

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Market Opportunities and Diversification Program Guidelines

2023-2024



Sustainable Canadian Agricultural Partnership

The Sustainable Canadian Agricultural Partnership (Sustainable CAP) is a five-year (2023-2028), \$3.5-billion investment by federal-provincial and territorial governments to strengthen competitiveness, innovation, and resiliency of the agriculture, agri-food and agri-based products sector. This includes \$1 billion in federal programs and activities and \$2.5 billion in cost-shared programs and activities by federal, provincial and territorial governments.

In Nova Scotia, \$46 million will be invested through a federal-provincial partnership that is linked to five program streams: 1) Building Sector Capacity, Growth and Competitiveness; 2) Climate Change and Environment; 3) Market Development and Trade; 4) Science, Research, and Innovation; and 5) Resiliency and Public Trust.

We support the development of diverse and inclusive industries. We welcome individuals from all equity-deserving communities including but not limited to women, persons with disabilities, Black and African Nova Scotians, Mi'kmaq, Indigenous peoples, 2SLGBTQI+ and racialized individuals, to apply to programming.

Program Objectives

The Market Opportunities and Diversification program will support local and export activities that enable eligible producers, processors, and industry associations to:

- modify products and packaging to meet specific market requirements and preferences
- support for marketing activities to meet changing requirements or emerging opportunities
- to sell quality agricultural and seafood products, inside and outside of Nova Scotia
- build capacity and take the steps necessary to ensure products and businesses are ready and able to compete in target markets

Eligible Applicants

- Farms
- Mi'kmaq conducting farming activities in Mi'kmaq Communities
- Agri-Business
- Seafood Business expanding in an international market
- Agricultural or Seafood Industry Association

Program Criteria

- currently registered in the correct income category under the Farm Registration Act or Mi'kmaq conducting farming activities in Mi'kmaq Communities
- 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)
- Agricultural or Seafood Industry Association who demonstrates not-for-profit status by providing documentation

- Agri-business and Agricultural Industry Association who represents identifiable Nova Scotia agriculture and agri-food products
- Agri-business or Seafood Business generating an annual eligible gross agri-business income of \$30,000 or more based on T2 Corporation Income Tax Return and/or internal Income Statement
- Agri-business who conducts value-added processing of a raw Nova Scotia agriculture product which demonstrates a direct partnership and significant economic impact to the Nova Scotia primary agricultural industry

All Agri-Business applicants must demonstrate:

- The use of Nova Scotia products / ingredients in their products

Using the table below, applicants will need to show proof of purchase of a certain level of local ingredients based on their income level. Example: An eligible applicant has \$55,000 in income, based on the table below they will need to show proof of \$10,000 in local inputs.

Proof of local ingredients:

Income Level	Minimum annual purchases of raw agricultural ingredients
\$30,000 - \$49,999	\$5,000
\$50,000 - \$99,999	\$10,000
\$100,000 – \$250,000+	\$25,000

All Seafood Businesses must:

- be expanding in an international market

Note: if applying for international market expansion, must be export-ready and capable of servicing markets outside of Nova Scotia.

Financial Assistance

Applicants can apply for a maximum of 10% of their gross commodity income up to a maximum of **\$25,000** per year. Only one application per year may be submitted. The maximum an applicant can receive over the life of the Sustainable Canadian Agricultural Partnership Program (2023-2028) is **\$75,000**.

Stream 1: International Market Consultants	50% assistance up to a maximum of \$10,000
Stream 2: Digital Marketing Activities (Local & International)	50% assistance up to a maximum of \$10,000
Stream 3: Market Readiness (International)	25% assistance up to a maximum of \$5,000

Note 1: All program funding is subject to funding availability.

Note 2: No more than 100% of non-repayable funding can be received for any eligible project cost incurred and paid for by the applicant. This applies to all Nova Scotia Department of Agriculture Programs.

Note 3: Quotes are required and must be provided with the application.

Eligible Expenses

Stream 1: International Market Consultations

- in-market consultant costs associated with market diversification in new international markets:
 - market research, planning and preparing to understand the regulatory environment
 - opportunity analysis, feasibility, value chain requirements
 - translation / interpretation services
- all activities will cover consultant fees only

Stream 2: Digital Marketing Activities (Local & International Markets)

- website development (one-time cost) – no monthly fees or subscriptions
- website updates – customizations for new market requirements
- e-commerce
- digital marketing activities for new target markets
 - graphic design for product labels, packaging
 - graphic design for marketing materials (no printing or purchasing of packaging)
 - design for trade show booth materials
 - product photography and video

Stream 3: Market Readiness (International Markets)

- product sample shipping costs including logistical support
- in-market product specific testing / validation
- in-market product showcase (store tastings)

Note: Seafood Businesses and Associations are only eligible for activities that support international expansion

Ineligible Expenses

These include but are not limited to:

- administrative / general overhead
- ongoing software licensing costs or fees
- operating expenses / existing staff salaries
- printing costs
- packaging costs
- travel
- in-kind, & HST

Application Process

To apply for the Market Opportunities and Diversification Program:

1. Submit a complete application with all supporting project quotes by December 31, 2023.
2. Submit a complete Program Funding Registration Form
3. Eligible project expenses will be recognized within the Activity Period stated in the table below. Please refrain from making purchases before receiving a Letter of Agreement from the Programs Office.

Application Intake	Activity Period	Claim Deadline
May 5, 2023 – December 31, 2023	April 1, 2023 – February 29, 2024	February 29, 2024

Note: An applicant may only submit one application per year.

Approval Process

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

Claiming Process

1. After Programs receives your signed Letter of Agreement, a **Program Claim Form** will be sent to you.
2. Complete and sign the Program Claim Form prior to the claim deadline of **February 29, 2024**.
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 – e-transfer confirmation, debit slips, cleared cheques, or credit card/bank statements. (Invoices marked paid and signed by the supplier are not accepted)
5. Submit your claim with the required supporting documentation to the Programs office by the claim deadline.

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

Final Report

Projects approved for program funding may have mandatory reporting requirements. Applicants will receive the reporting template with their claim form if applicable.

Programs that require a final report will be subject to a 25% holdback on their submitted claim if the final report is not submitted at the same time. 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

Program funding 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 Act.

Contact Information

Please submit all documents related to the Market Opportunities and Diversification Program to Programs at the address, email, or fax number below. For more information about the Program, please contact Programs or your regional office.

**Nova Scotia Department of Agriculture
Programs Office**

74 Research Drive
Bible Hill, Nova Scotia B6L 2R2
Fax: 902-893-7579
Email: prm@novascotia.ca

Programs: 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
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	Antigonish	902-863-7180
	Sydney	902-563-2000