



**Growing Forward 2**

A federal-provincial-territorial initiative

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

**SECONDARY MARKET RESEARCH**

**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 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](mailto:Janpreet.Dhade@gov.bc.ca); 250-356-5861).

<b>FUNDING PARAMETERS</b>		
<b>Eligible Activities</b>	<b>Maximum Program Contribution Per Activity</b>	<b>Eligible Costs</b>
Market Research <ul style="list-style-type: none"> <li>• Primary Research</li> <li>• Secondary Research</li> </ul>	\$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, <b>to a maximum of \$50,000 over the life of the program.</b></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:

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.

*(\*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.)*

A completed application form including answers to all questions.

Application form has been signed by a person authorized to make any and all commitments to the project.

An electronic version of your completed Application has been sent to [MDPP.Admin@ca.pwc.com](mailto:MDPP.Admin@ca.pwc.com).

## BC Agrifood and Seafood Market Development Preparedness Program

<b>BC Ministry of Agriculture Use Only</b>	Date Received:		Application Number	
	Date Revised:			

<b>Project Title</b> <i>(10 words or less)</i>	
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### PART A APPLICANT INFORMATION

<b>Section A1: Applicant Information</b> <i>(All fields are required)</i>			
Organization/Business Name			
Project Contact Name			
Project Contact Title			
Address			
City		Postal Code	
Telephone Number		Fax Number	
Email Address			
Website			
Business or Association #			
<a href="#"><u>North American Industry Classification System Code:</u></a>			

<b>Section A2: Designated Officer</b> <i>(Signing authority on behalf of the applicant)</i>			
Name			
Title			
Address			
City		Postal Code	
Telephone Number			
Email Address			

**PART B**  
**ORGANIZATION & PRODUCT INFORMATION**

**Section B1: Organization Overview**

Please provide a brief description of your company. (Trading houses must include a letter of representation from the manufacturer/processor they are representing.)

- a) Type of Business (i.e.: producer, processor, trading house, etc.):
  
- b) Year Established:
  
- c) Number of Years Exporting (if applicable):
  
- d) Other Relevant Details:

Please indicate if your organization has a marketing plan. If possible, provide a brief description of the key elements of your marketing plan or attach extra documentation.

**Section B2: Product Overview**

Please provide the name and a brief description of the product(s) you are currently producing or planning to produce for domestic or export markets.

- a) Description of product(s):
  
  
  
  
  
  
  
  
  
  
- b) Does the product qualify as “grown or processed in BC”? Please provide details. (e.g. product sourcing, percentage of BC content, BC production information, etc.)

**PART C**  
**PROJECT DESCRIPTION**

Section C1: Project Information		
Project Start Date		Project End Date*
* Project <i>must</i> be fully completed (including final reporting) within project timelines submitted in this application form or committed funding <i>will be forfeited</i> .		
Type of Market Research to be Purchased (i.e. consumer study; market opportunity study; competitor study; raw market data; etc.)		
Name of Market Research Provider		
Date of Research/Publication:		
Total Cost of Research		
Amount Contributed by Applicant		(Min. 25% of Total Cost of Research)
<b>Program Funding Request</b>		<b>(Max. 75% of Total Cost of Research)</b>
Have you previously applied for Federal or Provincial Funding for this Project? If yes, please provide details in the table below:		
Funding Sources	Amounts (\$)	Description

**Section C2: Project Details & Outcomes**

Provide a summary of the research to be purchased outlining the following:

**Description of the Research** *(i.e. What information will be provided? Which questions will be addressed by purchasing this secondary research?):*

**Rationale for Purchasing this Research** *(i.e. What goal will this research help your organization achieve? How does this research respond to an opportunity, need, demand, gap or issue? How will your organization utilize this research to expand market share?):*

**Source of the Research** *(i.e. Who is conducting the research and what are their qualifications as a market researcher?):*

**Key Timelines for this Research** *(i.e. When and how will the research be purchased?):*

Identify any other organizations or partners that will be involved with the project and their role.

Identify the target market(s) included in this project and indicate why this market is being chosen as the focus of this research (please separate market descriptions into individual text boxes provided).

1)

2)

3)

4)

If applicable, please describe how your project builds on previous market development/research activities your organization has undertaken in the region or explain if it is a completely new market.



**Section C3: Benefits & Impacts of the Project**

Please describe, in detail, the benefits and impacts that this research will have on your organization (i.e. how and to what extent do you anticipate the research will impact revenue generation, market expansion, profitability, job creation, increased usage of BC ingredients etc.).

**Section C4: Communication Plan**

Please outline the communication plan for the proposed project (i.e. describe how the applicant and contractor will communicate over the course of the project to ensure it meets the intended goals/objective).

## PART D

### 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.
- Consent to the public release of my/our business name, the amount of funding received, and the general nature of the project.
- 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

*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.

**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](mailto: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