



Market Expansion and Export Readiness Program Guidelines

2021-2022

FOR MORE INFORMATION PLEASE CONTACT:

Programs and Business Risk Management (PBRM)

74 Research Drive

Bible Hill, Nova Scotia B6L 2R2

Tel: 902-893-6377 Toll free: 1-866-844-4276

Fax: 902-893-7579

Email: prm@novascotia.ca Website: <http://novascotia.ca/programs>

CANADIAN AGRICULTURAL PARTNERSHIP (CAP)

The governments of Canada and Nova Scotia are committed to ensuring farmers and processors have the tools they need to innovate, grow and prosper. The *Canadian Agricultural Partnership* agreement is part of a commitment by federal, provincial and territorial governments to promote productivity and profitability for the sector. The programs are designed to help the industry position itself to respond to future opportunities and to realize its full potential as a significant contributor to the economy. Programs are also tailored with the flexibility to meet diverse regional requirements.

The partnership is a five-year, \$3-billion investment by federal, provincial and territorial governments that aims to strengthen the agriculture and agri-food sector and ensure continued innovation, growth and prosperity. The partnership includes \$1 billion for federal activities and programs, and \$2 billion in cost-shared programs delivered by provinces and territories on a 60-40 basis. In Nova Scotia, \$37 million will be invested through provincially delivered programs focusing on Markets and Trade; Science, Research and Innovation; Environmental Sustainability and Climate Change; Risk Management; Value Added Agriculture and Agri-Food Processing; and Public Trust.

In addition to cost-shared strategic initiatives, the partnership includes several business risk-management programs to help farmers manage risks that threaten the viability of their farms.

PROGRAM OBJECTIVES

The objectives of the Market Expansion and Export Readiness program are to encourage the agriculture, agri-food and seafood industries to expand their current established market share and foster economic growth through:

- accessing new and emerging markets
- building capacity to develop markets
- expanding existing markets

The ability to enhance international competitiveness of the overall sector through collaboration and partnering outside of Nova Scotia is an integral component of the Market Expansion and Export Readiness program.

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);
- must be able to identify financial ability to complete the project; and
- must be export-ready and capable of servicing markets outside of Nova Scotia.

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 demonstrate 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;
- must be able to identify financial ability to complete the project;
- a seafood distributor expanding in an international market; and
- if applying for international market expansion, must be export-ready and capable of servicing markets outside of Nova Scotia.

FINANCIAL ASSISTANCE

- Applicants are eligible for **50%** funding assistance on total eligible project costs to a maximum of **\$30,000** per program year. Maximum funding for the duration of the CAP program (2018-2023) is \$150,000.
- 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 market expansion, readiness and export opportunities for agriculture and seafood. Activities are considered new if the applicant has not conducted activities in the target market over the last 24 months.

Note 1: If looking for funding support for Market Plans, Feasibility Studies or Market Intelligence, refer to the ***Business Advisory Services Program***.

Note 2: Costs and expenses incurred for travel, accommodation and or meals will not be supported in this program except for incoming missions. Refer to our ***Missions and Investigative Travel Program*** for funding support for such activities.

ELIGIBLE EXPENSES:**Product market support for new international market expansion/penetration, to aid in international marketing and/or to meet international standards, including:**

- product/packaging design
- labelling updates
- specialized product testing to validate product market readiness
- shipment of samples
- translation of in-market materials, website, print and videos
- in-market representation located in target country

Exhibit in international trade shows / product showcasing / promotional events, including:

- registration fees
- booth rentals and associated costs
- product shipping costs
- contracting of professionals to conduct food and chef demonstrations and associated costs

Incoming missions: must present business case for the sole purpose of increasing agriculture trade. Expense limit of \$10,000 for the following:

- facility/room fees and rentals
- rental of video conferencing equipment
- translation and interpretation expenses
- in-province visits by media and other influencers from the target market
- airfare / accommodations / meals (funding for a maximum of two visitors)

Strategic pilot projects for international market expansion

- Collective initiatives with a minimum of two partners that show potential for significant benefit to Nova Scotia and the participating businesses

INELIGIBLE EXPENSES:

These include but are not limited to:

- alcoholic beverage purchases;
- costs related to normal commercial expansion;
- direct income support;
- non-stationery promotional materials and giveaways;
- normal business costs;
- provincial specific branding, promotion or marketing that is detrimental to another province, territory or Canada;
- refundable portion of the GST/HST, value-added taxes, or other items for which a refund or rebate is receivable; and
- other costs that the NSDA deems ineligible.

APPLICATION PROCESS

To apply for the Market Expansion and Export Readiness Program, complete and submit the Application. 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 – June 30, 2021	April 1, 2021 - March 1, 2022	March 1, 2022
July 1, 2021 – September 30, 2021	April 1, 2021 - March 1, 2022	March 1, 2022
October 1, 2021 – December 31, 2021	April 1, 2021 - March 1, 2022	March 1, 2022

Note: 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 6), 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 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 Final Report, satisfactory to PBRM, has been submitted. The holdback payment will be processed for payment after the Final Report has been received.

FINAL REPORT

Projects approved for funding have the following mandatory reporting requirements:

- a Final Report is to be submitted to PBRM (template provided with LOA);
- the Final Report must be submitted at the time of the final claim;
- failure to submit a complete Final Report will affect future funding considerations by the PBRM office and eligible claim payment will be reduced by 25%;
- Final Reports may be made available publicly on the NSDA website; and
- a follow up review may be conducted after project completion.

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 Market Expansion and Export Readiness Program to PBRM at the address, email or fax number below. For more information about the Program, please contact PBRM or your regional office.

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Fax: 902-893-7579

Email: prm@novascotia.ca

PBRM: Telephone: 902-893-6377 Toll Free: 1-866-844-4276		
Western Region Offices	Cornwallis	902-638-2395
	Kentville	902-679-6021
	Lunenburg	902-634-7575
Eastern Region Offices	Truro	902-893-6575
	Antigonish	902-863-7180
	Sydney	902-563-2000