

## Products to Markets

### Funding List

This Funding List contains the list of activities and expenses that may be included in an application under the Canadian Agricultural Partnership Products to Markets Program (the “Program”), subject to the Program Terms and Conditions.

To be considered for funding under the Program, Applicants must complete and submit a Program application form and all supporting documentation to Alberta Agriculture and Forestry. The Program is governed by the Program Terms and Conditions, and these should be reviewed prior to submitting an application.

All eligible activities and expenses must directly relate to development of New Products/processes and/or access to New Markets.

There is limited funding in the Program. For funding purposes, the Program has the following two streams, each with separate budgets:

Stream A – Activities 1 to 7 in this Funding List; and Stream B – Activity 8 in this Funding List

***All travel must be outside of Alberta and in accordance with the Canadian Agricultural Partnership Travel Expense Policy posted on the Alberta website (<https://cap.alberta.ca/CAP/FAQs>)***

***All purchases must meet the requirements in the Program Terms and Conditions. Please note that purchases made before April 1, 2018 are ineligible for reimbursement under the Program.***

***Your application will be assessed based on the Program eligibility criteria. Please include all supporting documents that will assist Agriculture and Forestry in evaluating the eligibility of the Project. Please submit completed signed applications and supporting documents to [AF.AG-GRANTS@GOV.AB.CA](mailto:AF.AG-GRANTS@GOV.AB.CA).***

Activity Number	Activity	Eligible Expenses	Expense Type
<b>Stream A</b>			
1	Product and Process Development	3 <sup>rd</sup> party testing <ul style="list-style-type: none"> <li>- Shelf-life testing</li> <li>- Challenge studies</li> <li>- Validate nutritional or health claims</li> <li>- Attribute identification for New Products</li> <li>- Environmental product declarations</li> <li>- Non-food product regulation studies</li> <li>- Scale-up trials</li> </ul>	Non-Capital; 50% grant and 50% applicant cost share

		<p>3<sup>rd</sup> party expertise</p> <ul style="list-style-type: none"> <li>- formulation development</li> <li>- process improvement practices</li> </ul> <p>Ingredient costs for trials (not destined for sale)</p> <p>Travel outside of Alberta for New Product development (up to \$2,500 per Project)</p>	
2	<p>Label and Package Development (must be supported by marketing plan)</p>	<p>3<sup>rd</sup> party expertise</p> <ul style="list-style-type: none"> <li>- development and design</li> <li>- branding</li> <li>-</li> </ul> <p>Develop labels (design, printing dyes, printing plates)</p> <p>Reasonable first run label printing used for New Product launch to a maximum of 2500 units</p>	<p>Non-Capital; 50% grant and 50% applicant cost share</p>
3	<p>Processing Capacity Expansion</p>	<p>Engineering design (preliminary)</p> <p>New processing equipment</p> <p>Retrofitting or modifications of existing processing equipment and/or software systems</p> <p>Software systems</p> <p>Lab equipment (associated with food safety and product safety requirements)</p>	<p>Capital; 25% grant and 75% applicant cost share</p>
4	<p>Market Development</p>	<p>3<sup>rd</sup> party expertise for market research, market assessments, marketing plans and feasibility studies</p> <p>Certification costs required to access a New Market (1<sup>st</sup> time audit)</p> <p>Travel to or from Alberta to support New Market development (up to \$2,500 per Project)</p> <p>3<sup>rd</sup> party expertise for capital investment strategy development</p>	<p>Non-Capital; 50% grant and 50% applicant cost share</p>

		<p>3<sup>rd</sup> party expenses to design, develop and print market support materials for New Product and New Market launch (sell sheets, point of sale material, product presentation materials)</p> <p>Development of initial on-line presence, marketing and selling platforms (e-commerce); including translation for New Markets</p> <p>Registration fees for conferences and tradeshows (maximum 2 persons per tradeshow or conference) and booth registration/rental for these conferences and tradeshows</p>	
5	Export Preparation and Planning	3 <sup>rd</sup> party expertise for export-related business plan, export strategies, assessing market readiness for expansion, feasibility studies	Non-Capital; 50% grant and 50% applicant cost share
6	Product Demonstration	<p>In-store or in-market product demonstrations, excluding the cost of product samples and shipping</p> <p>3<sup>rd</sup> party in-market expertise and in-market representation costs</p>	Non-Capital; 50% grant and 50% applicant cost share
7	Activities to Support Aggregation and Distribution of Food	<p>3<sup>rd</sup> party expertise for market research, market assessments, marketing plans and feasibility studies</p> <p>3<sup>rd</sup> party expertise for capital investment strategy development</p> <p>3<sup>rd</sup> party expenses to design, develop and print market support materials for New Product and New Market launch (sell sheets, point of sale material, product presentation materials)</p> <p>Development of initial on-line presence, marketing and selling platforms (e-commerce); including translation for New Markets</p>	Non-Capital; 50% grant and 50% applicant cost share

<b>Stream B</b>			
8	AF-led Outbound Trade Initiatives	Travel outside of Alberta up to a maximum of \$2,500 per trade mission	Non-Capital; 50% grant and 50% applicant cost share