

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Grow the Herd Pilot Program

GUIDELINES



Canada



Grow the Herd Pilot Program

PROGRAM DESCRIPTION

The **Grow the Herd Pilot Project** is designed to grow the beef cow population in the province and increase the number of beef cattle processed in PEI. The PEI livestock strategy was released in 2021 to address the decline in beef cattle numbers in the province. The strategy focuses on the role of livestock in soil health, climate change mitigation, and a vibrant rural economy.

These initiatives seek to provide incentives for producers to increase the number of animals bred and raised in the province. The **Grow The Herd Pilot Project** has two components:

- Heifer or Cow Retention/Purchase Incentive; and
- Certified Island Beef (CIB) Brand Incentive

INDEX

Heifer or Cow Retention / Purchase Incentive	2
Certified Island Beef Incentive	3
Claims Process	4
Terms and Conditions	4
How to Apply	4
Public Trust; Regional Collaboration; Evaluation and Control; Guiding Principle	5

HEIFER OR COW RETENTION / PURCHASE INCENTIVE

Objective

To expand the current beef cow herd size in PEI.

Guidelines

Eligible Recipients

- Mi'kmaq First Nations and other indigenous groups involved in beef production;
- Agricultural producers; and
- Others as approved by the Prince Edward Island Livestock Strategy Program Review Committee.

NOTE

- All recipients must have a current Premise Identification Number.
- To access this program, eligible applicants must provide a herd growth plan that identifies their goals and a plan for achieving them. Applicants are encouraged to work with the Livestock Champion or the Provincial Beef Development Officer to develop a herd growth plan, if not yet completed, to achieve herd resilience and growth objectives.

Eligible Activities/Expenses

- Possession of bred heifers or the acquisition of bred heifers, bred cows or cow-calf pairs above and beyond the usual 5% replacement rate.
- All purchased animals must be confirmed pregnant by a veterinarian or presented for veterinarian confirmation with her calf. CCIA ear tag numbers will be required. **See APPENDIX A**
- Activities related to the marketing of the Certified Island Beef brand.

NOTE

Proof of cull will be requested for missing animals in the form of:

- Documentation from Atlantic Beef Products Inc. (ABP) or provincial abattoirs of animal processing;
- Verification by deadstock service; or
- Verification of death or recommended euthanasia by a veterinarian for farms that do not utilize deadstock services.

Ineligible Activities/Expenses

The purchase of:

- Bulls;
- Feeders;
- Calves;
- Open heifers;
- Open cows; and
- Commercial or registered dairy cattle.

Funding

- Applicants will be eligible for financial assistance of \$400 per retained bred heifer or for the acquisition of bred heifers, bred cows or cow-calf pairs, above and beyond the usual 5% replacement rate.
- All retained or purchased heifers must be kept for a minimum of 2 years unless culled for health or production reasons. Annual reporting and auditing will be required to receive funding.
- Animals are only eligible for one retention grant. The grant cannot be combined with other programs.

CERTIFIED ISLAND BEEF INCENTIVE

Objective

To increase the availability of cattle eligible for marketing under the Certified Island Beef (CIB) marketing brand.

GUIDELINES

Eligible Recipients

- Mi'kmaq First Nations and other indigenous groups involved in beef production;
- Agricultural producers; and
- Others as approved by the Prince Edward Island Livestock Strategy Program Review Committee.

NOTE

- All recipients must have a current Premise Identification Number.

Eligible Incentives for Cow-calf Producers

- **Certified Island Beef Marketing Supplement** – designed to increase the supply of CIB eligible animals. Cow/calf, backgrounders, and dairy/beef producers will receive support of \$50/head to:
 - Market to a CIB feedlot; and/or
 - Retain animals for finishing in a CIB feedlot.
 - Producers retaining their own animals will be limited to a maximum of \$5,000 per year and will be required to provide an Atlantic Beef Products Inc. (ABP) Carcass Grade Slip upon slaughter.
 - Livestock retained for on-farm finishing will be audited annually until shipped and an ABP Carcass Grade Slip is provided.
- Animals claimed must have a transport manifest (**APPENDIX B in application form**) and bill of sale to a CIB feedlot, or a signed declaration or retention for finishing.

Eligible Incentives for Feedlot Operators

- **Certified Island Beef Grade Supplement** – designed to increase the supply of CIB eligible animals. Feedlot producers will receive \$57 per head to supply cattle to Atlantic Beef Products that are eligible for CIB bonus. Minimum criteria are:
 - Audited as a CIB producer;
 - AAA marbling score or better; and
 - Carcass weight between 750 pounds and 950 pounds.
- To be eligible, producers must provide a completed CIB shipping manifest to the animal receiver on arrival at ABP.



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 livestock@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
Grow the Herd Pilot Program
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.