



# Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

# AgriMarketing Program Applicant Guide 2025



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

Canada

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# Step 1. What this program offers

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## 1.1 About the program

The AgriMarketing Program is a \$129.97-million program under the Sustainable Canadian Agricultural Partnership (Sustainable CAP).

## 1.2 Program objectives

The AgriMarketing Program aims to increase and diversify exports to markets where Canada has free trade agreements in place. It aims to help grow the economy by increasing and diversifying Canadian exports of agriculture, agri-food and agri-based products, including fish and seafood, by increasing the visibility of Canadian products and increasing the capacity of exporting producers to identify and seize market development opportunities in targeted markets.

## 1.3 Funding

The maximum Agriculture and Agri-Food Canada (AAFC) contribution toward a project will normally not exceed \$2 million per year or a maximum of \$10 million over 5 years.

If you have multiple projects funded under this program, the total of all AAFC's contributions across all projects cannot exceed \$2 million per year or a maximum of \$10 million over 5 years.

## 1.4 Cost-sharing

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

- AAFC – a maximum of 50%
- You – a minimum of 50%

The Program may provide an additional 20% on the cost-share ratio (AAFC 70%; You 30%) to support eligible project activities for market diversification efforts targeting the following lucrative, high-growth markets in the Indo-Pacific Region: Bangladesh, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Nepal, the Philippines, Pakistan, Singapore, Sri Lanka, Taiwan, Thailand, and Vietnam.

The Program may also provide an additional 20% on the cost-share ratio (AAFC – 70%; You 30%) where the majority of the business (more than 50%) is owned or led by one or more of the following underrepresented groups:

- Indigenous Peoples
- youth, aged 39 and under

- women
- visible minorities
- persons with disabilities
- 2SLGBTQI+

Your portion of the cost share must be cash contributions.<sup>1</sup> In-kind contributions<sup>2</sup> are ineligible.

**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](mailto:aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca) or telephone: 1-866-367-8506.

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<sup>1</sup> A cash contribution means monetary contributions provided by your organization or to your organization by a third party, and that are used during the life of the project to pay for eligible costs for goods and/or services required to complete project activities.

<sup>2</sup> In-kind means non-monetary contributions of goods or services (resources) provided by your organization or to your organization by a third party for the Project, to satisfy in whole or in part your organization's Contribution, and for which Fair Market Value is assigned, but for which no payment occurs. If your organization does not pay for goods and/or services required for a project, the values must be shown as in-kind contributions. Any in-kind contributions must be made towards eligible costs, be essential to complete project activities, achieve project results, and would otherwise have to be purchased or paid for by your organization. In-kind contributions will not be reimbursed by AAFC.

Examples of potential in-kind contributions:

- Equipment you must use 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 the applicant or was donated/loaned by a partner.
- An inspection required for the Project is donated without charge by a partner.

# Step 2. Eligibility

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## 2.1 Eligibility checklist

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

[ ]	<p>You're one of the following organization types:</p> <ul style="list-style-type: none"><li>• <b>Not-for-profit:</b> Organizations that operate solely for social welfare, civic improvement, pleasure or recreation, or any other purpose except profit. They may include:<ul style="list-style-type: none"><li>○ association of workers and/or employers</li><li>○ local community, charitable, or voluntary organization</li><li>○ sector council</li><li>○ corporation</li></ul></li><li>• <b>Indigenous (First Nation, Inuit, Métis)<sup>3</sup>:</b> A First Nation, Inuk (Inuit) or Métis individual or organization. They may include:<ul style="list-style-type: none"><li>○ First Nations, Inuit or Métis community</li><li>○ First Nations, Inuit, or Métis association</li><li>○ First Nations, Inuit, or Métis not-for-profit organization</li></ul></li><li>• <b>Other:</b> If none of the other selections apply, select 'other' and specify the organization type.</li></ul>
[ ]	<p>You demonstrate the ability to deliver a project that is national and/or agriculture and agri-food sector wide in scope which includes, but is not limited to:</p> <ul style="list-style-type: none"><li>• participation of relevant industry stakeholders in the project development and/or implementation</li></ul>

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<sup>3</sup> 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](mailto:aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca) or telephone: 1-866-367-8506.

	<ul style="list-style-type: none"> <li>• illustration of the ability to implement the project nationally</li> <li>• indication of the support and buy-in from relevant industry stakeholders in the proposed project through support letters.</li> </ul>
[ ]	You're a legal entity capable of entering into legally binding agreements.

**Note:** You should be a member of the [Canada Brand](#).

## 2.2 Eligible activities

You must provide enough detail about your proposed activities for the Program to assess your application. When describing your initiatives and project activities, you should clearly outline the important points (who, what, where, why and how) of what you are trying to achieve. You should clearly outline how the value for each cost was calculated or estimated, including any external sources consulted. Applicants should be clear and concise to avoid confusion.

Eligible activities include:

- industry-wide advertising and promotion, including in-store and food service promotions and product demonstrations for buyers (businesses and consumers)
- incoming, outgoing and exploratory missions to advance market development and trade. Visit the Government of Canada's website for [travel advice and advisories by destination](#).
- market research that aligns with the Program objectives
- technical training for buyers about Canadian products and product handling
- trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, agri-food, fish and seafood products
- industry-to-industry trade advocacy (note: activities aimed at lobbying Canadian and foreign governments are ineligible)
- participation in or attendance at signature trade shows and multilateral industry meetings and conferences.

In addition to the previous list of eligible activities, the following also applies only to Indigenous recipients:

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

Each activity requires an explanation of the benefits and impacts to the target market proposed, and how they will be measured and assessed. You should outline the anticipated number of buyers reached by the activity and explain how the activity will positively impact the target audience and generate results.

Funding under the AgriMarketing Program is not available for attending flagship trade events under the Canada Pavilion Program. Please visit [Canada Pavilion Program](#)'s website for a list of [flagship trade events](#) around the world. Consideration may be given to those applicants who wish to exhibit within a sector hall.

Preference will be given to digital promotional activities and virtual forms of engagement (such as online training, e-commerce platforms, virtual business-to-business meetings and virtual trade missions) with the intent to reduce waste and lower the carbon footprint from recurring travel to the same markets or trade shows supported in previous years.

### **2.3 Eligible 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
- incurred within the timeframe of the work plan activities

For more detailed information, refer to [Eligible costs](#).

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

### **2.4 Expected results**

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

- address a specific industry or sector need
- provide clearly defined targets and performance indicators

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

- increased exports
- number of new markets explored
- results of marketing activities (for example, new business opportunities and sales leads)
- results of trade advocacy activities (for example, number of issues resolved)

Annual targets should represent incremental changes and forecasted results, such as to increase market share or to reduce market access barriers, thereby building on the success of previously approved funding or in-market activities in prior years.

# Step 3. Before you apply

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Review and consider the following information before you apply.

## 3.1 Sources of funding

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

- other federal government departments<sup>4</sup>
- provincial/territorial governments<sup>4</sup>
- municipal administrations<sup>4</sup>
- industry and/or partners such as:
  - industry associations and networks
  - businesses
  - academia

## 3.2 Program costs

Program costs can be eligible as of April 1, 2026. However, any costs incurred before AAFC deems your application complete are ineligible for reimbursement, nor will they be considered part of your cost share.

## 3.3 How we assess your application

Each application will be carefully reviewed for eligibility, appropriateness and impact. For you to prove that the activity cost meets each of the following three elements, it is important that each activity and corresponding cost is provided in a manner that is required for an appropriate assessment by AAFC.

The Program is typically oversubscribed so all application requests will be prioritized against a series of assessment criteria.

1. Your application will initially be assessed against the following criteria:
  - the application is complete and the proposed project is eligible
  - the proposed activities, including outcomes, support program objectives
  - all sources of funding for the proposed project to be funded under this program are identified

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<sup>4</sup> Total government funding (inclusive of federal, provincial/territorial governments, and municipal administrations) cannot exceed 85% of total project funding.

2. If the above criteria are met, a more thorough review of your application will be done. This subsequent review will assess the following criteria:
  - your capacity to deliver the project, taking into consideration resources and timelines
  - the proposed activities and expenditures are eligible, reasonable and required to meet the project objectives
  - the degree to which the proposed project can demonstrate a current or potential market opportunity or need
  - your strategy to diversify into new and emerging markets
  - the project's impact to stakeholders and how it benefits the sector
  - the applicant's performance on previous projects where you received AAFC funding, including project administration
  - the sector's export potential and market access opportunities, for example, recent or anticipated changes in market access, and the project's value for money
  - the strategic merit of the project (i.e., does your project link to the AgriMarketing Program Questionnaire provided with the application?)
  - how the activities complement or build upon previously completed projects under the AgriMarketing Program
  - the organization's ability to purchase 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
  
3. The assessment process will determine an appropriate amount of funding for approved projects. This will be based on the:
  - scope and duration of the project
  - reasonableness 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
  - due diligence in obtaining and reporting on performance reports

In your application, you should:

- provide enough detail for the Program to assess your application
- clearly outline the important points (who, what, where, why and how) of what you're trying to achieve when you describe the project activities
- clearly outline how the value for each cost was calculated or estimated including any external sources consulted
- be clear and concise to avoid confusion

Please note, even if a project meets all [eligibility criteria](#), the submission of an application creates no obligation on the part of the Minister or officials of Agriculture and Agri-Food Canada 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 will ultimately receive funding.

### **3.4 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 (MAPAQ) at [dpci@mapaq.gouv.qc.ca](mailto: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 before they enter 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.

# Step 4. How to apply

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Complete and submit your application

## 4.1 Complete and submit the application form

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 AgriMarketing Program Application Form
6. Download the following forms to your computer
  - Required: Detailed project budget
  - Required: AgriMarketing Program Questionnaire
7. Complete and save the forms on your computer
8. Upload the completed forms as well as the following documents
  - Required: Copy of the organization's Certificates or Articles of Incorporation

**Note:** Not required for First Nations, Band Councils and Tribal Councils. For more information on alternatives for other Indigenous applicants, refer to [Documents](#)
  - Required: Copy of the last 2 years' financial statements
  - Required: Detailed Project Budget
  - Required: AgriMarketing Program Questionnaire
  - Required: Membership listing
  - Optional: Project Endorsement Letters / Letters of Support
9. Complete the application details
10. Submit your complete application

For details about the application form, refer to [Complete the application and apply](#). If you need help to complete and submit the application form, please contact the [AAFC Contact Centre](#).

# Step 5. Complete the application and apply

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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 form

### 5.1 Project information

AAFC will 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.

#### 5.1.1 Project overview

##### **Project title**

Provide a short, descriptive project title that accurately reflects project activities and outcomes.

##### **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 detail concerning the proposed project activities
- what questions the project attempts to answer and why
- where the project will take place

Provide a concise summary of your project. How would you describe your project in an "elevator pitch" to a friend or colleague, or on social media? What is the overall goal of the project? What does the project aim to achieve?

Briefly describe the main action items and how you will know the project has achieved its goal.

Complete this question after the proposal is fully developed so that it can summarize the action items and desired outcomes.

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

##### **Project description**

This detailed description should clearly address the following elements:

- **Need**

What market gap or commercial need does your project aim to meet?

How does your project meet the need?

- **Objective**

The starting point for any successful international market development strategy is to carefully select your target markets and assess their unique opportunities and challenges. While it may be tempting to start big, by including an entire geographic region or long list of countries, this broader kind of approach does not follow a more focused, strategic plan.

Applicants should take time to focus their projects on their top 3 or 4 target markets per year. These target markets should support your organization's strategic goals for the project by generating S.M.A.R.T. outcomes, e.g., Specific, Measurable, Achievable, Realistic and Timely.

**Tip** — Exporting organizations achieve greater success by initially focusing their plans on a smaller number of target markets, allowing sufficient time for follow-up on leads and engagement with key local business contacts. If you reach out to five or more markets at the same time, you should consider ways to prioritize and narrow your markets of interest. Applicants are encouraged to reach out and speak with a trade commissioner in the market for their on-the-ground insight to assess your organization's market potential and determine your market-entry strategy.

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?

- **Performance measures**

What are the deliverables of each activity?

What are the tangible end results that will come from completing the activity?

Provide the measures for each of the expected results that apply for each individual activity that you plan on undertaking. Refer to the [Expected Results](#) to determine performance indicators.

### **Organizational capacity – project**

Describe how your organization has the capacity to deliver the project (i.e., 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.
- Provide recent examples of projects undertaken or led by your organization.

#### **5.1.2 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.

### 5.1.3 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:

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 works

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. AAFC will contact you as necessary.

#### **5.1.4 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.

##### Harmonized System codes

In this section, list all the Harmonized System codes for the products for export in this project. Describe the product(s) and include the 6 digit HS code(s) which can be found in the [Harmonized Commodity Description and Coding System](#).

##### 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 Peoples, Inuit, and Metis.

First Nations — are 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.<sup>5</sup>

Inuit — are 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.<sup>5</sup>

Métis — are 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.<sup>5</sup>

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.<sup>6</sup>

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<sup>5</sup> [Guide on Equity, Diversity and Inclusion Terminology – Glossaries and vocabularies – TERMIUM Plus® - Resources of the Language Portal of Canada – Canada.ca \(noslangues-ourlangues.gc.ca\)](#)

<sup>6</sup> [Canada's first Federal 2SLGBTQI+ Action Plan... Building our future, with pride – Women and Gender Equality Canada](#)

## **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.

### **5.1.5 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

### **5.1.6 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.

## 5.2 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.

**Note:** If your organization has previously submitted an online application to AAFC, the system may not require you to complete this section again. If you are aware of any changes to your organization or business information since the last submission, please contact the program to verify and update your profile.

### 5.2.1 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'll be required to obtain a CRA Business Number if your project is approved for funding.

## Organization type

Select one of the following:

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

## 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
  - sector council
  - corporation
- **Indigenous (First Nation, Métis, Inuit)**
  - First Nations, Inuit or Métis community
  - First Nations, Inuit, or Métis association
  - First Nations, Inuit, or Métis not-for-profit organization

### 5.2.2 Headquarters address

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

### 5.2.3 Mailing address

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

### 5.2.4 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 from employment barriers they may face, such as Indigenous Peoples, persons with disabilities, visible minorities, women, youth, 2SLGBTQI+ stakeholders, and official language minority communities. 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 towards the Challenge.

For more information, please visit: [The 50 – 30 Challenge: Your Diversity Advantage \(Innovation, Science and Economic Development Canada\)](#).

## 5.3 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.

## 5.4 Activities

### 5.4.1 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 assist you in completing the budget.

### 5.4.2 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.

#### **Target market by country**

Select one country from the drop down list where the individual activity will take place.

## Activity description

The Activities section is an important part of the application form for evaluation purposes. Include key milestones and indicate how you intend to measure performance and report on results.

Each activity must be clearly defined and articulated. Be specific when entering your information. Your organization knows your project the best so:

- explain the project in a clear manner, using all available information
- answer common questions to properly describe essential elements of the project (who, what, where, when, why, how much)
- provide sufficient detail to clearly illustrate how you established your budget, such as any cost estimates, calculations or assumptions made to determine the financial requirements to implement the proposed activities and achieve the forecasted results

Your description should also provide assurances that your activity:

- makes sense
- is likely to be successful

In existing markets, where the applicant has conducted marketing, promotion, business development or export sales in the past, the onus will be placed on the applicant to clearly demonstrate how the proposed activity represents an incremental change to support the project's objectives and expected results. Increasing and diversifying exports to markets where Canada has Free Trade Agreements in place is a key factor under this initiative.

Preference will be given to digital promotional activities and virtual forms of engagement (such as online training, e-commerce platforms, virtual business-to-business meetings, and virtual trade missions) with the intent to reduce waste and lower the carbon footprint from recurring travel to the same markets or trade shows supported in previous years.

## Goal

Select a goal from the drop-down list that you wish to achieve with this activity:

- Address a market access issue
- Develop a new market
- Expand an existing market
- Maintain an existing market

## Type of activity

Select the type of activity which best describes what you will be undertaking from the drop-down menu.

- Print, Radio, Television Advertising and/or Promotion
- Online Advertising and/or Promotion
- Social Media Advertising and/or Promotion
- Incoming Mission
- Market Research
- Outgoing Mission
- Technical Training
- Trade Advocacy
- Trade Shows
- Other

## 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.

### 5.4.3 Performance measures

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

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

- **Print, radio, television advertising and/or promotion**
  - **Audience reach**

The number of individuals your advertisement or promotional campaign is expected to reach, such as the number of people who will see a bus/billboard ad campaign; the number of subscribers/readers for a magazine or newspaper; or the audience for a radio or television-based campaign.
- **Online advertising and/or promotion**
  - **Click through rate**

The number of individuals who click on your online advertisement, such as a web banner or sponsored ad, which appears on another website's page.
  - **Unique website visits**

The total number of unique visitors to a featured promotional landing page on your website. Only include the initial visit to this specific promotional page on your website and do not count multiple visits from one person or multiple page impressions from the same visitor.

- **Social media advertising and/or promotion**
  - **Engagement rate**  
The number of individuals who viewed a post and either liked, shared, reacted, or commented on the communication. This may include click-through rates for any trackable links featured in the posting as a call-to-action to visit another webpage, view a video or sign up for more information. It does not include your normal social media followers.
  
- **Incoming missions – outgoing missions**
  - **Value of estimated sales (CAD\$)**  
The direct sales (forecasted or actual) from the activity. This value should result directly from the mission and not be the value of estimated sales for the entire commodity/sector.
  - **Number of buyers reached**  
The number of companies or organizations met with who purchased or signed distribution contracts as a result of the activity.
  - **Number of new prospects**  
The number of qualified contacts or potential buyers whose information has been confirmed or acted upon. For example, your organization has verified and used the contact information for follow-up, such as meeting with the person, sending sales and direct marketing materials, or placing sales calls. This does not include the general collection of business cards, mailing lists, or other contact information.
  
- **Market research**
  - **Estimated value of markets identified (CAD\$)**  
This is the general value of the market that your research has identified as the potential for your sector. This figure should demonstrate the thoroughness of the research and the potential return on investment (ROI) of different market development activities, and reflect a targeted, direct opportunity for the sector. It is not the current import value or the total value of estimated sales for the entire commodity/sector within a country.
  - **Number of members using research/data**  
The number of people your research has been shared with or who have accessed it. For example, the number of downloads of the report by members from your website.
  
- **Technical training**
  - **Number of participants attended**  
The total number of people who attended your training sessions, both virtually and in-person. This could include classroom sessions, conferences and seminars, or pre-recorded training sessions for on-demand viewing, as well as live webinars and videoconferences.

- **Trade advocacy**
  - **Value of market impacted (CAD\$)**  
This is your organization’s assessment of the value (CAD\$) of sales, exports or costs that the trade advocacy work will help ensure, and should demonstrate the importance and potential return on investment (ROI) of the issues being worked on. For example, if the activity aimed to resolve a technical trade issue that could negatively impact \$10 million in annual exports to a given market, then the value would be \$10 million. This is not necessarily the total value of exports for the entire commodity/sector.
  - **Number of issues advanced**  
This represents the number of topics a given activity is aimed to progress or resolve. For example, if your organization attended a bilateral meeting to engage in discussions on country of origin labelling (COOL) and maximum residue limits (MRLs), indicate that two issues were advanced under the activity.
- **Trade shows**
  - **Value of estimated sales (CAD\$)**  
The direct sales (forecasted or actual) from the activity. This value should be directly resulting from the trade show and is not the value of estimated sales for the entire commodity/sector.
  - **Number of buyers reached**  
The number of companies or organizations met with during the trade show that purchased or signed distribution contracts as a result of the activity.
  - **Number of new prospects**  
The number of qualified contacts or potential buyers met with during the trade show whose information has been confirmed or acted upon. For example, your organization has verified and used the contact information for follow-up, such as meeting with the person, sending sales and direct marketing materials, or placing sales calls. This does not include the general collection of business cards, mailing lists, or other contact information.

#### **5.4.4 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.

### **5.4.5 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; and
- 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, the recipient may be asked to supply supporting documentation. For this purpose, it is important to keep in the mind the following examples.

Administrative costs means costs related to:

- project management costs: management and administrative staff wages not directly related to the outcome of projects, including employees 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 (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 (MERCs), Employment Insurance (EI), Canada Pension Plan (CPP), Quebec Pension Plan (QPP), vacation pay and benefits
- Benefits mean payments an employer is required to 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
- Contributions towards salaries and benefits should not exceed 25% of project costs
- Costs must be substantiated through supporting documentation, such as timesheets
- Performance pay (for example, bonuses) is ineligible
- 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, such as:

- per diems (accommodations, meals, incidentals and taxis)
- transportation, such as airfare, rail and ground transportation
- 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 seat upgrades.
- If a higher class is purchased, proof of the flight's economy rate must be obtained for reimbursement purposes.
- The Program retains discretion to limit the number of attendees at various events and the numbers of events (e.g., tradeshow, missions, meetings, conferences) under a project.
- 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, proof of travel is required for the claim (for example, boarding pass, hotel invoice, trip report). Recipients 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 traveller's headquarters with no overnight stay: \$100 CAD/day
    - trip outside the traveller's headquarters with an overnight stay: \$400 CAD/day
  - travel outside Canada:
    - trip outside the traveller's headquarters with no overnight stay: \$125 CAD/day
    - U.S. trip outside the traveller's headquarters with overnight stays: \$475 CAD/day
    - Any International (non-U.S.) trip outside the traveller's headquarters with overnight stays: \$575 CAD/day

**Note:** For multi-day trips, the day of departure and the day of return are eligible for the overnight per diem rate.
- If the traveller's final destination is more than 50 km (100 km 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. Therefore, 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 will need to be provided.

- The use of airfare points in lieu of a cash contribution is not eligible.
- 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. Travellers must use the most direct, safe and practical road routes and claim only for distances necessarily driven while on travel status.
  - A 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 traveller(s), and the bulk or weight of goods transported
  - Any fuel service charges provided by the car rental company are not eligible.

#### Other direct project costs

#### Other direct project costs — Eligible cost items

#### Other costs for project-related deliverables, such as:

- shipping of product samples and marketing materials
- conference fees/registration fees
- construction material costs
- translation
- printing expenses
- marketing costs related to production of materials/documents/marketing plans (graphic design, copywriting, etc.)
- meeting room rentals, including audio-visual equipment rentals
- costs related to trade show displays (panels, booths, banners, stands, etc.)
- costs of product samples used at events to promote the sector under a unified Canada Brand (but not the promotion of a single producer's logo or visual identity)

- purchase of existing market research information
- advertising costs related to print and electronic media, billboards and posters
- storage/warehousing costs

#### Other direct project costs — Limitations/explanations

- The value of product samples purchased from a member and claimed from AAFC should normally be the member's production cost, not the retail price.
- Ineligible project costs include, but are not limited to:
  - costs not specifically required for the project
  - Funding under the AgriMarketing Program is not available for attending Flagship Canada Pavilion trade events. Please visit [Canada Pavilion Program's website](#) for a list of flagship Canada Pavilion trade events around the world. Consideration may be given to those applicants who wish to exhibit within a sector hall.
  - costs of entertainment, hospitality, gifts, prizes and giveaways
  - the refundable portion of the GST, HST, value-added taxes, or other items for which a refund or rebate is available
  - 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
  - retail listing fees and slotting charges
  - 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 towards ongoing/regular communication with members, such as website and database maintenance, annual general meetings and value chain roundtables
  - costs incurred to benefit an individual for-profit company as opposed to generic activities to benefit the overall sector
  - cost towards any foreign direct investments (FDI)
  - costs towards tourism activities

**Note:** the above list is not exhaustive, please contact the Program if uncertain if an activity or cost category is eligible or not.

**Note:** Funding support may not be provided to cover the cost associated with routine activities previously undertaken by the applicant using funding from the program in previous years. The onus is on the applicant to demonstrate how the requested activity is new or incremental to the project's objectives and expected results versus those previously funded activities of a similar nature.

**Note:** Ineligible costs cannot be counted as cash contributions towards the project. The applicant and partners cannot include them in their share of project costs.

## 5.5 Funding sources

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

See [Funding and 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.

## 5.6 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.

## 5.7 Documents

In addition to the application form, the following documents are required to be submitted to AAFC:

### **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, Band Councils and Tribal Councils is not required.

Additional options for 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: Detailed project budget**

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

**Required: AgriMarketing Program questionnaire**

- Information pertaining to National Industry component, diversity, SWOT analysis, environmental considerations and certification and marketing of Canada's Green Products

**Required: Membership listing**

- A list of all your members

**If applicable: Project Endorsement Letters/ Letters of Support (if available, not a requirement)**

- Letters from organizations indicating they support the proposed project.

## 5.8 Contacts

### 5.8.1 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 AAFC will 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. AAFC will use this information to communicate with your organization about the application.

**5.8.2 Project contact**

If your project is approved for funding, this is the person who will discuss the project with AAFC. 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 AAFC will 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. AAFC will use this information to communicate with your organization about the project.

## 5.9 Declarations

Read and complete the declarations.

## 5.10 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](#).

# Step 6. After you apply

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## 6.1 We'll send you an acknowledgement notice

Your application is considered submitted once you receive the acknowledgement notice.

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 will ultimately receive funding.

## 6.2 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.

## 6.3 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.

## 6.4 We'll send you a contribution agreement

If you're approved for funding, you will receive a written decision letter outlining the level of assistance awarded and any other conditions, if applicable. You will 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 will 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.

## 6.5 You can track the status of your application

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

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

## 6.7 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

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**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 am to 5 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

TDD/TTY: 613-773-2600

For more information on the AgriMarketing Program, please contact us at [aafc.agrimarketingagri-marketing.aac@agr.gc.ca](mailto:aafc.agrimarketingagri-marketing.aac@agr.gc.ca).

If you are an Indigenous applicant, you can contact the Indigenous Pathfinder Service for additional support by email at [aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca](mailto:aafc.indigenouspathfinder-explorateurautochtone.aac@agr.gc.ca) or telephone: 1-866-367-8506.