

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Business Development Program GUIDELINES



Canada

4.1 BUSINESS DEVELOPMENT PROGRAM

PROGRAM DESCRIPTION

The **Business Development Program** will support the agriculture sector by providing funding for training, business planning and implementation, organizational development, benchmarking and risk management activities. The program will facilitate the development of sound business practices and is designed to enhance the capacity of PEI Agricultural producers, small to medium-sized agri-businesses and organizations to better understand and manage their financial performance, respond to change and maximize the use of comprehensive risk management options for their agriculture operations.

The Business Development Program is comprised of five sub-programs:

- **4.1.1 Training Sub-Program**
 - 1. Agri-Skills Individualized Training
 - 2. Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses
 - 3. Organizational Development
- **4.1.2 Business Planning Sub-Program**
- **4.1.3 Benchmarking & Risk Management Sub-Program**
- **4.1.4 Building Sector Capacity Sub-Program**
- **4.1.5 Agriculture Labour Sub-Program**

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4.1.1 TRAINING SUB-PROGRAM

The **Training Sub-Program** supports the agriculture sector by providing funding for skills training and is comprised of three training categories:

- 1. *Agri-Skills Individualized Training*;
- 2. *Group Training for Agricultural Producers, Agri-Processors and/or Agri-Businesses*; and
- 3. *Organizational Development*.

SUB-PROGRAM GUIDELINES

Eligible Recipients (for all 3 Training categories)

- Mi'kmaq First Nations and other Indigenous groups;
- Agricultural producers;
- Farm employees;
- Small to medium-sized agri-businesses;
- Agri-processors;
- Agriculture industry organizations, clubs, and associations; and
- Others may be considered upon request

Ineligible Activities/Expenses (for all 3 Training categories)

- In-kind contributions (including wages and labour)
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

1. Agri-Skills Individualized Training Guidelines

Eligible Activities/Expenses	Ineligible Activities/Expenses
<ul style="list-style-type: none"> Individualized agriculture-related skills training, topics could include but are not limited to: <ul style="list-style-type: none"> Farming Practices; Business Management; Accounting; Marketing; and Human Resource Management. Registration fees/tuition; Travel (including accommodation and meals) to attend individualized training events; and First-time purchase of software required for approved training. 	<ul style="list-style-type: none"> Multiple members of the same farm operation/organization attending the same individualized training event; Individualized learning events which do not have a hands-on training component; Repetitive training (there is a maximum of two similar training events per farm operation/organization); Training leading to a degree; and Software upgrades
Funding: Agri-Skills Individualized Training	
<ul style="list-style-type: none"> 50% of eligible expenses up to \$2,000 per participant per fiscal year for Agri-Skills individualized training expenses; and 50% of eligible expenses up to \$1,000 for software expenses per participant over the life of the Sustainable CAP Framework Agreement (2023-2028). 	
NOTE: <ul style="list-style-type: none"> The maximum funding is \$10,000 per farm entity for Agri-Skills training over the life of the Sustainable CAP Framework Agreement (2023-2028). 	

2. Group Training for Agricultural Producers, Agri-Processors, and/or Agri-Businesses Guidelines

Eligible Activities/Expenses	Ineligible Activities/Expenses
<ul style="list-style-type: none"> Coordination, planning and/or facilitation of courses, seminars, workshops, and/or demonstrations for groups of agricultural producers, agri-processors, and/or small-to-medium sized agri-businesses. Instructor fees and expenses; Course materials; Facilities and equipment rental; and Consulting fees. 	<ul style="list-style-type: none"> Participant food costs;
Funding: Group Training for Agricultural Producers, Agri-processors, and/or Agri-Businesses	
<ul style="list-style-type: none"> 90% of eligible expenses up to \$20,000 per project for group training for agricultural producers, agri-processors, and/or agri-businesses' eligible expenses. 	
NOTE: <ul style="list-style-type: none"> The maximum funding per recipient is \$60,000 for Group Training activities over the life of the Sustainable CAP Framework Agreement (2023-2028). 	

3. Organizational Development Guidelines

Eligible Activities/Expenses	Ineligible Activities/Expenses
<ul style="list-style-type: none"> • Executive Development Training; • Board Succession Training; • Board Development Training; • Board Leadership Training; and • Board Governance Training (i.e. board development, effective meetings) • Instructor fees and expenses; • Course materials; • Facilities and equipment rental; and • Consulting fees. 	<ul style="list-style-type: none"> • Core organizational activities; • Training activities which are deemed to be part of normal organizational processes (i.e., accounting and computer training, regional and national meetings, farm trade shows and annual conferences); and • Capital items.
Funding: Organizational Development	
<ul style="list-style-type: none"> • 50% of eligible expenses up to \$10,000 per project for training for executives' expenses; and • 75% of eligible expenses up to \$20,000 per project for board capacity training expenses. 	

4.1.2 BUSINESS PLANNING SUB-PROGRAM

The **Business Planning Sub-Program** will support PEI agricultural producers, small to medium-sized agri-businesses, and agriculture organizations with business, financial, and operations management activities.

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Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups;
- Agricultural producers;
- Small to medium-sized agri-businesses;
- Agri-processors;
- Agriculture industry organizations, clubs, and associations; and
- Others may be considered upon request.

Eligible Activities/Expenses

- Individual business planning, such as:
 - Financial Assessments;
 - Financial Action Plans;
 - Risk Management Plans;
 - Business Plans (for new entrants who are part of a bonafide farm operation);
 - Feasibility Assessments;
 - Cost-of-Production Analysis;
 - Succession Plans;
 - Organizational Strategic Plans; and
 - Human Resource Plans.
- Online business self-assessment and goal setting; and
- Professional fees.

Ineligible Activities/Expenses

- In-kind contributions (including wages and labour);
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

Funding

50% of eligible expenses to a maximum of:

- \$5,000 per project for financial assessment and financial action plan expenses over the life of the Sustainable CAP Framework (2023-2028);
- \$10,000 per project for succession plan expenses over the life of the Sustainable CAP Framework (2023-2028);
- \$2,500 per project for business plan expenses for beginning farmers who are part of a bonafide farm operation over the life of the Sustainable CAP Framework (2023-2028);
- \$10,000 per project for strategic planning expenses over the life of the Sustainable CAP Framework (2023-2028);
- \$10,000 over the life of the Sustainable CAP Framework Agreement (2023-2028) for groups of two farming entities' project expenses; and
- \$15,000 over the life of the Sustainable CAP Framework Agreement (2023-2028) for groups of three or more farming entities' project expenses.

4.1.3 BENCHMARKING & RISK MANAGEMENT SUB-PROGRAM

The **Benchmarking and Risk Management Sub-Program** will facilitate the development of projects to build the capacity of PEI agricultural producers, small to medium-sized agri-businesses and agricultural organizations to measure aspects of their performance and compare them to industry standards.

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Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups;
- Agricultural producers;
- Small to medium-sized agri-businesses;
- Agri-processors;
- Agriculture industry organizations, clubs, and associations; and
- Others may be considered upon request.

Eligible Activities/Expenses

- Development and use of benchmarking and risk management analytical tools;
- Development of industry benchmarks for cost-of-production specific to PEI;
- Production and on-farm integration of individualized financial reports;
- Projects, which increase awareness of risk factors, or identify business risks and vulnerabilities, and training and tools to mitigate those risks; and
- Consulting fees.

Ineligible Activities/Expenses

- In-kind contributions (including wages and labour);
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

NOTE: Other associated expenses will be assessed by the Program's Review Committee.

Funding

- 90% of eligible expenses up to \$15,000 for first time benchmarking or risk management initiatives; and
- 30% of eligible expenses up to \$15,000 for repetitive benchmarking or risk management.

NOTE: There is an overall funding limit of \$45,000 per recipient over the life of Sustainable CAP (2023-2028).

4.1.4 BUILDING SECTOR CAPACITY SUB-PROGRAM

The **Building Sector Capacity Sub-Program** will assist sectors to implement their key priorities through organizational development and activities that will expand domestic and international markets for Prince Edward Island producers and small to medium sized agri-businesses. The program will facilitate the development of projects designed to enhance the capacity of PEI producers, small to medium sized agri-businesses and agricultural organizations to respond to change.

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Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups
- Agriculture industry organizations, clubs, and associations; and
- Municipal and provincial government.

Eligible Activities/Expenses

- Prioritization, coordination, and implementation of projects intended to increase the capacity of a sector at an industry level; and
- Creation of commodity-specific knowledge transfer and/or online dissemination portals.

Ineligible Activities/Expenses

- Office or meeting room rental fees; and
- Overhead and/or administration costs;
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

Funding

- 85% of eligible expenses up to a maximum of \$70,000 per year for up to three years is for emerging and/or developing sectors; and
- 50% of eligible expenses up to a maximum of \$40,000 per year for up to three years is for mature and/or established sectors.

4.1.5 AGRICULTURE LABOUR SUB-PROGRAM

The **Agriculture Labour Sub-Program** will facilitate the development of projects designed to build the capacity of the PEI agricultural workforce.

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Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups;
- Agricultural producers;
- Small to medium-sized agri-businesses;
- Agri-processors;
- Agriculture industry organizations, clubs, and associations; and
- Others may be considered upon request.

Eligible Activities/Expenses

- Missions or trips for the purpose of recruiting staff (must be seeking to fill 5 or more positions, need to demonstrate an inability to hire locally);
- Participation in job fairs or similar events (to fill defined positions);
- Workforce training (OHS, pesticides, etc.) for employees with English as a second language (including the development of resources);
- Consulting fees, travel, accommodations, registrations related to recruiting or retaining staff;
- Developing different models for childcare or transportation solutions; and
- Other projects may be considered based on merit.

Ineligible Activities/Expenses

- In-kind contributions (including wages and labor);
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

NOTE: Other associated expenses will be assessed by the Program's Review Committee.

Funding

- 50% of eligible expenses up to \$10,000 for recruiting missions.
- 50% of eligible expenses up to \$5,000 for workforce training or improvement projects.



CLAIMS PROCESS

Recipients shall maintain an accurate record of expenditures incurred and shall submit, upon completion of the project, the following:

- a claim form summarizing expenditures;
- copies of all paid invoices with verification of payment;
- a report on the project and its results in terms of project objectives; and
- copies of material produced (or when applicable, photos of material funded).



TERMS AND CONDITIONS

- Approved projects must be completed within the timeframe outlined in the funding agreement;
- Recipients must meet the eligibility criteria and submit a complete application to the Department of Agriculture;
- Applications will be assessed on a ***first come-first serve basis for merit and impact***;
- If the project is not approved, all incurred costs are the responsibility of the recipient;
- Assistance will be available until funds are totally allocated within that year; and
- Projects may be funded below the maximum contribution rate upon assessment and availability of funding.

HOW TO APPLY

Completed applications may be submitted to the attention of the Program Officer via regular mail or email.

Email Applications:

Applications may be submitted via email to businessdevelopment@gov.pe.ca

Please include the program name in the subject line.

Regular Mail Applications:

Applications may be submitted via regular mail at:
PEI Department of Agriculture
11 Kent Street
PO Box 2000
Charlottetown PE C1A 7N8
(902) 368-4880 (telephone)



PUBLIC TRUST

Projects approved for funding under the Sustainable CAP which have demonstrable links to increasing public trust may be eligible for additional project funding.



REGIONAL COLLABORATION

Projects that are assessed to demonstrate benefits and impacts to more than one Atlantic province may be eligible for funding on a regional basis.



EVALUATION AND CONTROL

A complete evaluation of this program is planned to ensure that the objectives and results are achieved and to assess the relevance of its renewal. Program metrics are collected and reported on an on-going basis.



GUIDING PRINCIPLE

Sustainable CAP programs are available to all Canadians who are eligible to participate in those programs. Wherever possible, the needs of under-represented groups, including Indigenous Peoples, women, youth, and persons with disabilities, were considered during program development.