

# Buy Local Partnership Guidelines

2021 - 2022



**FOR MORE INFORMATION PLEASE CONTACT:**

Programs and Business Risk Management (PBRM)

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## PROGRAM OBJECTIVES

The objective of the Buy Local Partnership program is to assist the agriculture and agri-food industries to conduct marketing initiatives focused on local markets. This program will assist the agriculture and agri-food industries to meet the necessary criteria to become members of local marketing initiatives such as the Taste of Nova Scotia and other similar initiatives, while expanding their current established market share and fostering local economic growth through:

- Implementation of facility-based traceability plans and recall plans;
- quality assurance documentation (e.g., HACCP, Good Manufacturing Practices);
- undertaking sector/product specific marketing and branding; and
- meeting inspection and regulation requirements

## ELIGIBILITY

### Farm:

- currently and properly registered in the correct income category under the *Farm Registration Act*;
- applicant is at least 19 years of age and actively farming in the program year;
- generates an annual eligible gross commodity income of \$30,000. The eligible commodity income will be based on the Statement of Farming Activities (T2042, T1273 or Schedule 125 - Farm Revenue: detailing sales by commodity revenue code); and
- must be able to identify financial ability to complete the project.

### Agri-business, agri-food processor, seafood distributor or agricultural industry association:

- represents identifiable Nova Scotia agriculture and agri-food products;
- generates an annual gross income of \$30,000 or demonstrates not-for-profit status (must provide documentation);
- conducts value-added processing of a raw Nova Scotia agriculture product that demonstrates a direct partnership and significant economic impact to the Nova Scotia primary agricultural industry.

## FINANCIAL ASSISTANCE

- Applicants are eligible for **50%** funding assistance on total eligible project costs to a maximum of **\$10,000** per program year.
- Funding for the program is limited and the final decision to support will be determined by PBRM.
- No more than 100% of non-repayable funding can be received for any eligible project cost incurred and paid for by the applicant, regardless of source. No funding can be received for similar projects from other Nova Scotia Government sources. Applicants are required to disclose all funding sources.
- Eligible projects must be for new or incremental activities as they relate directly to membership criteria for local marketing initiatives. Activities are considered new if the applicant has not conducted the same activity over the last 24 months.
- Consultant quotes are required and must be provided with the application.
- To receive funding under this program, proof of membership with a local marketing initiative must be provided with the final claim.

## ELIGIBLE EXPENSES:

### 1. Product marketing support to aid in new local market expansion/penetration

- Marketing strategy to incorporate local marketing initiative branding
- Specialized product testing to validate product market readiness
- Product packaging design/labelling design incorporating local marketing initiative logos

### 2. Food Safety Plan — Refer to the Business Advisory Services Program for all projects in this section <https://novascotia.ca/programs/business-advisory-services/>

- Needs Assessment / Gap Assessment / Pre-audit Assessment
- HACCP Based Plan (e.g. Good Manufacturing Practices, Good Distribution Practices, Good Agricultural Practices, Food Safety Quality System)
- Development of written traceability and recall plans

## INELIGIBLE EXPENSES:

These include but are not limited to:

- costs related to normal commercial expansion;
- direct income support;
- non-stationery promotional materials and giveaways;
- normal business operational costs;
- refundable portion of the GST/HST, value-added taxes, or other items for which a refund or rebate is receivable;
- other costs that NSDA deems ineligible.

## APPLICATION PROCESS

To apply for the Buy Local Partnership program, complete and submit the application, including consultant quotes. Late applications will not be accepted. Eligible project expenses will be recognized within the Activity Period stated in the below table, however, expenses incurred prior to the date of project approval are at the applicant's risk.

Application Intake	Activity Period	Claim Deadline
April 1, 2021 – December 31, 2021	April 1, 2021 – February 28, 2022	February 28, 2022

**Note 1:** Clients new to PBRM programs since 2018 must complete the Program Funding Registration form. Returning clients, must update the form as needed with any changes to business information including contact information, structure, commodities, environmental farm plan and Premise ID.

## APPROVAL PROCESS

1. Applications will be reviewed and rated by the Nova Scotia Department of Agriculture (NSDA).
2. If approved, applicants will receive a **Letter of Agreement (LOA)** which identifies the eligible project activities, assistance offered, and the terms and conditions under which assistance is approved.
3. Review, sign and return the LOA to PBRM within **30 days** of the date of the letter or your funding will be forfeited.

## CLAIMING PROCESS

1. Claim deadline is noted in table above (page 4), in Application Process.
2. Complete and sign the program claim form that you received with your LOA.
3. Attach copies of all invoices for eligible project costs incurred and paid for by the applicant.
4. Attach proof of payment for each invoice – debit slips, cancelled cheques, or credit card statements. (receipted invoices marked paid and signed by the supplier are not accepted).
5. Submit your claim with the required supporting documentation, including proof of membership in a local marketing initiative, to the PBRM office by the claim deadline.

**Note:** No payment will be made for claims under \$20.00.

**Payment Holdback: 25% of the submitted claim will be held back until the required confirmation of membership in a local marketing initiative is received and considered satisfactory by PBRM. The holdback payment will be processed for payment after the confirmation of membership has been received.**

## ARM'S LENGTH TRANSACTIONS

Financial assistance will only be offered on transactions (invoices) that involve a supplier/service provider with an arm's-length relationship to the applicant for approved projects. For the purposes of Programs, arm's length is defined as individuals who are NOT connected by blood relationship, marriage, common-law partnership, or adoption.

## AUTHORITY

NSDA shall have the authority to deny an application if there is evidence of misrepresentation of pertinent information or if NSDA believes that an application does not conform to the spirit of the Program.

## EVALUATION AND AUDIT

Review and evaluation of projects may be carried out by NSDA, Government of Canada or other parties chosen by NSDA for the purpose of audit, analysis, evaluation, program development and determining financial assistance. This review and evaluation process may be conducted prior to project commencement, during work or upon project completion. Applicants may be asked to complete an evaluation survey related to their final claim.

## CONFIDENTIALITY

Applicants consent to the release of their name and the amount of support received under the Program. This specific information is deemed to be public information, to be actively disseminated by NSDA. NSDA may provide any information from an applicant to another public body or a law-enforcement agency in Canada to assist in an investigation, undertaken with a view to a law-enforcement proceeding or from which a law-enforcement proceeding is likely to result. Any other information provided, unless disclosed in the manner and for the purposes stated above, will be subject to the confidentiality and disclosure provisions of the Freedom of Information and Protection of Privacy (FOIPOP) Act.

## CONTACT INFORMATION

Please submit all documents related to the Buy Local Partnership program to PBRM at the address, email or fax number below. For more information about the program, please contact PBRM or your regional office.

### Programs and Business Risk Management (PBRM)

74 Research Drive  
Bible Hill, Nova Scotia B6L 2R2  
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Western Region Offices	Cornwallis	902-638-2395
	Kentville	902-679-6021
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	Sydney	902-563-2000