

Appendix B

4.1 BUSINESS DEVELOPMENT PROGRAM

Sub-Program Category
<input type="checkbox"/> 4.1.1 Training Sub-Program <i>Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses</i>
<input type="checkbox"/> 4.1.1 Training Sub-Program <i>Organizational Development</i>
<input type="checkbox"/> 4.1.2 Benchmarking and Risk Management Sub-Program
<input type="checkbox"/> 4.1.3 Business Planning Sub-Program
<input type="checkbox"/> 4.1.4 Building Sector Capacity Sub-Program
<input type="checkbox"/> 4.1.5 Agriculture Labour Sub-Program

Project Title
Applicant Name (including middle name)
Organization/Business/Farm Name (if applicable)

Project Proposal

(Please use the topics listed below as the subject headings of your proposal)

**NOTE:** A project proposal is not required for Business Planning; a detailed quote from the consultant is required.

Cover Page	Include the project title, expected start and end date of the project, and your contact information.
Executive Summary	Provide a summary of conditions leading to the project, including the proposed learning activity, learning objectives, processes, and lesson plans.
Project Objectives	Describe the issue your project is designed to address and the project’s final objectives.
Timeline	Identify the project’s major timelines and activities (including the submission date for the final report), include a description of activities and the activity’s start and end date.
Results	State the expected commercial and/or economic benefits to your operation. Also, please note if there are positive environmental impacts expected because of this project.
Sustainable CAP Outcome	The Business Development Program will contribute to the Sustainable CAP outcome of Increasing Sector capacity and growth across the entire agri-food value chain. Please describe how your project will positively contribute to this outcome.
Budget	Identify total project costs and funding requested from the program.
Evaluation	How will you measure whether the project investments and activities achieved the objective (indicated in the project objective section of the proposal) of this project? How will you measure progress made toward achieving the project objective? How will you communicate the evaluation results?
Communication of Support (if applicable)	Please describe how you intend to recognize the support of the Department in communication material related to the project.

**Business Development Focus Area**

<input type="checkbox"/> Marketing	<input type="checkbox"/> Social Responsibility	<input type="checkbox"/> Business Structure
<input type="checkbox"/> Production	<input type="checkbox"/> Succession Planning	<input type="checkbox"/> Business Goals
<input type="checkbox"/> Financial Management	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Strategic Planning

**Application Checklist**

- ☐ Application Form
- ☐ Project Proposal (not required for Business Planning, but required for all other sub-programs)
- ☐ Instructor or Consultant’s Resume
- ☐ Detailed quote from consultant (required for Business Planning in lieu of a Project Proposal)
- ☐ Statement of Work from Consultant (only required if applying to Business Planning)