestic market opportunities through industry-led promotional activities that differentiate Canadian products and producers, and leverage Canada's reputation for high quality and safe food.
- **Small and medium-sized enterprise:** This program provides targeted support to companies for international initiatives. Under this component, funding will be available to help implement international export plans, which include promotional and market development activities.

DETAILS

The program provides **non-repayable contributions** to projects that focus on **one or more of the following priorities:**

- contribute to the Government of Canada's trade and economic priorities of diversifying markets, increasing annual agricultural exports, and growing Canada's economy
- focus on new or priority markets that align with Agriculture and Agri-Food Canada's and the Government of Canada's international priorities

FUNDING

Up to 50 per cent of total eligible costs

- **national industry association component:** maximum \$2.5 million per year up to \$10 million over five-years. Total government funding (federal, provincial, territorial and municipal or their agencies) will not exceed 85 per cent of total eligible costs
- **small and medium-sized enterprise component:** maximum \$50,000 per year up to \$100,000 over two-years. Total government funding (federal, provincial, territorial and municipal or their agencies) will not exceed 50 per cent of total eligible costs



WHO IS ELIGIBLE?

National Industry Association

Not-for-profit associations in Canada operating on a national, industry-wide or regional basis in the agriculture, agri-food, agri-based products sector, including fish and seafood.

- regional associations must represent significant Canadian production within their sector and demonstrate their ability to deliver a project from a national perspective.

Small and Medium-sized Enterprise

For-profit organizations directly involved in growing, harvesting, processing or otherwise transforming or consolidating their product with up to 250 employees and annual revenues not exceeding \$50 million. Must be independently incorporated, have completed market research, and be export/market ready.

APPLICATION PROCESS

AFTER YOU APPLY, a full review and assessment of your application against the principles and criteria of the program will be carried out.

TIMELINE

Applications are being accepted on a continuous basis until **September 30, 2022**, or until funding has been fully committed.

For more information

National industry associations
agr.gc.ca/agrimarketingNIA

Small and medium-sized enterprises
agr.gc.ca/agrimarketingSME



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