



**Growing Forward 2**

A federal-provincial-territorial initiative

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

**APPLICATION GUIDE**

# Step 1: Confirm Your Eligibility and Select an Activity

The **applicant must provide all information requested in the application form** to demonstrate their eligibility.

To be eligible and participate in this program, applicant organizations must have a head office in BC or be registered in BC and market products grown or processed\* in BC. Eligible participants are:

- BC agrifood and seafood processors and exporters
- BC agrifood and seafood industry associations/organizations
- BC agrifood primary producers
- Non-timber forest resource harvesters and wild crafters

Please note that fishers (harvesters) will not be eligible for this program.

*\* 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.*

Eligible applicants will select activities based on their business requirements, being able to apply for one or more eligible Program activities; however, the Program will contribute to a **maximum of \$50,000** to each participant over the life of the Program. The three eligible activities under this program are:

## 1. Market Research

- a) *Primary Market Research:* Contracting pre-qualified market research consultants (from the list of consultants provided on the Market Development Preparedness Program webpage) to:
  - i. conduct primary research activities (such as surveys, interviews, taste testing or focus groups) and develop market intelligence studies to help applicants better understand the competitive environment and potential growth opportunities in domestic or international markets; and/or,
  - ii. conduct primary research activities (such as surveys, interviews, taste testing or focus groups) and develop feasibility studies related to the introduction of new products into domestic or international markets.
- b) *Secondary Market Research:* Purchasing existing market information and/or market intelligence studies on domestic or international markets from a qualified market research firm to help applicants better understand the competitive environment and potential growth opportunities within these markets.

## 2. Strategic Market Development Planning

- a) Contracting pre-qualified strategic planning consultants (from the list of consultants provided on the Market Development Preparedness Program webpage) to develop long-term strategic market development plans for domestic and/or international markets.

### 3. Marketing Skills Training Courses

- a) Completing eligible marketing skills training courses (from the list of courses provided on the Market Development Preparedness Program webpage) at qualified educational institutions.

## Step 2: Engage a Pre-qualified Consultant/ Identify a Secondary Market Research Provider / Select an Eligible Course

Once an activity that suits the needs of the business has been selected, the applicant will select the contractor or institution that best fits their needs based on the following:

- **Primary Market Research and Strategic Market Development Planning:** Applicants seeking funding for primary market research activities or the development of a strategic market development plan must engage a pre-qualified consultant of their choice from the list provided on the Market Development Preparedness Program webpage and work with that consultant to complete and submit an application form.
- **Secondary Market Research:** Applicants seeking funding for secondary market research (i.e. the purchase of existing market information or market intelligence studies) must submit a completed application form which includes a detailed description of the market research that will be purchased and the qualifications of the market research provider. A sample list of secondary market research providers is provided on the Market Development Preparedness Program webpage.
- **Marketing Skills Training Courses:** Applicants seeking funding to support participation in a marketing skills training course must select an eligible course from the list on the Market Development Preparedness Program webpage and then submit a completed application form which includes a description of the staff members key learning objectives. Courses not on the eligible course list provided on the Market Development Preparedness Program webpage, but similar to one of the approved courses, will be considered for approval on a case by case basis.

## Step 3: Complete and Submit an Application Form

PricewaterhouseCoopers (PwC) is administering the application and claim process on behalf of the BC Ministry of Agriculture. To apply for program funding, eligible applicants must submit a completed application form to PwC that includes a strong rationale for how the activity will support the applicant's

efforts to develop domestic and international markets. Based on a review of the information provided in the application form, PwC may request further supplementary documentation, such as a business plan, to assist the BC Ministry of Agriculture in making an approval decision.

All completed applications must be submitted via email to [MDPP.Admin@ca.pwc.com](mailto:MDPP.Admin@ca.pwc.com). Applications will be accepted on an ongoing basis until all program funding has been committed. **Only applications for activities to be undertaken and completed before March 31, 2017 can now be submitted.**

## Step 4: Application Review and Notification

Completed application packages will be reviewed to confirm participant eligibility in the program. In addition to the basic eligibility criteria identified in previous steps, applications will be assessed on:

- the potential for long-term revenue generation and market expansion;
- the potential for employment creation;
- the potential for increased usage of BC agriculture and/or seafood ingredients;
- the demonstrated capacity of the applicant to implement the project; and,
- the overall cost/benefit to the province and BC's Agrifood and Seafood Sector

Applicants can expect the review process to take between six to eight weeks from the date they submit a completed application form and date they receive notification of application approval from the BC Ministry of Agriculture. During the review period, PwC may request additional information or supplementary documentation on behalf of the BC Ministry of Agriculture in support of the applicant's submission. A request for additional information may delay the notification of decision beyond six to eight weeks.

Each applicant will be notified whether their project is approved or rejected.

## Step 5: Project Approval Received

For each project approved, an approval letter will be forwarded to the applicant which, when accepted, shall constitute a contract between the BC Ministry of Agriculture and the applicant. Should the project fail to comply with the terms of the contract or be discontinued, the BC Ministry of Agriculture may at its sole discretion:

- declare the applicant to be in non-performance (default) of the contract;
- request the applicant to repay, in full, any incentive received; and/or
- take necessary legal action to collect the incentive amount in full with interest.

The BC Ministry of Agriculture will not enter into any direct contracts with, or have any contractual obligations to, the pre-qualified consultants providing primary market research or strategic planning services to the applicant. The program applicant is responsible for entering into a direct contractual agreement with the pre-qualified consultant of their choice from the list on the Market Development Preparedness Program webpage to ensure that the project is delivered in accordance with the information included in their application and approval letter.

## Step 6: Complete the Activity

The eligible activity may begin upon receipt of a letter of approval from the BC Ministry of Agriculture.

Once the letter is received, applicants seeking funding for:

- **primary market research and strategic market development planning** should contact the approved pre-qualified consultant to initiate the project;
- **secondary market research** should engage the approved market research provider to attain the required market information; and/or;
- **marketing skills training** should enroll in the approved course directly with the eligible educational institution.

**Growing Forward 2 Funding Acknowledgement Guidelines:** Funding acknowledgements should be placed on all project materials, regardless of audience, as described in the approval letter.

Acknowledgements may be in the form of logos and/or written statements, depending on the type of material. Please follow the instructions in the approval letter.

## Step 7: Submit a Claim for Reimbursement

Program payments are based on reimbursements. To be reimbursed, applicants must submit the following to PwC:

- a completed claim form (a claim form will be provided with the approval letter);
- invoices and proof of payment (including receipts or any other documentation necessary to establish the nature and amount of payment);
- proof of completion, which includes:
  - **for marketing skills training**, proof of completion of the eligible course(s) by providing either a copy of a certificate or letter from the educational institution confirming successful completion;
  - **for primary research**, a copy of the final report providing the research findings;
  - **for secondary research**, a copy of the study/report/information purchased;

- **for strategic market development planning**, a copy of the final market development plan; and,
- any other documentation requested by the BC Ministry of Agriculture or PwC to confirm details of the claim.

**All invoices and receipts must be submitted for reimbursement within two months of the completion of the project and/or training** (i.e. from the date the last payment has been made by the applicant to the contractor or, in case of training, within two months of successfully completing and passing the course).

The BC Ministry of Agriculture will reimburse the eligible portion of the claim up to 75% of the total cost of the project, as outlined in the approval letter. For higher value projects (i.e. a \$50,000 primary research study), multiple claims may be submitted by the applicant, but each claim must be over \$5,000; claims under \$5,000 must be submitted as one claim upon completion of the project. Multiple claims must include a claim form and detailed progress report, along with proof of payment documenting expenditures (as per above). Pre-approval to submit multiple claims for the project must be received in writing from the BC Ministry of Agriculture (or PwC, on behalf of the BC Ministry of Agriculture) prior to initiating the project.

#### *Eligible Expenses*

- Expenditures listed in the approval letter (e.g. expenses directly incurred by the applicant in completing the project and/or activities during the term approved by the BC Ministry of Agriculture). This may include:
  - Fees paid to pre-qualified consultants to complete primary research or strategic planning projects;
  - Fees paid to qualified educational institutions to register for marketing skills training courses; and,
  - Fees paid to qualified market research providers to purchase existing market information or market analysis studies.

#### *Ineligible Expenses*

- Expenditures incurred prior to the submission of a fully completed application and between the time of submission of a fully completed application and notification of project approval.
- Any expenditures not listed in the approval letter, including but not limited to: meal expenses; in-kind services (including wages) and supplies; travel expenses; activities funded through other government programs; expenses incurred by any person not currently employed by the applicant; marketing skills training expenses for individuals not currently employed by the applicant or directly involved in market development; and, any non-course related expenses associated with tuition that are required to complete a marketing skills training course.

## **Questions?**

PwC is administering the application and claim process on behalf of the BC Ministry of Agriculture. Interested applicants are encouraged to contact PwC at 604-484-3490 or [MDPP.Admin@ca.pwc.com](mailto:MDPP.Admin@ca.pwc.com) with any questions about the program.