



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Market Development Program for Turkey and Chicken

Applicant Guide

April 13, 2021

Applicant Guide – Market Development Program for Turkey and Chicken

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AAFC no. : 13071E
ISBN : 978-0-660-38429-0
Catalogue no. : A118-63/2021E-PDF

Paru également en français sous le titre
Guide du demandeur – Programme de développement des marchés du dindon et du poulet

For more information reach us at www.agr.gc.ca or call us toll-free 1-877-246-4682.

Purpose of this guide

This guide will provide you with directions and explanations to assist you in completing the project proposal and application form. It is important to follow the processes outlined in this Guide.

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1.0 Market Development Program for Turkey and Chicken

The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) provides Canada access to some of the world's largest agriculture and agri-food markets. However, the CPTPP also increases duty-free imports of turkey and chicken products to Canada. New market entrants of foreign turkey and chicken into Canada are expected to create increased competition for Canadian turkey and chicken primary processors and further processors and in turn affect the demand for turkey and chicken from Canadian farmers.

1.1 About the program

Objective

The objective of the Market Development Program for Turkey and Chicken is to deliver on the Government of Canada's commitment to provide full and fair compensation to supply-managed sectors for market access concessions made under the CPTPP.

The program will help increase domestic demand and consumption of Canadian turkey and chicken products through industry-led promotional activities that differentiate Canadian products and producers from competing imports, and leverage Canada's reputation for high quality and safe food that adheres to strict animal welfare standards and is sustainably farmed.

1.2 Eligible applicants

Given the targeted nature of the program, eligible applicants include:

- Turkey Farmers of Canada
- Chicken Farmers of Canada
- Egg Farmers of Canada
- Canadian Hatching Egg Producers

Eligible applicants must be legal entities capable of entering into legally binding agreements.

1.3 Funding and cost-sharing

Available funding

The maximum Agriculture and Agri-Food Canada (AAFC) contribution for a project will not normally exceed \$5 million per year.

Two funding packages have been created for the following poultry national organizations:

- \$36.54 million for Turkey Farmers of Canada
- \$25 million for Chicken Farmers of Canada

Egg Farmers of Canada and the Canadian Hatching Egg Producers decided not to direct funding to the program.

Cost sharing

Given the compensatory nature of the program, AAFC may provide up to 80 percent funding for eligible project costs. However, a more favourable cost share ratio may be available for specific activities aimed at promoting inclusive marketing and/or encouraging the hiring of diverse Canadians to work on the project. For further details, please refer to [Section 1.5](#) – Supporting underrepresented groups.

You must clearly indicate all sources of funding for the project, including your contribution and other industry and/or partner sources of funding including:

- other federal government departments, agencies and crown corporations
- provincial/territorial governments
- municipal government
- industry and/or partners such as:
 - industry associations and networks
 - businesses
 - academic institutions

Total government funding (inclusive of federal departments, agencies and crown corporations, provincial/territorial, and municipal governments) will generally not exceed 85%. Your portion of the cost-share must be cash contributions. In-kind contributions are ineligible.

What is a cash contribution?

A cash contribution is an expense requiring a cash outlay, by either your organization or by a participant/contributor (such as a partner or other government), during the term of the Contribution Agreement. Specifically, a cash contribution is an expenditure for an eligible project cost incurred and paid for by an applicant's organization, or another project participant.

AAFC will only reimburse cash contributions for eligible project costs that are incurred by an applicant's organization. A cash contribution made by another project participant should be reported as part of the applicant's sources of funding, and must be an eligible project cost.

Eligible costs

All costs claimed or contributed under the program must fall within the program cost categories and respect all limitations, including effective dates of the Contribution Agreement. Please refer to [Section 5](#) of Appendix A: Guide to Developing a Project Proposal, for more details on eligible costs and cost categories.

Ineligible costs

While an expense may fall within a program cost category, there are limitations to the types of expenses which may be claimed. For more information and details on cost categories, eligible/ineligible costs and other limitations, please refer to [Section 5](#) of Appendix A: Guide to Developing a Project Proposal.

For further clarity, ineligible costs include, but are not limited to:

- hospitality, alcohol, entertainment and gifts
- the refundable portion of the GST, HST, value-added taxes or other items for which a refund or rebate is eligible
- cost for activities intended to directly influence/lobby governments
- other costs not specifically required for the project

1.4 Eligible activities

Applicants will submit a multi-year strategy (maximum five-years) with project elements to AAFC for approval. Eligible activities include:

- sector-wide advertising and promotion, including in-store and food service promotions and product demonstrations
- promotional activities that build public trust in Canadian turkey and chicken products including on-farm food safety and traceability programs, animal care programs, environmental sustainability, and benefits of turkey and chicken as healthy protein options
- market research
- development and/or expansion of target audiences
- increasing delivery of current market development activities
- encouraging product development, product testing and research into new innovative processing and packaging technology at the primary and further processing level
- adapting current branding to meet changing consumer expectations

Activities must not promote one commodity over another (e.g., derogatory and/or negative campaigns are not eligible).

Ineligible activities include:

- core business of the organization, including, but not limited to:
 - maintenance/hosting fees of member websites and social media accounts
 - forums and working groups
 - annual, member, and board meetings
- basic and applied research, analysis and development of industry-specific policies not related to market development
- training for consultants or employees

1.5 Supporting underrepresented groups

The program may provide a more favourable cost-share ratio (i.e., 90% Government: 10% Industry) for specific activities aimed at promoting inclusive marketing and encouraging the hiring of diverse Canadians to work on the project. Activities with a more favourable cost-share ratio will be handled on a case-by-case and you will be required to report on these activities and efforts. The majority of the activities within the project will be cost shared at 80% Government and 20% Industry. As such, the total government funding portion under the program will generally not exceed 85% of eligible project expenditures.

1.6 Application deadlines

Applications will be accepted beginning April 13, 2021 until September 30, 2030, or until funding has been fully committed or until otherwise announced by the program. The program ends March 31, 2031.

For information on submitting a project proposal and application form, please refer to [Appendix A: Guide to Developing a Project Proposal](#) and [Appendix B: Guide to Completing the Application Form](#).

2.0 Expected results

The expected results of the program are to increase market development activities to strengthen the domestic market, increase selection of turkey and chicken products to Canadians, strengthen brand recognition and enhance public trust.

Performance indicators, which are used to measure the relevance and effectiveness of both projects and the program, include:

- Number of market development activities approved
- Number of market development activities completed
- Annual percentage change in domestic sales over the life of the program as reported by recipients
- Number of activities aimed at promoting inclusive marketing and/or encouraging the hiring of diverse Canadians to work on the project.

The project proposal must demonstrate how you will address these performance indicators and provide clear defined targets and performance measures. For further details, refer to [Section 4](#) of Appendix A: Guide to Developing a Project Proposal.

3.0 Assessment criteria

Project review

Your application will initially be assessed against the following criteria:

- the application is complete and the proposed project is eligible
- the proposed activities, including expected results, support the program's objective and priorities
- all sources of funding for the project funded under the program are identified

If these criteria are met, a more thorough review of your proposal will be undertaken. This will include:

- reviewing your organization's capacity to deliver the project, taking into consideration your resources and timelines
- ensuring the proposed activities and expenditures are eligible, reasonable and required to meet the project objectives
- evaluating the organization's strategy to help increase domestic demand and consumption of Canadian turkey and chicken products
- evaluating the project's impact to stakeholders and how it benefits the sector
- reviewing your organization's performance on previous projects where you received AAFC funding, including administration of the projects
- assessing the strategic merit of the project and consideration against your organization's notional funding level under the program
- assessing how the activities complement or build on your organization's current marketing activities

AAFC will provide a written decision letter outlining the level of assistance awarded and any other conditions, if applicable.

It is important that each activity and corresponding cost be provided in a manner for an appropriate assessment by AAFC. For further details, please refer to [Section 5](#) of Appendix A: Guide to Developing a Project Proposal.

Project approval

Successful applicants are required to enter into a Contribution Agreement that outlines the amount of funding AAFC has approved towards eligible costs, as well as the applicant's activities, responsibilities and obligations.

Claims for reimbursement

Requests for reimbursement must respect the conditions and limitations set out in the work plan and budget of the Contribution Agreement. All transactions must have acceptable supporting documentation in order to be reimbursed and claims for reimbursement should be provided on a quarterly basis.

4.0 Reporting on your project

AAFC will communicate the level of reporting necessary in writing in advance of signing the Contribution Agreement.

These reports include:

- a) Trip reports: You will be required to provide a trip report for all travel related to the project.
- b) Progress reports: You will be required to provide progress reports describing the activities completed and progress made towards deliverables, as described in the work plan.
- c) Performance reports: You will be also be required to provide performance reports annually and at the end of the project. The reports will track progress against mutually agreed to performance measures as outlined in the Contribution Agreement.
- d) Financial reports: Financial reporting is required with each request for reimbursement of expenditures, in addition to year-end accounting and other financial reports.

5.0 After you apply

Once an application has been submitted, an acknowledgment notice will be forwarded to the applicant. You should not consider an application as submitted to the program until you receive the acknowledgement notice.

Our goal is to:

- acknowledge receipt of your application within two business days
- assess your application and send you an approval or a rejection notification letter within 100 business days of assigning a complete application package for assessment

6.0 Contact information

During the COVID-19 pandemic, you are encouraged to contact us by phone or email for more information on the Market Development Program for Turkey and Chicken.

Telephone: 1-877-246-4682

TDD/TTY: 613-773-2600

E-mail: aafc.mdptc-pdmdp.aac@canada.ca

Mail:

Agriculture and Agri-Food Canada

Market Development Program for Turkey and Chicken

1341 Baseline Road, T7-7-216

Ottawa, ON K1A 0C5

Appendix A: Guide to Developing a Project Proposal

This guide aims to help applicants develop a project proposal when applying for funding under the Market Development Program for Turkey and Chicken. The guide provides a strategic framework for understanding the applicant's market development plan, costs associated with these activities, discerning potential benefits for the sector, assessing associated risks, measuring performance and reporting results to Canadians.

Begin by assessing that your proposed activities meet the eligibility criteria detailed in [Section 1.4](#) of the Applicant Guide.

The proposal may cover multiple years with a maximum of five years. The focus should be on a strategic and concise plan for new market development opportunities, with clear performance objectives and results (including baseline information and targets).

The proposal must also demonstrate that it represents the interest of the whole sector, and should normally be approved by a resolution of the applicant's board of directors (or applicable governance body). Applicants may be asked to provide supporting documentation to that effect.

While a template form has been provided for the budget, you can submit the environmental scan, vision and strategic objectives, project details and work plan in a Word document.

The proposal should follow a standard outline consisting of:

- Environmental scan
- Vision and strategic objectives
- Work plan
- Budget (template form provided)

Don't forget the details...

People not involved in your organization and/or project do not know your project like you do. Therefore, please:

- explain the project in a clear manner, using all available information
- answer the questions (who, what, where, when, why, how, so what)
- explain clearly what the overall project intends to achieve
- provide the level of detail necessary to show how you established your budget

Environmental scan

In this section, you may provide an overview and concise analysis of driving forces impacting the sector’s market opportunities. It is proposed that you use the SWOT model to analyze driving forces in the environment. Strengths and weaknesses are from the internal environment within the sector, while opportunities and threats are from the external environment.

<p style="text-align: center;">STRENGTHS</p> <p style="text-align: center;"><i>Advantages, capability, competitiveness, people, skills, knowledge, profitability, innovative aspects, price, value, etc.</i></p>	<p style="text-align: center;">WEAKNESSES</p> <p style="text-align: center;"><i>Disadvantages, gaps in capability, financials, known vulnerabilities, predictability, deadlines, etc.</i></p>
<p style="text-align: center;">OPPORTUNITIES</p> <p style="text-align: center;"><i>Market development, competitor's vulnerability, trends, innovation, policy, etc.</i></p>	<p style="text-align: center;">THREATS</p> <p style="text-align: center;"><i>Economic, political, legal, environmental, technological, market demand, potential obstacles, labour shortage, etc.</i></p>

Vision and strategic objectives

In this section, you should identify the long-term vision for the sector and strategic objectives for your organization.

The vision will be a broad inspiring statement that will outline the sector's ideal global market position in the period covered by the project proposal. This section should clearly allow Agriculture and Agri-Food Canada (AAFC) to understand your organization's long-term market development objectives for the sector, including how these are planned to be achieved and why.

Work plan

The work plan is an important part of the project proposal for evaluation purposes and should include a description of each of the activities that will be undertaken. It will be assessed to determine if activities have been clearly planned, described, and if they are aligned with the project's objectives and purpose. Funding for each approved activity should be completed within one to five fiscal years, beginning April 1, 2021.

You should summarize the specific activity with detailed information. Your goal is to help the reviewers visualize what you want to do. You can indicate as many types of activities as you feel are necessary to accurately reflect the scope of the project.

For consideration...

When developing your proposal, you should also identify specific activities aimed at promoting inclusive marketing and/or encouraging the hiring of diverse Canadians to work on the project.

Activity Number

Type of activities for consideration within the project proposal include:

- TV commercials
- Radio advertisements
- Print media
- Online promotion
- Social media campaigns
- Food videography promotion
- Recipe development
- Product development, product testing and research into new innovative processing and packaging technology
- In-store product demonstrations
- Hospitality, retail or service sector partnerships
- Direct to consumer advertisement
- Market research

<ul style="list-style-type: none"> • Tradeshows • Workshops, seminars, conferences • Educational and training sessions • Business to business meetings • Other (please specify) 	
The date the individual activity will start: 2021-MM-DD	The date the individual activity will finish: 2021-MM-DD
<p>Describe the activity which clearly outlines what will be undertaken. Here are some things to include in the summary:</p> <ul style="list-style-type: none"> • where and when will the activity take place? • how long will the activity take to complete? • what methods will you undertake to deliver the activity? • what difference will the activity make? • who will benefit? – please provide a description of the participants. • what makes the activity worth funding? <p>Your description should also provide assurances that your activity:</p> <ul style="list-style-type: none"> • makes sense • is likely to be successful and will make a difference 	

Expected results

At least one performance measure and target must be provided for each individual activity. Please select all that apply from the choices below:

Performance measures	Targets	Data sources
<u>Advertising and/or promotion</u> Monitor, track and report on the number of advertising and/or promotion activities undertaken, as well as the results, such as the number of people reached via the promotional activities.	1. Size of reach, circulation or readership <ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 2. # of website, social media views or hits <ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 	Please identify the data source you will use for this indicator (organization project files, statistics Canada, etc...).
<u>Market research, product development, recipe development</u> Monitor, track and report on the number of market research activities	3. Estimated value of market potential <ul style="list-style-type: none"> • Baseline: \$ • Annual targets, by year: 4. # of industry participants using research	Please identify the data source you will use for this indicator (organization project files, statistics Canada, etc...).

undertaken, as well as the results.	<ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 	
<u>Tradeshows, partnerships, and business to business meetings</u> Monitor, track and report on the number of tradeshow activities undertaken, as well as the results.	5. Value of estimated sales <ul style="list-style-type: none"> • Baseline: \$ • Annual targets, by year: 6. # of potential buyers reached <ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 7. # of new leads <ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 	Please identify the data source you will use for this indicator (organization project files, statistics Canada, etc...).
<u>Workshops, seminars, conferences and/or training</u> Monitor, track and report on the number of workshops, seminars, conferences and/or training activities undertaken, as well as the results.	8. # of participants attended <ul style="list-style-type: none"> • Baseline: • Annual targets, by year: 	Please identify the data source you will use for this indicator (organization project files, statistics Canada, etc...).

Budget

Using the budget template provided, please identify the cost items for each individual activity. This should be outlined by fiscal year on separate tabs within the spreadsheet. Any costs incurred before April 1, 2021 and after March 31, 2031 are ineligible for reimbursement.

All costs claimed or contributed under the program must fall within the following cost categories and respect all limitations: 1) Salaries and Benefits; 2) Contracted Services; 3) Other Direct Project Costs and/or 4) Travel. It is possible that there may be multiple entries within each cost category for an individual activity.

Salaries and benefits
Eligible cost items
Salaries and benefits paid to or on behalf of staff to execute activities outlined in the work plan. These costs do not include completing financial or performance reports for the project. <ul style="list-style-type: none"> • This includes Mandatory Employment Related Costs (MERCs), Employment Insurance (EI), Canada Pension Plan (CPP), Quebec Pension Plan (QPP), vacation pay and benefits

- Benefits refer to payments an employer is required to make by virtue of company policy or a collective agreement such as contributions to a group pension plan

Limitations and instructions

- Timesheets must be maintained for employees who work less than 100% of their time on the project
- For further clarification, salary and benefit costs do not include incentive amounts such as performance pay (e.g. bonuses), or benefits that are considered perks, such as a gym membership or parking allowance
- Severances are not eligible
- Benefit costs must not exceed 25% of the eligible salary costs for each employee who works on the project
- These costs do not include salary costs incurred for employees completing financial or performance reports for the project. Those costs are included as part of administration

Contracted services

Eligible cost items

Professional or specialized services for which a contract is entered into, such as:

- consultant/expert services
- interpretation and translation services
- market research
- project management to undertake activities

Limitations and instructions

- A formal contract should be in place with the contractor that includes payment terms and clearly details the deliverables
- Recipients must use a fair and competitive or otherwise justifiable and generally accepted sound business process that results in competent and qualified contractors working on the project
- Advertising and promotional campaigns must be in English and French

Other direct project costs

Eligible cost items

Other costs for project-related deliverables, such as:

- shipping of product samples and marketing materials
- conference fees and registration fees
- marketing costs related to production of materials, documents/marketing plans

- meeting room or booth space rentals, including audio-visual equipment rentals
- costs related to trade show displays (panels, booths, banners, stands, etc.)
- costs of product samples used in events to promote the sector (but not the promotion of a single brand)
- purchase of existing market research information
- advertising costs related to print and electronic media, billboards and posters

Limitations and instructions

- Hospitality is ineligible. The cost of entertainment and gifts (e.g. meals and beverages, banquets, sightseeing tours, prizes and promotional articles to be given away as gifts) cannot be claimed to AAFC or be part of the industry contribution towards project costs
- The value of product sampled purchased from a member and claimed to AAFC should be the member's production costs, not the retail price

Travel

Eligible cost items

Travel costs directly related to the project, such as:

- per diems (accommodations, meals, incidentals and local transportation)
- transportation, such as air, rail and ground transportation

Limitations and instructions

When travel is approved, you may claim expenses using one of the following:

1. Claim actual expenses incurred (less than or equal to the per diem)

OR

2. Claim the established per diem for travel within Canada
 - day trip with no overnight stay: \$70 CAD/day
 - multi-day trip with overnight stays: \$300 CAD/day

- The per diems will contribute to covering the costs for daily accommodation, meals, local or in-city transportation (buses, taxis, vehicle rentals, etc.), ground transportation, including parking, to and from the public carrier terminal, entry documents, including passports and visas, insurance (all types), vaccinations and incidentals (personal phone calls, laundry, gratuities, currency exchange fees, etc.) for individual travel
- For multi-day trips, the day of departure and day of return is eligible for the overnight per diem rate

- The recipient may claim cost for air, rail and ground transportation (to an out-of-city destination i.e. more than 50km (100km roundtrip) outside of the city) for individual travel as follows:
 - a. private vehicle: kilometric rates (\$0.55/km) as well as costs for parking at the destination. Private vehicle is not to be used if more expensive than rental, rail or air
 - b. rental vehicle: the cost for a mid-size vehicle (or the cost of a larger vehicle, based upon factors such as, but not limited to, safety, the needs of the traveler, and the bulk or weight of goods transported), gas, and parking at the destination
 - c. air: economy airfare rate only for all travel (not Business or First Class). Bookings should be made during the effective dates of the Contribution Agreement. Seat selection and baggage costs are eligible. If a higher class is purchased, proof of the flight's economy rate must be obtained for reimbursement purposes
- Alcohol, entertainment, and gifts are ineligible

Administrative costs

Eligible cost items

- Administrative costs are organizations' fundamental operational expenses not directly related to undertaking the proposed project activities but necessary for the organization to manage activities outlined in the work plan and to administer the reporting requirements of the contribution agreement, including project management costs.
- This will be calculated automatically at a flat rate of 10% based on the total activity costs in the budget. The flat rate will cover costs of project management and administrative staff salaries (managing and reporting), use of office accommodations, use of office equipment and use of office materials. The following list includes costs that would be covered in the flat rate. These costs cannot be charged under other cost categories.

Administrative costs means costs related to the administration of the contribution agreement, such as:

- project management costs: management and administrative staff wages not working on outcome of projects, including those who negotiate service contracts, pay the invoices, manage the project budget, monitor and/or prepare the claims and any financial or progress/performance reports for the project
 - salaries, Mandatory Employment Related Costs (MERCs), and benefits and/or contract services
 - administrative office supplies and expenses:
 - basic telephone fees (including fax lines) and cell phones
 - hydro

- materials and office supplies (for example, pens, pencils, paper, envelopes, cleaning supplies, subscriptions)
- monthly internet fees
- postage and courier fees
- office equipment (for example, computers, printers, photocopiers)
- office space (rent) and related utilities, maintenance and property taxes
- audit fees
- bank fees
- insurance (fire, theft, liability)
- legal fees
- administrative information technology products and services, including maintenance
- other overhead type expenditures relating to the organization's office

Limitations and instructions

- Do not include administration costs in your application; the budget template will calculate it automatically at a ten percent flat rate. This flat rate has been developed to represent the cost of undertaking the administration functions of the contribution agreement
- To ease administrative burden, these costs do not need to be detailed at the time of application and will not be negotiated or need to be validated when submitting a claim. You may also choose to not claim administrative costs, and opt-out of the flat rate
- These costs will be funded at the approved program cost-share ratio

NOTE: You are still required to keep all documentation of these costs. If you are subject to an audit, you will need to supply the supporting documents at that time.

Application package

The following documents are required to form a complete application package:

- application form (completed and signed)
- project proposal (including the environment scan, vision and strategic objectives, work plan, expected results and budget)
- copy of certificates or articles of incorporation
- copy of audited financial statements for the last two years
- a current listing of all your organization's members
- project endorsement letters/letters of support (if available, not a requirement)

Your application cannot be considered until the documentation listed above has been submitted to AAFC. An incomplete package will not be processed until all documents have been received.

Important information

In response to the COVID-19 pandemic, the Government of Canada, as well as many provinces and territories, have established guidance on discretionary travel and public health orders [restricting gatherings/events of different purposes and sizes in order to contain COVID-19 spread](#). These measures remain in effect until further notice.

AAFC will be considering COVID-19 restrictions during the review of project proposals under the Market Development Program for Turkey and Chicken.

Please contact Program Officials if you would like to discuss your plans during the COVID-19 pandemic.

Appendix B: Guide to Completing the Application Form

The following aims to help you complete the Application Form for the Market Development Program for Turkey and Chicken. This will provide Agriculture and Agri-Food Canada (AAFC) with a general overview of your organization. Comprehensive project and budget details are to be outlined in your project proposal.

Applicant information

AAFC will use the information you provide in this section to establish your organization's identity and assess its eligibility to the program.

1. Organization type

Please see [Section 1.2](#) of the Applicant Guide to determine if you are eligible to apply under this program.

2. Organization identification

Legal name

Your organization's legal name, as it appears in legal documents, such as articles of incorporation, certificate of incorporation, etc.

Operating as (if used)

Enter the name under which your organization operates, if that name is different from its Legal Name.

Canada Revenue Agency (CRA) business number

A CRA business number is a nine-digit number that gives each registered business its own unique identifier. If you do not have a CRA Business Number, or do not wish to share it at this time, enter nine zero's (i.e. 000000000).

3. Primary contact

Enter the contact information of the person in your organization who is responsible for responding to inquiries regarding this application.

4. Project contact

If your project is approved for funding, this is the person who will be liaising with AAFC during the project. This person can be the same as the Primary Contact.

5. Mailing address

Provide the complete address of your organization's headquarters.

6. Primary project location

The location where the project will take place other than your organization's headquarters, if applicable. If you have multiple project locations, the primary location is the one with activities associated to the largest portion of the budget.

Organizational capacity

AAFC will use the information you provide in this section to understand more about your organization and to assess your ability to carry out this project.

7. How many employees work for your organization?

Include the number of all full-time and part-time employees on your organization's payroll. Do not include contractors.

8. Describe your organization

Provide your organization's mandate and priorities. Include a brief history of your organization including any significant changes in the past two years (e.g. a significant increase/decrease of staff, changes to executive leadership, including the Board of Directors, a change in mandate, etc.).

9. Does the mandate of your organization focus directly on any of the following groups?

This question is for statistical purposes only, and will not affect the outcome of your assessment.

Indigenous

Individuals who are:

- registered on a band list
- registered as an Indian under the *Indian Act* living both on or off reserves
- Métis
- Inuit

or, Indigenous communities and governments such as:

- band and tribal councils
- governments of self-governing First Nations
- local governments of Inuit communities
- Métis organizations

Persons with disabilities

The *Employment Equity Act* defines persons with disabilities as persons who have a long-term or recurring physical, mental,

sensory, psychiatric or learning impairment and who:

- a) consider themselves to be disadvantaged in employment by reason of that impairment, or
- b) believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment

Includes persons whose functional limitations owing to their impairment have been accommodated in their current job or workplace.

Visible minorities	The <i>Employment Equity Act</i> defines visible minorities as persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.
Women	Individuals who are born female or who identify as female.
Youth	Individuals aged 30 and under.
Not applicable	Use this selection if the mandate of your organization doesn't focus on any of the above-listed groups.
Decline to identify	Use this selection if the mandate of your organization might focus on one of the above groups, but you do not want to disclose that information at the time of your application.

10. Previous funding

Please identify if your organization has previously received funding from AAFC. If yes, list the program(s) from which you've received funding and the project numbers.

11. Capacity to deliver this project

This section should answer the following questions:

- How difficult or complex is the project? How will activities be achieved?
- Has your organization managed projects on a similar scale to this project?
- What management controls, human resources and technical capacity do you have to ensure the proposed project will be successful?
- How will you ensure that you report regularly and accurately on the progress of the project against your work plan and budget forecasts?
- What financial controls will you have in place to ensure proper financial management of the project?
- How will you ensure that expenses submitted to AAFC are accurate and can be properly assessed to determine eligibility?
- Has your organization previously received funding from the Department? If so, can you briefly describe the past projects and their results?

Project information

AAFC will use the information in this section, in association with your project proposal, to do a full assessment of your project.

12. Project title

Provide a short, descriptive project title that accurately reflects the activities and results of the project.

13. Planned start date

Enter the date that the project will begin.

14. Planned end date

Enter the date that the project will finish.

15. Total estimated eligible costs

Enter the total of the eligible costs submitted within the budget of this project.

16. Total funding requested from AAFC

Enter the amount of funding being requested from AAFC as part of this project.

17. Project objective

Provide a concise summary of your project. The project objective is the “what” of the project. The objective should answer what will be accomplished through this project and also what will your organization be asked to report against once the project is completed. How would you describe your project in an “elevator pitch” or on social media? Please note that if your project is chosen for funding, this summary will be published on the Government of Canada websites.

18. Project purpose

The project purpose is the “why” and the “how” of the “what” that was outlined in the previous section. This is where you identify the industry needs or gaps your organization is trying to fill by taking on this proposed project (why), as well as how you are going to achieve this. Include an overview that will lead into the work plan section of the project proposal, detailing the actual activities. Finally, this is where you link your project to the program objective which can be found in [Section 1.1](#) of the Applicant Guide.

19. Environmental considerations

AAFC and AAFC projects must comply with the *Impact Assessment Act (IAA)*. If a proposal is in relation to a “project” on federal land, then the IAA might apply. To help AAFC make this determination, indicate whether the proposal is a “project” on federal land.

A. Is your proposal a “project” on federal land?

“Federal land” includes crown land, land that belongs to Her Majesty, waters on those lands, and reserve lands.

A “project” means a physical activity (e.g. construction, installation) carried out in relation to a human-made structure, with a fixed location. Examples of projects include the construction or expansion of a building, installing a concrete pad or permanent irrigation system, or any other activity related to a permanent, human-made structure.

(1) Asks if the proposal is on federal land? (2) Asks if the proposal relates to a “project”? If the answer to 1 and 2 are YES, the proposal is related to a “project” and is taking place on federal land, further assessment is likely required by AAFC.

If the answer to 1 or 2 is NO, it is likely the proposal does not require further assessment. Examples would be:

- the proposal is not related to a “project”, and is not taking place on federal land.
- the proposal is related to a “project”, but is not taking place on federal land.
- the proposal is on federal land, but is not related to a “project”.

If you are unsure about the answers to 1 and 2, AAFC can provide assistance.

Project data collection

AAFC is committed to the fair and transparent distribution of program funds. We will be using the following questions for reporting purposes only; answers will not directly affect the outcome of your project’s assessment.

20a. North American Industry Classification System (NAICS)

NAICS is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States.

AAFC has selected the NAICS identifier that best suits this program for reporting purposes, 1123: Poultry and egg production.

20b. Select any of the following groups who will directly benefit from the intent of this project's activities (select all that apply):

Definitions are the same as those listed above in Question 9.

20c. Official languages

AAFC is committed to enhancing the vitality of official language minority communities (OLMCs), supporting and assisting their development, and promoting the full recognition and use of both English and French in Canadian society.

- If approved, would your project activities reach an audience of BOTH English-speaking and French-speaking individuals or groups?

OLMCs consist of Francophones outside Quebec and Anglophones in Quebec. These communities are often represented by provincial and regional organizations.

- If approved, would your project activities specifically target an official language minority community (French-speaking people outside Quebec or English-speaking people in Quebec)?

When it is determined that projects under this program involve activities related to the development and transfer of knowledge and may have an impact on OLMCs or promote the use of English and French, AAFC will include appropriate linguistic commitments in agreements with your organization and ensure that additional expenses incurred as a result of these commitments are considered eligible for contribution funding.

Activities can include, but are not limited to Communications:

- project web pages and/or project social media account(s) produced and maintained in both official languages
- project materials offered in both official languages (brochures, kits, handouts, newsletters, reports, etc.)
- project-related advertisement in OLMC media (newspapers, radio, social media)

If funded, your organization may be required to publicly acknowledge AAFC's support for the project. In these cases, the department may request that such acknowledgments include text in both official languages. Applicants are also encouraged to complete an OLMC self-identification section in the application form to help AAFC collect information on whether applicants are a member of an OLMC to tailor future communications activities.

Declarations

21. Unpaid debts to the Government of Canada

The recipient of AAFC funds must declare any amounts owing to the Government of Canada. Any amounts due to the recipient under AAFC programs may be set off against any such amounts owing to the Government of Canada under any agreement or any legislation with the Government of Canada.

22. Lobbying activities

The applicant must ensure that a person lobbying on behalf of the applicant is registered and in compliance with the Lobbying Act. More information on the obligations in the Lobbying Act can be found on the website of the Commissioner of Lobbying of Canada (<https://lobbycanada.gc.ca/en/>).

23. Conflict of interest

Current or former public servants or public office holders are required to avoid conflict of interest situations while employed by the federal government, and for a period of time following their service.

By signing the application form, the Applicant acknowledges that any individuals who are subject to the provisions of the *Conflict of Interest Act*, the *Values and Ethics Code for the Public Sector*, the *Conflict of Interest Code for Members of the House of Commons*, any applicable federal values and ethics code or any applicable federal policy on conflict of interest and post-employment shall not derive any direct benefit resulting from this application unless the provision or receipt of such benefit is permitted in such legislation, policy or codes.

24. Consent for use, disclosure and copyright

Personal information will be treated and disclosed in accordance with the [Privacy Act](#). You have the right to access your personal information held by AAFC and to request changes to incorrect personal information by contacting the AAFC Access to Information and Privacy Director at aafc.atip-aiprp.aac@canada.ca. For more information about AAFC's privacy practices, you may refer to the following Personal Information Banks: Public Communications PSU 914 and Outreach Activities PSU 938. Business information will be disclosed only in accordance with the provisions of the [Access to Information Act](#). Information on the *Privacy Act* and the *Access to Information Act* is available at the following website: <http://laws.justice.gc.ca>. For further information about these Acts please contact the Access to Information and Privacy Director at aafc.atip-aiprp.aac@canada.ca.

Copyright permission

AAFC may disclose, reproduce and distribute any part of or the whole of the documentation provided in or with the Application Form, within AAFC and to its authorized third parties, including other Government Departments and agencies, for purposes consistent with the receipt, assessment and subsequent treatment of the Application.

Signature

Please sign and date the application form. The representative must be duly authorized to sign the project application form on the applicant's behalf.