



Growing Forward 2

A federal-provincial-territorial initiative

**BC Agrifood and Seafood
Market Development Preparedness
Program
2016/2017**

MARKETING SKILLS TRAINING

APPLICATION FORM

BC Agrifood and Seafood Market Development Preparedness Program

Collection Notice for Applicants: If your business is unincorporated some of the information collected in this application form may constitute personal information. Your personal information is collected by the BC Ministry of Agriculture (or its employees and contractors) under Section 26(c) of the *Freedom of Information and Protection of Privacy Act* for the purpose of facilitating your participation in the Market Development Preparedness Program. Should you have any questions about the collection of this personal information please contact: Janpreet Dhade, Sr. Program Developer, BC Ministry of Agriculture (Janpreet.Dhade@gov.bc.ca; 250-356-5861)

FUNDING PARAMETERS		
Eligible Activities	Maximum Program Contribution Per Activity	Eligible Costs
Market Research <ul style="list-style-type: none"> • Primary Research • Secondary Research 	\$50,000 \$30,000	Fees paid to prequalified consultants (from the list of consultants on the BC Government website) to complete primary research activities. Fees paid to qualified market research providers to purchase existing market information or market analysis studies.
Strategic Market Development Planning	\$30,000	Fees paid to prequalified consultants (from the list of consultants on the BC Government website) to complete long-term strategic marketing or export plans.
Marketing Skills Training	\$3,000	Fees paid to qualified educational institutions to register for marketing skills training courses.
<p>Participants can apply for one or more of the eligible activities in the table above, to a maximum of \$50,000 over the life of the program.</p>		
<p>Funding is available, on a reimbursement basis, to cover 75% of the eligible costs paid by an applicant for eligible activities (up to the maximum amount specified in the table above); applicants are responsible for contributing at least 25% (in cash) of the total costs.</p>		
<p>Each completed application will be assessed as received until all available funding has been expended; and,</p>		
<p>Expenses incurred prior to an applicant receiving a letter of approval from the BC Ministry of Agriculture will not be eligible for assistance under this program.</p>		

CHECKLIST

Please ensure that all of the following information has been completed and reviewed before you submit your application:

	<p>To be considered eligible your organization must be appropriately registered, licensed, certified, etc. to do business in BC or have a head office in BC and be marketing a product grown or processed* in BC.</p> <p><i>(*BC processed food is any food, seafood or beverage product processed and packaged in BC with more than 85 per cent of the product's main ingredients produced in BC. In cases where the main ingredients are not available in BC in sufficient quantities, the food must be processed and packaged entirely in BC.)</i></p>
	<p>A completed application form including answers to all questions.</p>
	<p>Application form has been signed by a person authorized to make any and all commitments to the project.</p>
	<p>An electronic version of your completed Application has been sent to MDPP.Admin@ca.pwc.com.</p>

BC Agrifood and Seafood Market Development Preparedness Program

BC Ministry of Agriculture Use Only	Date Received:		Application Number	
	Date Revised:			

PART A APPLICANT INFORMATION EMPLOYEE INFORMATION

Section A1: Applicant Information (All fields are required)			
Organization/Business Name			
Designated Officer (Signing authority on behalf of applicant)			
Address			
City		Postal Code	
Telephone Number		Fax Number	
Email Address			
Website			
Business or Association #			

Section A2: Information of Employee Taking the Training			
Employee Name			
Position			
Key Job Responsibilities Related to Marketing (please describe in detail)			
Length of Employment with the Company (# of years)			
Employment Status	Full Time	Part Time	
	Permanent	Temporary	
Employee's Education Level (i.e. high school, college diploma, university degree)			

PART B
TRAINING DESCRIPTION

Section B1: Course/Training Details & Costs			
Course Name			
Course Provider			
Course Start Date		Course End Date*	
Course/Training Fee**			
Amount Contributed by Applicant		(Min. 25% of Course/Training Fee)	
Program Funding Request:		(Max. 75% of Course/Training Fee)	
<p>* Course <i>must</i> be fully completed (including final reporting) by the course end date or committed funding <i>will be forfeited</i>.</p> <p>** No expenses other than course/training fees will be eligible for reimbursement.</p>			

Section B2: Training Details & Outcomes
Detailed description of the objectives, goals and rationale for undertaking this training:
<p>Employee’s Key Learning Objectives <i>(i.e. What is it that the employee should be able to do more effectively at the completion of the course/training?):</i></p> <p>Company’s Key Marketing Goals <i>(i.e. What will this course/training help your organization achieve?):</i></p> <p>Rationale for Undertaking this Training <i>(i.e. Why does this employee need marketing skills training?):</i></p>

Is this course/training on the list of eligible courses/training listed on the BC Government website? Yes No

If yes, please list course number from the website:

If no:

1. Is there an eligible course on the list provided by the BC Ministry of Agriculture that is similar to the one referenced in this application (if yes, please list the course name and number from the website)? Yes No

Course Number:

2. Please provide a detailed description of what is covered in the course (*i.e. What marketing skills/topics will be addressed? What are the intended outcomes from the course?*):

Describe if/how you intend to use this training to effectively carry out activities supported through other government-funded programs (i.e. Buy Local Program, BC Agrifood and Seafood Export Program, Canada-BC Agri-Innovation Program, BC Market Development Preparedness Program, etc).

PART C

DECLARATIONS AND CONSENT TO USE PERSONAL INFORMATION

By submitting this form for benefits under the BC Ministry of Agriculture's *Growing Forward 2* BC Agrifood and Seafood Market Development Preparedness Program, I/We:

- Hereby declare that the information provided in this application is true and correct in every respect and that I/We have not applied more than once for each the Services.
- Authorize the Province of British Columbia, its employees or agents to use the information contained within this application and data relating to my/our agrifood/seafood operation to verify this application and to administer, audit, analyze, evaluate, and improve the *Growing Forward 2* programs administered by the Province of British Columbia and the Government of Canada.
- Acknowledge that I/we are presently actively engaged in the agrifood/seafood entity (i.e. participate in the day-to-day operations of the farm/business) and am/are British Columbia resident(s) over 19 years of age.
- Understand that failing to comply with all other application requirements may delay the processing of the application, or may make me/us ineligible for receiving assistance under the program.
- Acknowledge that the completion and submission of this application form does not oblige BC Ministry of Agriculture, their agents, servants, and employees to provide funding for the services herein.
- Understand that expenses incurred prior to the submission of an approved application are not eligible for assistance under this program.
- Agree to participate in an evaluation and/or audit of the program.
- Understand that personal information on this form is collected under the Freedom of Information and Protection of Privacy Act, s.26(c).
- Understand that in the performance of the activities funded by this project, I/we must comply with all applicable laws.
- The information collected will be used in furtherance of and in a manner consistent with an activity of the public body; that is the BC Agrifood and Seafood Market Development Preparedness Program being delivered under the Canada-British Columbia *Growing Forward 2* Framework and Bilateral Agreements.
- Agree that the information provided for the purposes of the *Growing Forward 2* BC Agrifood and Seafood Market Development Preparedness Program may be shared with Agriculture and Agri-food Canada or its agents regarding claims, audits, and evaluations as it relates directly to and is necessary for this contract being delivered as part of the Canada-BC *Growing Forward 2* Framework and Bilateral Agreements.
- Consent to the public release of my/our business name, the amount of funding received, and the general nature of the project.

If you have any questions about the collection, use and disclosure of this application's information, contact: Janpreet Dhade, Sr. Program Developer, BC Ministry of Agriculture, 250-356-5861.

Dated this _____ day of _____, 20__ at
_____, B.C.

Name of Applicant (Please Print)

Signature of Applicant

Disclaimer: The British Columbia Minister of Agriculture and the Minister of Agriculture and Agri-Food Canada, their officers, servants, and agents accept no responsibility nor will they be held liable for any claims, demands, losses, or actions which may be made or taken against them, rising out of the advice, operation or any other action related to the BC Agrifood and Seafood Market Development Preparedness Program.

NOTE : Work started on BC Agrifood and Seafood Market Development Preparedness Program projects prior to receiving approval from the BC Ministry of Agriculture will not be eligible for support under this program.

PART D

COLLECTION NOTICE, CONSENT AND VERIFICATION FORM FOR EMPLOYEES

Please have participating employees complete the form below.

1. I, _____(name) consent to the disclosure of my personal information between my Employer _____(name of employer) and the BC Ministry of Agriculture (and its employees and contractors) for the purpose of facilitating my employer's participation in the BC Agrifood and Seafood Market Development Preparedness Program which provides cost shared funding to my employer to support my participation in market development related training courses:
2. My employer may disclose my name, job title, employment status, education level, and training information.
3. I verify that the information provided in the application pertaining to my name, employment status, job title, and education level is accurate.

This consent is valid from the date signed until the BC Ministry of Agriculture's evaluation of the program is finalized:

(employee signature)

(date)

Your participation in the program is voluntary and your acceptance or refusal to participate will not affect your employer's participation in *other* components of the program. If you have any questions concerning the disclosure of your personal information, please contact:

Janpreet Dhade, Sr. Program Developer, BC Ministry of Agriculture
Janpreet.Dhade@gov.bc.ca
250-356-5861

Forward the completed, signed application and supporting documentation to the Program Administrator:

By Mail: PwC LLP
250 Howe Street, Suite 700
Vancouver, BC V6C 3S7
Attn: B.C. Market Development Preparedness Program

By Email: MDPP.Admin@ca.pwc.com

For further information on filling out the application form please contact:

BC Agrifood and Seafood Market Development Preparedness Program
Phone: 604-484-3490

For further information on the Market Development Preparedness Program please contact:

Janpreet Dhade, Sr. Program Developer, BC Ministry of Agriculture
Phone: 250-356-5861.