



Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

AgriCompetitiveness Program Applicant Guide 2025



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada

AgriCompetitiveness Program - Applicant Guide

© His Majesty the King in Right of Canada, represented by the Minister of Agriculture and Agri-Food (2025).

Electronic version available at

www.agriculture.canada.ca/en/programs/agricompetitiveness

Catalogue No. A115-17E-PDF

ISSN 2561-6021

AAFC No. 13257E

Paru également en français sous le titre :

Programme Agri-compétitivité - Guide du demandeur

For more information reach us at www.agr.gc.ca or call us toll-free 1-855-773-0241.

Table of Contents

1. What this program offers	4
Program objectives	4
Funding.....	5
Cost-sharing.....	5
2. Eligibility.....	7
Eligibility checklist	7
Ineligible applicants.....	7
Eligible activities.....	8
Eligible costs	10
3. Before you apply.....	12
Sources of funding	12
Program costs.....	12
How we assess your application	12
Considerations	15
4. How to apply	16
5. Complete the application and apply.....	18
1. Project information	18
2. Organization or business.....	25
3. Project team	30
4. Activities	30
5. Funding sources.....	43
6. Budget summary	44
7. Documents	44
8. Contacts	45
9. Declarations	47
10. Review and submit.....	47
6. After you apply.....	48
1. We'll send you an acknowledgement notice.....	48
2. We'll verify your application	48
3. We'll assess your application	48
4. We'll send you a contribution agreement	49
Reports you must provide	49
Service standards	49
Contact information.....	50

1. What this program offers

The AgriCompetitiveness Program is a \$25.7-million program under the [Sustainable Canadian Agricultural Partnership \(Sustainable CAP\)](#).

Program objectives

If you receive funding, you'll work to meet the program objectives

- encourage projects that aim to increase sector development of environmental information and benchmarking
- help industry-led efforts to provide information needed to build capacity and enhance the sector's development
- support sector-led activities such as producer-oriented seminars and conferences that identify industry best practices and build the capacity of the sector to allow agri-businesses to transition, adapt, and improve their profitability by nurturing entrepreneurial capacity and cultivating industry leadership
- provide targeted support to national domestic agricultural fairs and exhibitions to support projects that:
 - promote awareness of mental health, farmer wellbeing, best management practices, and farm safety
 - enhance awareness of the Canadian food system and agricultural practices
 - raise awareness of careers in the Canadian agriculture and agri-food sector
 - help industry develop capacity throughout the sector and facilitate the sharing and expansion of skills, knowledge, and best practices among industry members
 - engage with Indigenous Peoples and other underrepresented and marginalized groups by taking into consideration the unique perspectives, priorities and challenges facing these populations and activities that emphasize inclusivity and diversity within the sector

The program will prioritize projects that develop sector capacity, build public trust and are national in scope with a broad focus spanning the agriculture industry.

Funding

If you receive funding, Agriculture and Agri-Food Canada (AAFC) may contribute a total up to \$1,000,000 per year or a maximum of \$5 million toward your project(s) over 5 years.

The maximum AAFC contribution for a project undertaken by a national fair to carry out awareness or educational activities during the fair will normally not exceed \$100,000 per year or a maximum of \$500,000 over 5 years.

Cost-sharing

Contributions toward eligible costs will normally be shared between AAFC and you as follows:

- AAFC — a maximum of 70%
- You — a minimum of 30%

Your portion of the cost-share can be a combination of both cash contributions¹ and in-kind contributions.² In-kind contributions can only account for a maximum of 15% of total eligible costs to complete the project.

If you're an Indigenous applicant and would like more information about program funding, please contact the Indigenous Pathfinder Service by email at aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca or telephone: 1-866-367-8506.

¹A cash contribution means the cash provided by either your organization or by a participant/contributor (such as a partner or other government) secured by your organization for the project and used during the life of the project to pay for eligible costs for goods and/or services required to complete project activities. To be considered a cash contribution to the project, the funds must be used to pay for eligible costs.

² In-kind means the fair market value of goods and/or services that are contributed to a project's eligible costs and require no outlay of cash by your organization or by a participant/contributor (such as a partner

or other government). If your organization does not pay for goods and/or services required for a project, the values may be shown as in-kind contributions. Any in-kind contributions must be made toward eligible costs, be essential to complete project activities, achieve project results, and would otherwise have to be purchased or paid for by your organization. These contributions will not be reimbursed by AAFC.

Examples of potential in-kind contributions:

- equipment required for the project (with a useful life in excess of 1 year and a per item cost greater than \$10,000) is already owned by you or was donated or loaned by a participant/contributor
- an inspection required for the project, is donated without charge by a participant/contributor

We reserve the right to make the final determination of the eligibility and value of in-kind contributions, to disallow expenditures, and reduce the funds. To avoid a situation where in-kind contributions may later be deemed ineligible or incorrectly valued, associations are advised to contact AAFC program staff early in the process to confirm the eligibility and valuation of an in-kind contribution.

2. Eligibility

Check if you meet the criteria to apply.

Eligibility checklist

You must meet all of the following criteria to be eligible.

- You're one of the following organization types
 - **Not-for-profit organization:** Organizations that operate solely for social welfare, civic improvement, pleasure or recreation, or any other purpose except profit. They may include:
 - association of workers and/or employers³
 - local community, charitable, or voluntary organization
 - corporation
 - **Not-for-profit Indigenous (First Nation, Métis, Inuit)⁴ organization:** A First Nation, Inuk (Inuit) or Métis organization. They may include:
 - First Nations, Inuit or Métis community and/or government⁵
 - First Nations, Inuit or Métis association
 - First Nations, Inuit or Métis not-for-profit organization
- You demonstrate the ability to deliver a national and/or agriculture and agri-food sector-wide project that includes, but is not limited to, showing how you can:
 - encourage participation from relevant industry stakeholders in the project development and/or implementation
 - implement the project nationally
 - gather support and buy-in from relevant industry stakeholders in the proposed project through support letters
- You're a legal entity capable of entering into legal binding agreements

Ineligible applicants

Ineligible applicants include:

- commodity organizations
- for-profit organizations
- individuals

Eligible activities

There are 5 types of eligible activities.

- Building skills, tools, knowledge, and best practices among industry members
- Helping the sector build leadership and facilitate knowledge transfer
- Increasing business management and planning capacity within the sector
- Promoting farm safety
- Increasing public trust

We reserve the right to prioritize submitted activities.

Building skills, tools, knowledge, and best practices among industry members

Examples:

- dissemination and expansion of skills, tools, knowledge and industry best practices
- development of tools to facilitate the implementation of business and strategic plans
- development of risk management tools
- development or refinement of assessment and planning capacity in the industry, including environmental information and benchmarking analyses

Helping the sector build leadership and facilitate knowledge transfer

Examples:

- development of leadership and entrepreneurship throughout the sector for youth, new entrants and young producers
- organization of events, conferences, workshops and training
- communications, including editing of websites and newsletters to develop, share, and disseminate information regarding industry best practices, farm business management, mental health, farm safety, and agricultural awareness

Increasing business management and planning capacity within the sector

Examples:

- development and dissemination of new farm management information, resources, tools, publications
- expansion of awareness of farm management practices, business management, assessment and planning capacity
- building of capacity and leadership through outreach, networking and training
- organization of producer-oriented workshops, seminars, conferences, and information sharing to increase business skills
- strengthening the ability of businesses in the sector to manage transformation, respond to change and adopt innovation and risk management tools in their business operations

Promoting farm safety

Example:

- development, dissemination and promotion of mental health strategies, farm safety information, resources and tools to help producers, their families and their workers make farms a safer place to live and work

Increasing public trust

Examples:

- creation and dissemination of generic agriculture awareness material to increase consumer education and awareness which will contribute to public confidence in Canada's food production systems and promote public trust
- promotion of public trust with national consumer education of the Canadian food system, agriculture practices, and careers in the Canadian agriculture and agri-food sector
- educational elements undertaken at large national domestic agricultural fairs and exhibitions (such as, the Royal Agricultural Winter Fair, Canadian Western Agribition, Farmfair International, Calgary Stampede), which help advance the Government's priority of raising awareness of Canadian agriculture

Eligible costs

Note: Costs you incur prior to AAFC approval or the project start date may not be reimbursed by AAFC, and you may be solely responsible for those costs.

Eligible costs are project expenses, claimed or contributed, that fall within the set program cost categories and respect all program limitations. To be considered eligible, all costs must be:

- included in the project application form budget
- related to the activities included in the work plan
- fall within the work plan activities timeframe
- fall within the effective dates of the [contribution agreement](#)

For more information, refer to [Eligible costs \(Complete the application and apply\)](#).

Expected results

Your application must show how the activities support the following specific outcomes and outputs.

The expected outcome of the program is an agriculture and agri-food sector which has an increased level of entrepreneurial skill, knowledge and awareness of issues, and best practices. This will ultimately help the sector to:

- leverage and coordinate existing capacity
- transition and adapt to changing requirements and conditions
- seize new opportunities

The program will help producers and agri-businesses, including new entrants, become aware of business management strategies and tools. With training and the necessary tools, the sector will have the ability to adapt to emerging issues (for example, regulatory challenges, sustainability and market opportunities), and advance economic growth. An additional focus of the program is to enhance the entrepreneurial capacity and business skills among industry members.

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

- number of participants reached through the capacity building activities supported by the program (for example, number of attendees to management seminars, students participating in classroom activities, and others)
- number of capacity building tools, activities, events, etc. supported by the program
- increased sector participation rate for projects aimed at building skills and increasing capacity

³ Associations should operate on a national basis. Consideration may be given to regional not-for-profit associations, where there is no representation at the national level, if you can demonstrate the ability to deliver a project that is national in scope.

⁴ Agriculture and Agri-Food Canada is committed to engaging and fostering meaningful relationships with Indigenous Peoples (First Nations, Métis and Inuit). Recognizing that Indigenous Peoples have unique and diverse realities, perspectives and needs associated to agriculture and agri-food, the program was designed to be inclusive of Indigenous groups.

If you are unsure whether the program is the right fit for your Indigenous group, the Indigenous Pathfinder Service can help you navigate information, tools, and programming available to start or expand activities in the agriculture and agri-food sector.

For more information, you can contact the Indigenous Pathfinder Service directly by email at aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca or telephone: 1-866-367-8506.

⁵ Indigenous government is an Indigenous group with a signed self-government agreement or modern treaty, such as a Tribal Council.

3. Before you apply

Review and consider the following information before you apply.

Sources of funding

You must clearly show all sources of funding for the project, including your contribution as well as those from other sources:

- other federal government departments⁶
- provincial/territorial governments⁶
- municipal administrations⁶
- industry and/or partners such as:
 - industry associations and networks
 - businesses
 - academia

Program costs

Program costs can be eligible as of April 1, 2026. However, any costs incurred before we deem your application complete, or before April 1, 2026, are ineligible for reimbursement, nor will those be considered part of your cost-share.

How we assess your application

We'll review your application for eligibility, appropriateness, and relevance to the sector. You must prove that each activity and corresponding cost meet each of the following criteria in a manner that allows us to do an appropriate assessment. For detailed information, please refer to [Complete the application and apply](#).

Project proposals must be related to delivering national services and/or products in one or more of the areas that develop agri-businesses entrepreneurial capacity, including:

- building skills, knowledge and best practices
- building sector leadership and knowledge transfer within the agriculture and agri-food sector

- increasing business and risk management capacity
 - promoting farm safety and mental health
 - increasing Canadian agriculture awareness and public trust
1. Your application will be reviewed against the following criteria:
 - the application is complete and the proposed project is eligible
 - the proposed activities, including expected results and outcomes, support program objectives and priorities
 - all sources of funding for the proposed project to be funded under this program are identified
 2. If the above criteria are met, a more thorough review of your application will be done to assess the following criteria:
 - your organization's capacity to deliver the project, taking into consideration your resources, timelines, and previous history with AAFC programming
 - the degree to which your proposed project can demonstrate a current or potential opportunity or need
 - the proposed activities and expenditures are eligible, reasonable and required to meet the project objectives
 - the project's linkages to building sector capacity, growth and leadership
 - the evaluation of the project's impact to stakeholders and how it benefits the sector
 - the technical merits of the proposal and its potential risks
 - the potential for the proposed project to achieve government priorities (for example, diversity and inclusiveness, sector sustainability, advancing economic growth and building public trust)
 3. The assessment process will determine an appropriate level of funding for approved projects. This will be based on the:
 - scope and duration of your project
 - reasonableness, fair market value, and value for money of proposed eligible expenses
 - importance of proposed eligible activities for greater impact to the sector

- reasonableness of the overall projected cost of eligible expenditures given the projected outcome(s)
- other sources of funding
- your due diligence to obtain and provide performance reports

Please note that even if a project meets all eligibility criteria, the submission of an application creates no obligation on the part of the Minister or of Agriculture and Agri-Food Canada officials to provide funding for the proposed project. The Minister retains discretion to determine, based on other public policy and public interest considerations, whether an application that meets the criteria identified in the guide will ultimately receive funding.

Provisional program information for Indigenous Recipients

As part of the contribution agreement, there may be flexible contribution agreement provisions for unique cultural and customary activity costs associated with Indigenous recipient delivered projects.

Additional provisions may be applicable to Indigenous Recipients only under the following circumstances:

- Nature and Type of Activities for Indigenous Recipients
- Nature and Type of Expenditures for Indigenous Recipients
- Additional Stacking Provisions for Indigenous Recipients
- Basis of Payment for Indigenous Recipients

In addition to the default basis of payment requirements, contribution funding for Indigenous recipients with multi-year agreements may be provided in the form of flexible contribution funding. In addition, recipients receiving flexible funding will be carefully assessed to ensure their capacity (for example, governance structure, organization, and financial and administrative experience) to fulfil the terms of the agreement, as well as their capacity to manage funds with additional flexibilities.

If you're an Indigenous applicant and would like more information about the application and assessment process, please contact the Indigenous Pathfinder Service by email at aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca or telephone: 1-866-367-8506.

Considerations

M-30 Act (Quebec organizations only)

The Province of Quebec's M-30 legislation may apply to Quebec-based applicants only.

It is the *Act Respecting the Ministère du Conseil exécutif* (R.S.Q., c. M-30).

More information on the act is available online or by contacting the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation at dpci@mapaq.gouv.qc.ca.

All Quebec-based organizations will have to address this matter and demonstrate their compliance with the act during the application assessment process, and prior to entering into a contribution agreement.

Intellectual property

If your project is approved for funding, the [contribution agreement](#) will contain an intellectual property clause confirming that the title to all intellectual property in any materials created or developed by or for the recipient under the agreement will be owned by the recipient or a third party. However, the recipient must grant to AAFC the right to utilize any material or information produced, for AAFC and other Government of Canada purposes.

⁶ Total government funding (inclusive of federal departments, agencies and crown corporations, provincial/territorial, and municipal governments) should not exceed 85% of total project funding.

4. How to apply

Complete and submit your application

1. [Access your program information](#)
2. Choose a secure sign-in method
3. Sign in (or Sign up)
4. Start a new application process
5. Complete the AgriCompetitiveness Program Application Form
6. Download the following forms to your computer
 - **Required:** Detailed Project Budget
 - **Required:** Strategic Plan for AgriCompetitiveness Program Proposal
7. Complete and save the forms on your computer
8. Upload the completed forms and the following documents
 - **Required:** Copy of the organization's Certificates or Articles of Incorporation
 - **Note:** not required for First Nations and Band Councils – options for other Indigenous applicants:
 - Director's resolution
 - self-government agreement or modern treaty agreement
 - legal document stating they are a legal entity
 - **Required:** Copy of the last 2 years' financial statements
 - **Required:** Executive Summary
 - **If applicable:** Project Endorsement Letters / Letters of Support
9. Complete the application details
10. Submit your complete application

If you're an Indigenous applicant and would like more information about the application and assessment process, please contact the Indigenous Pathfinder Service by email at aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca or telephone: 1-866-367-8506.

For details about the application form, refer to [Complete the application and apply](#).
If you have any trouble when you complete or submit the application, please contact
the [AAFC Contact Centre](#).

5. Complete the application and apply

Agriculture and Agri-Food Canada (AAFC) uses the information you give in the application form to determine whether your project is eligible.

The application form has 10 sections to be completed.

How to complete the application.

1. Project information

We'll use the information provided in this section, along with the details of your project's activities and budget, to determine the eligibility of your project.

Project overview

Project title

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

Project objective

Provide a clear and concise summary of the project, using non-technical plain language.

The summary should provide the following elements:

- High-level of detail on the proposed activities
- What questions the project attempts to answer and why
- Where the project will take place

If the project is approved for funding, this summary will be used publicly on Government of Canada websites.

Project description

Your detailed description should clearly address the following elements:

- **Need**
 - What market gap or commercial need, that is important to the industry and Canada, does your project aim to meet?
 - How does your project meet the need?

- **Objective**
 - What is the long-term objective and how does undertaking this project contribute to achieving it?
 - How does your project align with the [program objectives](#)?
 - How do you plan to achieve the objectives of the project?
- **Outcome/Impact**
 - What are the potential outcomes and how will they help build trust and confidence in the sector or industry?
 - What could the short- and long-term impacts be on the industry if this project is not pursued? Why?
- **Risks**
 - What challenges could prevent you from completing your project and how will you mitigate them?

Organizational capacity – project

Describe how your organization has the capacity to deliver the project (that is, relevant skills, interest and experience with the subject matter area of the project).

If applicable, provide details on past AAFC funded projects. Otherwise, provide details on projects of similar scale that your organization has previously delivered.

Ensure your response clearly addresses the following elements:

- How difficult or complex is the project?
- How will the activities be achieved and monitored?
- What management controls, human resources, and technical capacity do you have to ensure this 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?

- If your organization received prior funding from AAFC, briefly describe the results of the previous projects, the level of complexity or expertise used for past projects and their results.

Primary project location

Enter the address where the project will take place.

If there are multiple project locations, for the primary location, enter the address for the project location where activities associated with the largest portion of the budget will take place.

Environmental considerations

In accordance with the [Impact Assessment Act](#) (IAA), we must determine whether projects that take place on federal land are likely to cause significant environmental damage.

To determine if IAA applies to your project, answer the following questions:

Question A. Is the proposal a "project" as defined by the IAA?

Examples of projects include:

- construction of a greenhouse
- installation of a permanent irrigation system
- building construction or demolition
- any other activity related to permanent human-made works

Activities that are **not** considered projects include:

- administrative or marketing activities
- workshops
- training or hiring staff
- installation of temporary or portable systems
- any other activity not related to physical work

Question B. Where does the project take place?

AAFC has certain obligations under the IAA, if providing financial assistance to projects on federal land. Under the IAA, "federal lands" means:

- a. lands that belong to His Majesty in right of Canada, or that His Majesty in right of Canada has the power to dispose of, and all waters on and airspace above those lands, other than lands under the administration and control of the Commissioner of Yukon, the Northwest Territories or Nunavut;
- b. the following lands and area:
 - i. the internal waters of Canada, in any area of the sea not within a province,
 - ii. the territorial sea of Canada, in any area of the sea not within a province,
 - iii. the exclusive economic zone of Canada, and
 - iv. the continental shelf of Canada; and
- c. reserves, surrendered lands and any other lands that are set apart for the use and benefit of a band and that are subject to the *Indian Act*, and all waters on and airspace above those reserves or lands.

If you answer "Yes" or "Unsure" to Question A and "Federal lands or lands outside Canada" or "Reserves, surrendered land or other land set apart for the use and benefit of a band and that is subject to the *Indian Act*" to Question B, further assessment may be required. We'll contact you as necessary.

Project data collection

The responses to the following questions will be used for program reporting purposes only, and will not impact the success of the application.

North American Industry Classification System

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. For more information, visit [North American Industry Classification System \(Statistics Canada\)](#).

AAFC has identified the following NAICS category options for this program. Select the NAICS identifier that best applies to the project or to the industry the project represents:

- Agricultural Production
- Food and Beverage Manufacturing
- Other Manufacturing
- Other

Then, select the NAICS identifier that best applies to the overall intent of your project or to the activity with the highest dollar value.

Groups who will directly benefit from the project's activities

Select all that apply.

Indigenous Peoples

The collective name for the original peoples of Canada and their descendants and consists of distinct, rights-bearing communities comprising First Nations, Inuit and Métis Peoples in Canada.

First Nations

A people composed of many different nations having their own origin, history and culture, and whose members have called North America home for thousands of years. First Nations include status and non-status Indians.⁷

Inuit

A people that inhabit or that traditionally inhabited the northern regions and Arctic coasts of Canada known as Inuit Nunangat, and whose members are united by a common origin, history and culture.⁷

Métis

A people whose members are of mixed First Nations and European ancestry, are united by a common origin, history and culture, and are generally accepted by the Métis Nation.⁷

Indigenous organizations may include:

- aggregated Indigenous entities (as self-defined by Indigenous groups, could be linked by cultural or linguistic background, geographical area or historical treaty lines)

- associations
- national and regional Indigenous organizations
- Indigenous non-governmental and voluntary associations and organizations, including non-profit organizations and corporations
- self-governing Indigenous governments

Women

One of many gender identities. Includes all people who identify as women.

Youth

Individuals aged 39 and under.

2SLGBTQI+

Two-Spirit, lesbian, gay, bisexual, transgender, queer, intersex, and other people who identify as part of sexual and gender diverse communities who use additional terminologies.⁸

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:

- consider themselves to be disadvantaged in employment by reason of that impairment, or
- believe that an employer or potential employer is likely to consider them to be disadvantaged in employment by reason of that impairment, and includes persons whose functional limitations owing to their impairment have been accommodated in their current job or workplace.

Members of visible minorities

The *Employment Equity Act* defines "members of visible minorities" as persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.

Decline to identify

Use this selection if you do not want to disclose this information at the time of your application.

Not applicable

Use this selection if the question is not relevant to your organization.

Previously received funding

Has your organization received any funding from Agriculture and Agri-Food Canada within the last 6 years?

If yes, and if known, list:

- the program(s) your organization received funding from
- the name of the projects
- the amount received

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.

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

Audience

Do the project activities have the potential to reach an audience of both English and French speakers?

Community who will benefit

If approved, will the project activities specifically target an official language minority community (French speakers outside Quebec or English speakers in Quebec)?

If the approved project involves activities that may have an impact on OLMCs or promote the use of English and French, we will include appropriate commitments in agreements with your organization and additional expenses incurred as a result of these commitments will be considered eligible for contribution funding.

Activities may 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.)
- Directional and educational signs produced in both official languages
- Project-related advertisement in OLMC media (newspapers, radio, social media)
- Bilingual coordinator or other contractor hired to help deliver project-related activities in both official languages (for example, master of ceremony for a project event, workshop facilitator or simultaneous translator)
- Distribution of invitations in both official languages
- Knowledge transfer activities
- **Outreach**
 - One or more OLMCs are included in the project target groups (for example, as in-kind or cash partners in project budget or to be invited to project events)
 - Other groups representing OLMCs are consulted to see if there is any potential for involvement on their end
 - Travel to or from OLMCs (costs associated with these project activities are included in project budget)

If your project is funded, your organization may be required to publicly acknowledge AAFC's support for the project, in both official languages, and in a form determined by Canada.

2. Organization or business

AAFC uses the information you provide in this section to confirm your organization's identity and to verify your organization's eligibility for funding.

Refer to the [Eligibility checklist](#) to determine if your organization is eligible under this program.

Important note for returning applicants

If your organization has previously submitted an online application to AAFC, the system may not require you to complete this section again. If you're aware of any changes to your organization or business information since the last submission, please [contact the program](#) to verify and update your profile.

Applicant information

Legal name

Your organization's legal name, as it appears in legal documents such as Articles of Incorporation and Certificate of incorporation.

Operating as (if used)

Enter the name under which your organization operates, if that name is different from its legal name. If you do not use an 'operating as' name, provide your organization's legal name.

Acronym (if used)

Enter the acronym your organization uses, if different from its legal and 'operating as' names.

CRA business number

Enter the first 9 digits of your 15-digit Canada Revenue Agency (CRA) [Business number](#). Example: **123456789** RR 0001

If you don't have a CRA Business Number, select the checkbox "The organization or business does not have a Business Number" and provide an explanation. Note: you must get a CRA Business Number if your project is approved for funding.

Organization type

Select one of the following:

- Indigenous (First Nations, Inuit, Métis)
- Not-for-profit

Organization type – Additional information

Your answer to this question must be one of the following:

- **Not-for-profit**
 - association of workers and/or employers
 - local community, charitable, voluntary organization
 - corporation
- **Indigenous (First Nation, Inuit, Métis)**
 - First Nations, Inuit, or Métis community
 - First Nations, Inuit, or Métis association
 - First Nations, Inuit, or Métis not-for-profit organization

Headquarters address

Enter the complete address, main email address and main phone number of your organization's headquarters or regional headquarters.

Mailing address

Enter the mailing address if different from the Headquarters' address or click on "Copy Headquarters address."

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.

How many employees work for your organization?

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

Describe your organization (for example, when it was established, the mandate/mission, and who it serves)

Include your organization's mandate/mission, priorities, and who it serves. Provide a brief history of your organization including when it was established and any significant changes in the past 2 years (for example, a significant increase/decrease of staff, changes to executive leadership/Board of Directors, a change in mandate).

Responses to the remaining organizational capacity questions will be used for reporting, program planning purposes, and to determine your eligibility for the alternate cost-share ratio.

Does the mandate/mission of your organization target any of the following groups? (Select all that apply)

- Indigenous Peoples
- Women
- Youth
- 2SLGBTQI+
- Persons with disabilities
- Members of visible minorities
- Decline to identify
- Not applicable

Is your organization majority owned (50% or more) by one or more of the following groups? (Select all that apply)

See the information above for groups included in the previous question, as well as the following groups:

Gender parity

A minimum of 50% women and/or non-binary individuals.

Non-binary

A person whose gender identity does not align with a binary understanding of gender such as man or woman. It is a gender identity which may include man and woman, androgynous, fluid, multiple, no gender, or a different gender outside the "woman—man" spectrum.

Does your organization's Board of Directors have a diverse composition with significant representation (30% or more) from one or more of the following groups? (Select all that apply)

See the links above for groups included in the 2 previous questions.

Does your organization have a Diversity, Equity and Inclusion (DEI) Plan or a Human Resources Plan that supports diversity, equity and inclusion?

Diversity, Equity and Inclusion Plan

An employment equity plan addresses under-representation of marginalized groups such as Indigenous Peoples, persons with disabilities, visible minorities, women, youth, 2SLGBTQI+ people, and official language minority people and employment barriers they may face. A Diversity, Equity and Inclusion Plan goes beyond an employment equity plan to address under-representation and employment barriers for equity and equity seeking groups to advance diversity, equity and inclusion commitments in the workplace.

Human resources plan that supports DEI

A plan that links human resources management to the organization's overall strategic and operational plans and includes objectives to advance diversity, equity and inclusion in the workplace.

Does your organization commit to the 50 – 30 Challenge: Your Diversity Advantage?

The [50 – 30 Challenge](#) is an initiative co-created by the Government of Canada, civil society, and the private sector that aims to attain gender parity and significant representation (at least 30%) of other under-represented groups on boards and senior management positions in order to build a more diverse, inclusive, and vibrant economic future for Canadians.

The Challenge will allow a variety of organizations to participate across 3 program streams including small and medium-sized enterprises and non-profit organizations, and those without Boards of Directors or senior management teams. The Challenge

includes organizations that meet the Challenge and organizations that are working toward the Challenge.

For more information, please visit [The 50 – 30 Challenge: Your Diversity Advantage](#).

3. Project team

Review the contact information for project team members and edit if necessary. There is a maximum of 5 project team members per project. Any project team member can create and edit project application forms, submit direct deposit information and submit payment requests and performance reports to AAFC.

4. Activities

Detailed project budget

To help determine the budget numbers to enter into the Activities section, you must first complete the **Detailed project budget**, which can be downloaded from the portal. Once the budget is completed, enter the data in the relevant areas of the application and attach the spreadsheet in the Documents section of the application.

Refer to the **Instructions** within the **Detailed project budget** to help you complete the budget.

Activity details

The Activities section is where you will provide a detailed description of your planned activities, including key milestones and descriptions of your planned performance measures as well as how you will report on results.

The activities will be assessed to determine if they have been clearly planned and described, and if they are aligned with the project's goals, objectives and purpose. The project start and end dates are automatically determined by the date that work on the first activity will take place and the last day that work on the last activity will take place. The fiscal year begins on April 1 and ends on March 31.

Activity title

Provide a precise name for the activity, which clearly reflects its intended purpose.

Activity start date

Enter the date that the individual activity will start.

Activity end date

Enter the date that the individual activity will finish.

Activity location

Enter the location(s) where the individual activity will take place.

Activity description

Provide a description of the activity which clearly outlines the activity that you would like to undertake. Your goal is to help the reviewers visualize what you want to do, so be specific. Keep in mind to answer the following questions (who, what, where, when, why, how).

- Where and when will the project take place?
- How long will it take to complete?
- What are your methods for delivering the project?
- What difference will the project make?
- Who will participate/benefit?
- What makes the activity worth funding?

Your description should also provide assurances that your activity:

- makes sense
- is likely to be successful
- will make a difference

Deliverables

Provide a description of the deliverables of each activity. Deliverables are the tangible and intangible end results that will come from completing the activity.

Performance measures

Provide a numeric value for the expected results that apply for each individual activity that you plan to undertake. For expected results that do not apply, enter "n/a."

The list of expected results will appear based on the selected activity type:

- **Communication/promotional materials**
 - **Number of products created for distribution**

The total number of communication and/or promotional products that you will create for distribution. These can include digital, print, or other forms of media products (TV, radio, etc.). This figure represents the number of unique products that will be developed for your audience, and is not the frequency of their distribution. For example, 1 pamphlet provided to 500 people should be counted as 1 product.

- **Engagement rate**

The number of individuals who will view your materials and either like, share, react, or comment on the communication. This may include click-through rates for any trackable links featured in the posting, such as a call-to-action to visit another webpage, to view a video or to sign up for more information. It does not include your normal social media followers.

- **Audience reach**

The number of unique individuals (usually people living in Canada) your materials are expected to reach, such as the number of people who will see a digital ad; the number of subscribers/readers for a magazine or newspaper; or the audience for a radio or television-based campaign.

- **Development of tools**

- **Number of events that will use your tool(s)**

The total number of events that your tool will be disseminated/distributed to. Events may include conferences, seminars, workshops, or sessions. For example, number of training sessions that will use your tool (not the number of people attending the event).

- **Number of participants accessing and downloading materials**

The total number of participants your tool will be shared with or who will have accessed it. For example, number of downloads by members from your website.

- **Number of tools developed**

The total number of tools to be developed. This may include the development of new tools or the updating of an existing tool. Updates to existing tools must be incremental and represent sufficient changes that

enable the tool to be utilized differently and/or contain new content. Updates do not include: changes to the year it was delivered, increasing the frequency in which the tool is promoted or delivered, or changing the name of the tool.

For the following activity types: **Conference; Workshop, Seminar, and/or Meeting; Education Program; Training and/or Mentorship; or, Fairs and exhibitions** use the below indicators:

- **Number of events by province**

The total number of events that will be held, both virtually and in-person, each year, broken down by province where the event will be hosted. For events that are totally virtual, the province with the most participants may be used.

- **Number of virtual participants by province**

The total number of people that will participate in your event virtually, broken down by province.

- **Number of in-person participants by province**

The total number of people that will participate in your event in-person, broken down by province.

- **Number of presentations/materials created for events**

The total number of presentations and/or materials that will be created for your event. Presentations and/or materials can include: slide decks, brochures, one-pagers, activities, videos, or webpages that are distributed to or accessed by event participants. This figure represents the number of unique presentations/materials to be developed for your audience, and is not the frequency of their distribution. For example, 1 brochure provided to 500 people should be counted as 1 product.

Activity cost by fiscal year

Provide the AAFC and non-AAFC funding amounts for the activity by fiscal year. This section collects information on where your project funding is coming from. The amounts you input here will be summarized in the Funding Sources section of the application. The available fiscal years for each activity are determined by the activity's individual start and end date.

AAFC funding

The amounts that you're requesting from AAFC.

Non-AAFC funding

The remaining funding for the activity coming from you, your industry or partner, and/or other government.

Non-AAFC breakdown by funding source

In this section, you must show where the non-AAFC funding is coming from for the activity.

If you input a total of \$1,000 coming from non-AAFC sources in 'Activity cost by fiscal year', then you must list how much of that amount is funded by you, your industry or partner, and/or other government.

Confirm all activities have been added for this project.

After you list all of the project activities, you must click on "I confirm" before you can move to the next section of the application.

Eligible costs

This section details eligible costs and limitations under this program. Use the following information to complete your budget.

AAFC will only fund project-related expenditures that are pertinent, reasonable, and essential to accomplish the objectives of an eligible project and that fall under the following cost categories.

In addition to eligible costs and activities, the following also applies only to Indigenous recipients:

- Indigenous-led market research, capacity building and market development
- Activities involving Indigenous knowledge sharing and dissemination of Indigenous agriculture and food systems (including traditional and modern practices and knowledge)

Administrative costs

Administrative costs — Eligible cost items

Administrative costs are defined as the organizations' expenses (such as fundamental operational costs) not directly related to undertaking the 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.

Administrative fees will be calculated at a 10% flat rate that will be cost shared. Under the 10% flat rate, administrative cost items do not need to be detailed, negotiated or substantiated when submitting a claim. However, if subject to a compliance audit, you may be asked to supply supporting documentation. For this purpose, it is important to keep in mind the following examples.

Administrative costs means costs related to:

- 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 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 (if eligible)
- bank fees (if eligible)

- insurance (fire, theft, liability) (if eligible)
- legal fees (if eligible)
- administrative information technology (IT) products and services, including maintenance
- other overhead type expenditures relating to the organization's office

Administrative costs — Limitations/Explanations

Don't include administration costs in your application; the application form will calculate it automatically at a 10% flat rate. This flat rate has been developed to represent the cost of undertaking the administration functions of the contribution agreement.

You may also choose to not claim administrative costs, and opt-out of the flat rate

- 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
- These costs will be funded at the approved program cost-share ratio.
- Individual capital expenditures over \$100,000 are not eligible for administrative costs

Note: You must keep all documentation of these costs. If you're subject to an audit, you'll need to supply the supporting documents at that time.

Salaries and benefits

Salaries and benefits — Eligible cost items

Salaries and benefits paid to or on behalf of staff to execute activities outlined in the project work plan. These costs do not include completing financial or performance reports for the project.

- Includes Mandatory Employment Related Costs, Employment Insurance, Canada Pension Plan, Quebec Pension Plan, vacation pay and benefits
- Benefits mean payments an employer must make by virtue of company policy or a collective agreement such as contributions to a group pension plan

Salaries and benefits — Limitations/Explanations

- Salaries and benefits must be additional to existing costs
- Costs must be substantiated through supporting documentation, such as timesheets
 - Timesheets must be maintained for employees who work less than 100% of their time on the project
 - If your application is successful, you should expect to complete timesheets for employees working on the project.
- For further clarification, salary and benefit costs do not include incentive amounts such as performance pay (for example, 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

Contracted services

Contracted services — Eligible cost items

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

- inspection
- consultant/expert services
- installation/construction
- financial auditing (required for the project)
- environmental assessment
- research
- interpretation and translation services
- project management to undertake activities
- advertising, marketing and media planning agencies to implement local promotional strategies and recommend paid media placements
- graphic design

Contracted services — Limitations/Explanations

- A contract should be in place with the contractor, including payment terms and 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
- Materials developed for domestic activities must be available in French and English

Travel

Travel — Eligible cost items

Travel costs directly related to the project, excluding those undertaken under contract between the recipient and another party (for example, a contractor or professional service provider), such as:

- per diems (includes meals, incidentals and local taxi transportation)
- accommodations
- transportation, such as airfare, rail and ground transportation
- hospitality (where eligible)
- the purchase of eligible carbon offset credits from a vendor that has received third-party verification and adheres to internationally agreed standards, including Gold Standard, VER+, VERRA (formerly VCS, Verified Carbon Standard), or B.C. Offset System

Travel — Limitations/Explanations

Economy airfare for all travel

- Bookings should be made as far in advance as possible. Seat selection and baggage costs are eligible, but not premium seat upgrades
 - If a higher class is purchased, proof of the flight's economy rate must be obtained for reimbursement purposes

When travel is approved, claimants can claim these expenses using one of the following options:

- a. claim the applicable per diem amount listed below
- b. claim actual travel costs up to the maximum daily amount listed below

The per diems will contribute to covering the costs for individual travel including:

- accommodation (not included in same-day domestic or international trips)
- meals
- local or in-city transportation at the destination (buses, taxis, vehicle rentals, etc.)
- ground transportation, including parking, to and from the public carrier terminal
- entry documents (passports and visas)
- insurance (all types)
- required inoculations, vaccinations, x-rays and certificates of health
- dependent care
- incidentals (personal phone calls, laundry, gratuities, currency exchange fees, etc.)

Whether using option (a) or (b), invoices for daily travel costs will not be required, however, you must provide proof of travel for the claim (for example, boarding pass, hotel invoice, trip report).

You must also keep all invoices and proof of payment per the terms of their agreement

If using option (a), per diems can be claimed for every day on travel status as follows:

- travel within Canada:
 - trip outside the traveler's headquarters with no overnight stay:
\$100 CAD/day
 - trip outside the traveler's headquarters with an overnight stay:
\$400 CAD/day
- travel outside Canada:
 - trip outside the traveler's headquarters with no overnight stay:
\$125 CAD/day
 - U.S. trip outside the traveler's headquarters with overnight stays:
\$475 CAD/day
 - Any International (non-U.S.) trip outside the traveler's headquarters with overnight stays: \$575 CAD/day

Note: For multi-day trips, day of departure and day of return are eligible for the overnight per diem rate.

If the traveler's final destination is more than 50km (100km roundtrip) from headquarters, then the additional transportation costs are eligible as follows:

- Air
 - Economy Class for domestic travel
 - Economy or Premium Economy Class for international travel
 - Baggage costs, seat selection fees and reservation change fees are eligible
 - If first class or business class is chosen, only the applicable economy or premium economy class fare for the same itinerary is eligible
 - Proof of eligible costs must be provided
 - If purchasing a prepaid package of electronic one-way flight credits used for travel within a selected geographic zone during a specific period (a flight pass), the pro-rated amount for one trip may be claimed as long as it is cheaper or equivalent to the economy rate for the same itinerary
 - Proof of the economy rate must be provided
- Rail
 - Next highest class after the full Economy class
- Private vehicle
 - \$0.575/km for any domestic day trip
 - Parking and tolls
 - Gas is included in the kilometric rate
 - Travelers shall use the most direct, safe and practical road routes and shall claim only for distances necessarily driven while on travel status
 - Private vehicle is not to be used if more expensive than rental, rail or air

- Rental vehicle
 - The cost for an intermediate 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
 - Parking at the destination and tolls
 - Collision damage waiver
 - Any fuel service charges provided by the car rental company are not eligible
- Bus or Motor Coach
 - A Bus/Motor Coach may be eligible based upon factors such as the needs of the traveler(s), and the bulk or weight of goods transported
 - Any fuel service charges provided by the car rental company are not eligible

Capital expenditures

Capital expenditures — Eligible cost items

Capital Assets are tangible assets that are purchased, constructed, developed or otherwise acquired and:

- are used in the production or supply of goods, the delivery of services or to produce program outputs
- are not intended for resale in the ordinary course of operations
- betterments (which are expenditures relating to the alteration or modernization of an asset that appreciably prolong the period of usefulness of the item or improve its functionality) (if eligible)
- the cost of which is considered to include the purchase price plus other acquisition costs, such as installation costs, freight charges, transportation insurance costs, duties, and the non-refundable portion of provincial sales taxes, GST/HST or other value-added taxes
- have a useful life in excess of 1 year and a per item cost greater than \$10,000

Capital expenditures — Limitations/explanations

- To be eligible, the capital expenditure must be directly required for the project
- Capital costs are limited to expenditures that are required for the execution of the project and are intended to be used on a continuing basis
- Capital costs over \$10,000 need to be pre-approved
- Where several related assets are required, the cumulative cost of these assets should be considered as one and require pre-approval if over \$10,000
- The purchase of land or buildings is an ineligible cost
- Minor assets and capital items not specifically required for the execution of a project are ineligible
- Individual capital expenditures over \$100,000 are not eligible for administrative costs

Other direct project costs

Other direct project costs — Eligible cost items

Other costs for project-related deliverables, such as:

- shipping
- conference fees/registration fees
- construction material costs
- translation
- printing expenses
- marketing costs related to production of materials/documents/marketing plans
- recruitment of volunteers (only for charities and not-for-profit organizations)
- meeting room rentals, including audio-visual equipment rentals

Other direct project costs — Limitations/Explanations

- The value of product samples purchased from a member and claimed to AAFC should normally be the member's production cost, not the retail price
- Entertainment, excessive hospitality, gifts, prizes and giveaways are ineligible
- Normal costs of establishing a commercial operation are ineligible

Ineligible project costs include, but are not limited to:

- costs not specifically required for the project
- the refundable portion of the GST, HST, value-added taxes, or other items for which a refund or rebate could be received
- banking charges and fees, such as interest and credit card fees
- business cards, seasonal greeting cards and subscriptions to publications
- memberships in trade and professional organizations
- normal costs of establishing a commercial operation
- legal fees associated with the incorporation of an organization
- the purchase of land or buildings
- costs being reimbursed under an existing federal, provincial, territorial or municipal program
- costs toward ongoing/regular communication with members, such as website and database maintenance, annual general meetings, and value-chain roundtables

Ineligible costs cannot be counted as cash contributions toward the project. The applicant and partners cannot include them in their share.

5. Funding sources

Complete this section after you enter all project activities. The Project funding table is pre-populated based on information submitted in Section 4 - Activities.

See [Funding](#), [Cost-sharing](#) and [Sources of funding](#) for information on cost-sharing, sources of funding, and government funding stacking limits.

This is where you will show how you plan on funding your share of the project. Enter your share of the cash and in-kind funding which will come from:

- you directly (your organization)
- industry/partners (your members, industry partners, sponsors, etc.)
- other government:
 - Other federal government departments, agencies and crown corporations
 - Provincial/territorial governments, agencies and crown corporations
 - Municipal administration

Within each funding type, provide the name of the funding source, as well as the cash and in-kind amounts.

In the description box, provide the necessary level of detail to show what activity and/or cost the specific funding is tied to.

6. Budget summary

Review all information in this section. The budget summary is calculated from the addition of all activities, and you must return to the Activities section to make any changes.

Reminder: The amounts in the **Detailed project budget document** need to match the information presented in this section.

7. Documents

You must submit the following documents, as required, along with your application form:

Required: A copy of the organization's Certificate of Incorporation or Articles of Incorporation

Certificates and Articles of Incorporation are issued and filed, respectively, by or with provincial, territorial or federal government that document the organization's status as a legal entity.

Documentation for First Nations and Band Councils is not required.

Additional options other Indigenous applicants:

- Director's resolution
- self-government agreement or modern treaty agreement
- legal document stating they are a legal entity

Required: A copy of the last 2 years' financial statements

- Statements for the last 2 years
- Most recent interim financial statements

Required: Strategic Plan for AgriCompetitiveness Program proposal

Required: Detailed project budget

The budget breakdown for each activity is required on the AAFC-provided Excel spreadsheet.

Required: Project Endorsement Letters/ Letters of Support (if available, not a requirement)

Letters of support from organizations indicating they believe there is a need for the proposed project and expressing hope that the proposed project will be accepted.

If applicable: Capital Asset Pre-approval for Grants and Contributions Programs

All capital asset purchases over \$10,000 must be pre-approved by the program using the AAFC Capital Asset pre-approval template.

8. Contacts

Primary contact

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

First name and last name

Provide the name of the person in your organization who will be AAFC's primary contact about this application.

Email address

Provide the email of the primary contact. Please note that we'll use this information to communicate with your organization about the application.

Language of correspondence

Provide the preferred language of the primary contact for written and verbal communication.

Position title

Provide the position title of the primary contact. For example, Business Owner, President, Executive Director.

Phone numbers and fax number

Provide the telephone number(s) of the primary contact. If applicable, provide a fax number. We'll use this information to communicate with your organization about the application.

Project contact

If your project is approved for funding, this is the person who will discuss the project with us. This person can be the same as the Primary contact.

Indicate if you're the project contact or if you need to enter a new contact. If entering a new contact, enter the following:

First name and last name

Provide the name of the person in your organization who will be AAFC's project contact for this application.

Email address

Provide the email of the project contact. Please note that we'll use this information to communicate with your organization about the application.

You will also need to enter the following if you're the project contact or if entering a new contact.

Language of correspondence

Provide the preferred language, English or French, of the project contact for written and verbal communication.

Position title

Provide the position title of the project contact. For example, Business Owner, President, Executive Director.

Phone numbers and fax number

Provide the telephone number(s) of the project contact. If applicable, provide a fax number. We'll use this information to communicate with your organization about the project.

9. Declarations

Read and complete the declarations.

10. Review and submit

After you complete your application form and include the additional documents, please submit your application.

If you have any trouble when you complete or submit the application, please [contact the program](#).

⁷ [Guide on Equity, Diversity and Inclusion Terminology – Canada.ca](#)

⁸ [Canada's first Federal 2SLGBTQI+ Action Plan... Building our future, with pride – Women and Gender Equality Canada](#)

6. After you apply

1. We'll send you an acknowledgement notice

After you submit your application, an acknowledgement notice will be sent to you. Your application is considered submitted once you receive the acknowledgement notice. Please note that even if all eligibility criteria are met, the submission of an application creates no obligation on the part of the Minister of Agriculture and Agri-Food Canada (AAFC) to provide funding for the project.

2. We'll verify your application

We'll verify that your application is complete and there's sufficient detail in the application to begin a full assessment. If your application is incomplete, we'll contact you for the required information.

Missing or incorrect information could result in a processing delay or your application being ineligible. Service standards for assessments only begin once the application is deemed to be complete.

3. We'll assess your application

We'll verify that all required forms and declarations have been completed accurately and there is sufficient detail in the application for a full assessment.

- **If deemed complete**, we'll review and assess your application against the principles and criteria of the program. Our assessors include program administrators and other technical reviewers within AAFC.
- **If deemed incomplete**, we'll place your application on hold. A notice will be sent to ask you for more detailed information.

At any point after you apply, we may contact you for more information. If you don't provide the information requested, we may not be able to consider your application further.

4. We'll send you a contribution agreement

If you're approved for funding, you'll receive a written decision letter outlining the level of funding awarded and any other conditions, if applicable. You'll work with a program officer to go over the details of the approval, including activities and funding levels, as well as start and end dates. You'll also work with the program officer to negotiate the details of the [contribution agreement](#) you must sign to receive funding.

Note: Even if an approval is granted, AAFC does not have the authority to reimburse recipients for costs incurred until a contribution agreement is signed.

You can track the status of your application

[Access your program information](#) to track the status of your application.

Reports you must provide

If you're approved, for funding, you must report on finances, performance and results.

These reports include:

- progress reports — reports describing the activities completed and progress made toward the completion of activities described in the project work plan
- performance Reports — annual and end-of-year reports that track progress against mutually agreed to performance measures outlined in the contribution agreement
- financial Reports — reporting is required with each request for reimbursement of expenditures, in addition to year-end accounting and other financial reports
- other reports that we ask for

Service standards

Our goal is to:

- respond to general inquiries made to our phone number or email address before the end of the next business day
- acknowledge receipt of your application within 1 business day
- assess your application and send you an approval or a rejection notification letter within 100 business days of receiving a complete application package

Contact information

If you experience difficulty with your online account or need help with your application, please contact Agriculture and Agri-Food Canada's Contact Centre.

Hours of operation

8:00 am to 5:00 pm Central Time, Monday to Friday

For your protection: the Contact Centre may require information to confirm your identity.

Toll-free number: 1-877-246-4682

For more information on the AgriCompetitiveness Program, please contact us at aafc.agricompetitivenessagri-competitivite.aac@agr.gc.ca.