

Through the Canadian Agricultural Partnership (CAP), the PEI Department of Agriculture and Agriculture and Agri-Food Canada (AAFC) are working to support the continued growth of value-added agriculture and agri-food processing opportunities in PEI. Value-added agriculture is an important area of the agriculture industry that involves the processing of raw products, as well as integrating new production methods in order to produce goods that are more valuable.<sup>1</sup>



## THE VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING PRIORITY AREA FOR THE DEPARTMENT INCLUDES THE FOLLOWING PROGRAMS:

### 1. Strategic Industry Growth Initiative

Supports coordinated efforts to accelerate the development and successful commercialization of food products from PEI.

### 2. Organic Industry Development

Supports projects that encourage growth in the organic sector and yield positive economic benefits for agriculture in PEI.

### 3. Product and Market Development

Supports small- and medium-sized enterprises (i.e., producers, agri-businesses and agri-processors) to expand their product base or markets through value-added and agri-food processing projects and market development activities on PEI.

**A TOTAL OF  
13 CAPITAL  
INVESTMENT  
PROJECTS  
WERE COMPLETED**

## THIS INCLUDED THE FOLLOWING PROJECTS:

- Distillery Expansion and Product
- Fruit and Vegetable Preserving and Specialty Food
- Dehydrated Food Development
- Highbush Blueberry Fresh Cleaning Line
- Plastic Mulch Lifer for Organic Strawberries
- Cereal Swather for Reducing Weed Levels in Organic Grains
- Grain Drier and Humidistats to Increase Quality of Organic Grains

## OVER \$236,700 INVESTED IN NEW TECHNOLOGIES for 8 value-added agriculture and agri-food processing projects.

This included the following industries:

- 2 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 1 Dairy Product Manufacturing
- 1 Vegetable and Melon Farming
- 1 Meat Product Manufacturing
- 1 Bakeries and Tortilla Manufacturing
- 1 Agricultural, Construction and Mining Machinery Manufacturing
- 1 Fruit and Tree Nut Farming

## • A TOTAL OF 6 PROJECTS SUPPORTED THE DEVELOPMENT OF NEW PRODUCTS. THIS INCLUDED THE FOLLOWING:

- Development of New Cheese Products Project
- Value Added Meat Products Project
- Product Processing and Development
- Packhouse and Processing Expansion for Expanding Organic Market Garden

## • OVER \$85,000 INVESTED TO ENCOURAGE THE GROWTH OF PEI'S ORGANIC SECTOR. SOME OF THE PROJECTS INCLUDED:

- Research Project Exploring Institutional Market Opportunities for PEI Organics
- Toward Regional Resilience Organic Awareness and Educational Events
- Organic Land Conversions Soya and Buckwheat
- Organic Land First Year Conversion - Wheat
- Provision of Assistance to Certified Organic Farmers

## • VALUE-ADDED AGRICULTURE AND AGRI-FOOD PROCESSING IMPACTS. PROJECTS COMPLETED RESULTED IN 49 ACTIVITIES<sup>2</sup> THAT CONTRIBUTED TO THREE OUTCOMES.<sup>3</sup> THIS INCLUDED:

- 13 activities that resulted in the sector modernizing its systems, equipment and facilities;
- 16 activities that resulted in the sector moving their products to markets; and
- 20 activities that resulted in new agriculture and agri-food technologies being generated or commercialized.



As a result of value-added agriculture and agri-food processing programs

**16 PARTICIPANTS**  
entered new or diversified markets



This included the following types of industries:

- 4 Oilseed and grain farming;
- 4 Vegetable and melon farming;
- 3 Fruit and vegetable preserving and specialty food manufacturing;
- 1 Other crop farming;
- 1 Dairy product manufacturing;
- 1 Meat product manufacturing;
- 1 Bakeries and tortilla manufacturing;
- 1 Beverage manufacturing;

## ENDNOTES

**1.** Lu, R., & Dudensing, R. (2015). What Do We Mean Value-Added Agriculture? *Choices*, (30(40), 1-8. **2.** Activities are "operations or work processes... that produces outputs (e.g., training, research, construction, negotiation, investigation)" (Government of Canada. (2010, September). Supporting Effective Evaluations: A Guide to Developing Performance Measurement Strategies. Retrieved October 21, 2020 from <https://tinyurl.com/y43dhlrj> **3.** Outcomes can be understood to be short- and medium-term program effects, e.g., changes in what others do, as influenced by project's outputs (Bamberger, M., Rugh, J., & Mabry, L. (2006). *RealWorld evaluation: Working under budget, time, data, and political constraints*. SAGE Publications, Incorporated).

Note: Data is based on information submitted to the Department as per the Funding Agreement. Prepared by the Strategic Policy and Evaluation Division at the PEI Department of Agriculture. November 2023/File 2465-15-15-04