

The AgriAssurance program under the **Canadian Agricultural Partnership** is a five-year (2018-2023), up to **\$74 M** federal initiative to foster public trust by helping industry develop and adopt systems, standards and tools that enable them to make credible, meaningful and verifiable claims about the health, safety and quality of Canadian agricultural and agri-food products and the manner in which they are produced. The program has two components:

- **National industry association:** This program assists not-for-profit industry associations to develop assurance systems, standards or tools, such as food safety, animal and plant health surveillance, animal welfare, environmental sustainability, traceability, quality standards, market attributes, food defense, and system integration. The development and implementation of these tools and systems will help industry maintain and build public trust and consumer confidence in Canadian agriculture and agri-food products.
- **Small and medium-sized enterprise:** This program assists for-profit small and medium enterprises operating in the agriculture, agri-food, agri-based products sector, including fish and seafood, to obtain third-party certification when it is required to meet an export opportunity.

DETAILS

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

- contribute to fostering confidence regarding market attributes and quality standard claims about Canadian agricultural and agri-food products
- focus on new or priority markets that align with Agriculture and Agri-Food Canada's and the Government of Canada's international priorities

FUNDING

- **national industry association component:** 75 per cent of eligible costs; maximum \$1 million per project. 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:** 50 per cent of eligible costs; maximum \$50,000 per project with the total contribution towards all projects not exceeding \$100,000. Total government funding (federal, provincial, territorial and municipal or their agencies) will not exceed 85 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.

- not-for-profit associations in Canada operating on a regional basis may be considered if there is no national representation and if the applicant can 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 ready to enter the market.

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/agriassuranceNIA

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



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