



Growing Forward 2

A federal-provincial-territorial initiative

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

STRATEGIC MARKET DEVELOPMENT PLANNING

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:

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.

BC Agrifood and Seafood Market Development Preparedness Program

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

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

Section A1: Applicant Information <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 #			
North American Industry Classification System Code:			

Section A2: Designated Officer <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 ever completed a written marketing plan or export plan. If possible, provide a brief description of the key elements of this 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>			
Project Funding			
Resources Required	Amounts (\$)	Description	
Total Eligible Expenses			
Amount Contributed by Applicant		(Min. 25% of Total Project Budget)	
Program Funding Request		(Max. 75% of Total Project Budget)	

Have you previously applied for federal or provincial government funding for this project? If yes, please provide details in the table below:		
Funding Source	Amounts (\$)	Description
Federal Funding		
Provincial Funding		

Section C2: Project Details & Outcomes

Provide a summary of your project outlining the following:

Type of Marketing Plan (i.e. What type of plan is being created?):

- A) Long-Term, Strategic Domestic Marketing Plan;
- B) Long-Term, Strategic Export Marketing Plan; or,
- C) Comprehensive Long-Term, Strategic Marketing Plan (For Domestic & Export Markets)

Description of the Project (i.e. What will be covered in the marketing plan? Please list the key sections of the plan or attach a table of contents):

Key Goals of Project (i.e. What will this project help your organization achieve?):

Rationale for Undertaking this Project (i.e. How does this project respond to an opportunity, need, demand, gap or issue?):

Key Activities/Timelines for Project (i.e. What will be done and when?):

Name of eligible contractor providing services for this application (from the list of eligible contractors available on the BC Government website).

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

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, 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.
- 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.

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