

Market Expansion and Export Readiness Program Application

Check the application intake period for which you are applying.

Note that the Activity Period of April 1, 2021 to March 1, 2022 is the same for all three intake periods:

- First Intake: April 1, 2021 – June 30, 2021**
- Second Intake: July 1, 2021 – September 30, 2021**
- Third Intake: October 1, 2021 – December 31, 2021**

PLEASE NOTE:

Section 1 - Eligibility Requirements: These must be met, or the application will not be processed.

Section 3 - Project Summary: This section will be evaluated and scored on its own. The entire ten-page application must be completed, however, only the highest scoring Project Summaries will have their full applications (Sections 4-8) evaluated and considered for acceptance into the Program.

Section 1 - Eligibility Requirements Checklist:

1. Applicant has submitted a Program Funding Registration (PFR) Form:
 - Completed and submitted a new PFR if have not completed one in the past
 - Submitted an updated PFR if any changes were made
2. Applicant is a farm that is currently and properly registered in the correct income category under the *Farm Registration Act*, is an agri-business or seafood distributor.
3. Applicant's farm, seafood distributor or agri-business generates an annual eligible gross income of **\$30,000 or more**
Is proof of income (as defined in the Program Guidelines) attached? Yes No *Already submitted*
4. Applicant is at least 19 years of age

Reference No.:	Date Received
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Section 2 - Applicant Information

Business / Farm Name	Applicant Name
Applicant Title / Position	
<input type="checkbox"/> Owner/Operator/Partner <input type="checkbox"/> Executive Director <input type="checkbox"/> CEO <input type="checkbox"/> President <input type="checkbox"/> Shareholder <input type="checkbox"/> Project Lead <input type="checkbox"/> Director <input type="checkbox"/> Secretary <input type="checkbox"/> Manager	
Phone Number	Email Address

*****NEW***** **I prefer to receive electronic correspondence**

Project Title (should clearly reflect the focus of the project and this application)
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Proposed Start Date	Proposed Completion Date
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Section 3 – Project Summary

Key issue(s), activities, objectives and impact

Describe the key issue(s) that the project is looking to address and outline the project’s main components and activities. Describe how the project will help access new/emerging markets, expand existing markets, or build your business’ capacity to develop markets for value-added agri-products. State the project objectives and the impact for your business. Describe the partnership(s) with and impact for the Nova Scotia primary agriculture sector.

This project will help:

- Access new and emerging markets
- Expand existing markets
- Build capacity to develop markets

 END OF APPLICATION SUMMARY 

Section 4 – Project Details (Please expand on what has been provided in the Project Summary)

Project team, key activities, objectives, funding sources and costs

Project team: Describe the team and anyone else involved with or supporting this project.		
<i>Qualifications in relation to project:</i> <i>Other notes:</i>		
Project Lead:		
Team member:		
Team member:		
Team member:		
Industry partners:		
Any other personnel:		

Key milestones: List the estimated timeline for each project milestone. Include items already completed.		
	<i>start date</i>	<i>end date</i>
1.		
2.		
3.		
4.		

Objectives: List the objectives for this project. These should be measurable and directly align with the Program Guidelines. Everything in the remainder of this application should link back to the key activities and objectives.		
1.		
2.		
3.		
4.		

Project funding sources	<i>Funding Amount</i>	<i>Notes (Status of funding, etc.)</i>
Applicant contribution	\$	
Support from industry (specify):	\$	
Support from other (specify):	\$	
Support from other (specify):	\$	
Requested support from NS Department of Agriculture Programs	\$	
Total Project Cost	\$	

Breakdown of Project Costs	Cost
<i>Product market support for new international market expansion/penetration, to aid in international marketing and/or to meet international standards</i>	
<input type="checkbox"/> product / packaging design	\$
<input type="checkbox"/> labelling updates	\$
<input type="checkbox"/> specialized product testing to validate product market readiness	\$
<input type="checkbox"/> shipment of samples	\$
<input type="checkbox"/> translation of in-market materials, website, print, videos	\$
<input type="checkbox"/> in-market representation located in target country	\$
<i>Exhibit in international trade shows / product showcasing / promotional events</i>	
<input type="checkbox"/> registration fees	\$
<input type="checkbox"/> booth rentals and associated costs	\$
<input type="checkbox"/> product shipping costs	\$
<input type="checkbox"/> contracting of professionals to conduct food and chef demonstrations and associated costs	\$
<i>Incoming international missions: must present business case for the sole purpose of increasing agriculture trade. Expense limit of \$10,000 in total for the following:</i>	
<input type="checkbox"/> facility/room fees and rentals	\$
<input type="checkbox"/> rental of video conferencing equipment	\$
<input type="checkbox"/> translation and interpretation expenses	\$
<input type="checkbox"/> in-province visits by media and other influencers from the target market	\$
<input type="checkbox"/> airfare / accommodations / meals (funding for a maximum of two visitors)	\$
<i>Strategic pilot projects for international market expansion</i>	
<input type="checkbox"/> Collective initiatives with a minimum of two partners that show potential for significant benefit to Nova Scotia and the participating businesses	\$
Total Project Cost	\$

Section 5 – Farm/Agri-Business Details and Project Impact

Business background, project impact, market share and business capacity

Business background: Provide a brief background of your farm or agri-business, including the age of your business, notable successes, previous projects completed, and government funding received relating to this or similar projects.

Check all that apply to the impact of this project. This project will:

- Increase profits. Amount: \$_____ (CAD) Improve competitiveness
 Increase exports: dollars volume # of products Displace imports: dollars volume # of products

Expand on any of the check boxes above that require further explanation.

Impact: Describe your business' competitive position/benefits of your product and what differentiates you from competitors and explain how this project improves your business. Describe in detail how the project will help access new/emerging markets, expand existing markets, or build your business' capacity to develop markets for value-added agri-products. List the sector(s) that will benefit from this project, specifically any partnership(s) with the primary agriculture sector. Explain the impact to specific sector(s) and the wider Nova Scotia agricultural industry.

Market share and business capacity: Describe your current market (who, how many products, volume, value, etc.). Provide details on your business' capacity to successfully implement the project and support increased market demand (market studies, production capacity, logistics, international requirements, qualified personnel, etc.)

Section 6 – Risks and Evaluation

Risks and evaluation plan

Risks: Describe the risks of carrying out this project and/or of not carrying out the project.		
<i>Risk</i>	<i>Risk Level (select level)</i>	<i>Mitigation</i>
Risks of carrying out the project		
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	
Risks of <i>not</i> carrying out the project (i.e. risks that this project is helping to address)		
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	
	<input type="checkbox"/> High <input type="checkbox"/> Medium <input type="checkbox"/> Low	

If this project will help with risk mitigation in any of the following areas, select all that apply.

- environmental
 adaptation for climate change
 fuel/energy efficiencies
 biosecurity
 labour
 food safety
 plant or animal health
 animal welfare
 farm safety
 traceability

Evaluation plan: Describe how the project will be monitored, controlled, and evaluated with reference to the previously stated key activities and objectives. Your evaluation should include how you define success for each of your activities.

Section 7 - Additional Details

Additional details

Outline any other important details about this project.

Section 8 – Appendices

Appendices

Applicants are encouraged to attach supporting documents to their application. These documents can include contractor/product quotes, letters of support and/or financial statements. The attachments should be concise and should *not* include full documents such as marketing plans, business plans and reports.

Statement of Certification

By submitting this application form, I acknowledge and agree with the following:

- to the best of my knowledge and ability, that the information provided on this application form is accurate;
- that I have read the Program Guidelines and, if the application is approved in whole or in part, I agree to abide by the terms and conditions as set out in the Program Guidelines;
- I consent to the audit and verification of the information at any time prior to project commencement, during work, or upon completion of the project. Such audit and verification may be performed by the N.S. Department of Agriculture, federal government or other parties chosen by N.S. Department of Agriculture for audit and verification purposes;
- I consent to the use and disclosure of the information by officials of the Nova Scotia Department of Agriculture, officials of programs offered by the Government of Canada or Province of Nova Scotia, and cooperating funding partners, where the information is relevant for the purposes of audit, analysis, evaluation, program development and determining;
- I agree to repay any amount determined through audit or inspection that is deemed to have been provided in excess of the government contributions to which I am entitled;
- I consent to the release of my name and the amount of any support received under the Program as public information, to be actively disseminated by the Province of Nova Scotia and Government of Canada;
- I acknowledge that any other information provided, unless disclosed in the manner and for the purposes to which I have consented above, will be subject to the confidentiality and disclosure provisions of the *Freedom of Information and Protection of Privacy Act (FOIPOP)*; and
- I confirm that I have the authority to bind the applicant.

_____ Applicant Name*	_____ Signature	_____ Date
_____ Project Leader* (if applicable)	_____ Signature	_____ Date
_____ Cooperator Name* (if applicable)	_____ Signature	_____ Date

*** The application must be signed by the applicant, project leader and cooperator(s) (if applicable) accepting responsibility for complying with this project proposal.**

Return completed Application to:

Department of Agriculture
Programs and Business Risk Management Division
74 Research Drive, Suite A, Bible Hill, NS B6L 2R2
Phone 902-893-6377 or toll-free 1-866-844-4276
Fax: 902-893-7579
Email: prm@novascotia.ca
Website: <http://novascotia.ca/programs/>

Je préfère recevoir tous les formulaires en français.