

# Market Assurance Program

## Application Tip Sheet

### Review the [Market Assurance Program Terms and Conditions](#)

- Before you start an application, ensure you understand what the program can support and how your project aligns with all eligibility and assessment criteria.

Please direct any questions to the appropriate contact listed on the [Program webpage](#)

### Completing the Application Form

#### (Part A) Applicant Information

- Complete **all** applicant information. Be sure to check off the **applicant type** in order to access the correct application
- The selected **applicant type** identifies the applicant who is completing the application and if approved, has signing authority and will incur and submit all eligible expenses under their name.
  - i. The \$ value of in kind contributions are only permitted for all project participants (excluding provincial and federal governments) when an Industry Organization is the applicant.
- If a project has **multiple locations**, identify a primary site (if different from the mailing address) in this section and include a site list in your Project Overview.

#### (Part B) Project Details

The information you provide to the questions in this section is used to assess your project against the Program Assessment Criteria listed in Section 4 of the Program Terms & Conditions. Provide all supporting documents needed to facilitate the assessment.

##### Project Title:

- Provide a short, descriptive title in 10 words or less that accurately reflect the purpose of the project.

##### Project Start Date:

- Project Start is the date you start project activities and begin incurring expenses related to the project activities. The project cannot start before April 1, 2021

##### Project End Date:

- Project End is the date you complete the project activities and are no longer incurring expenses related to the project activities.
  - The Project end date cannot exceed the Program end date of March 31, 2023.

##### Project Description:

- Provide a concise summary of your project that includes:
  - the market assurance issue you're addressing;
  - the key steps your project will undertake to successfully resolve the issue.

##### Project Overview:

- Describe the purpose (why the project is needed now), how the project activities will address the identified market assurance gap(s) (types of project activities you will do) and the objectives (what

the project is intended to achieve). This is an overview; you will provide the specific details in the Project Plan section.

- Describe the current situation – Who is affected (participants, industry)? How is it affecting their market access?
- Provide information that supports why this project needs to be done now.
- Identify the ways your project activities will seek to close gaps related to market assurance.
  - Include any supporting activities you'll also do to achieve the objectives but aren't eligible for funding under this Program
- Identify what you will achieve by completing the project activities – explain how it will change the current situation for participants, industry and their market access.

## **Project Plan**

Note: include supporting documentation as attachments to your application; remember to identify the name of the attached document(s) in the relevant response box

### **1) Project Capacity:**

- Describe how each member of your team will contribute and how you will manage the project to achieve the intended results
  - Market Assurance Program Purpose – select 1 or more boxes to identify how you expect your project will contribute to the Program purpose
  - New or Previous Project – if your project builds upon a project that was previously funded by another CAP program:
    - Succinctly describe what was done in the previous project;
    - Identify the CAP funding it received; and
    - Describe how this project differentiates itself and/or will build upon the previous project (include any relevant issues/barriers that led to this project)
  - Project Feasibility & Sustainability – describe how your project activities are designed to achieve the intended results and how these results will be sustained post project. Include supporting documentation.
  - Project Team – for each team member complete the table to:
    - Identify the role or position they will have on the project team;
    - The amount of time they will work on project activities (identify as a portion of a full time equivalent (FTE) 1.0 or less; and
    - Their qualifications for the project role and the responsibilities they will have in this role.
  - Project Management/Collaboration – describe your overall management approach for the project i.e. how will you support collaboration and manage the project team to successfully complete all project activities.

### **2) Project Risk & Assurance:**

- Describe how the project will control the risk(s) and provide the assurance required to sustainably access markets.

- Market Assurance Requirement(s) – provide specific information on the type(s) of assurance related requirements needed to maintain or gain access to a market. Provide supporting documentation of the assurance requirements.
  - New assurance requirements for a market you are currently in.
  - Existing assurance requirements for a market you would be prepared to access if you were able to demonstrate the required assurance(s).
- Risk Description(s) – based upon the assurance requirements, describe the gap(s) you are currently unable to meet that your project activities will address.
- Risk Impact(s) – provide details on how the gap(s) are currently affecting participants' access to this market. Provide supporting documentation for these impacts.
  - Include how this is likely to affect participants', industry, sector et al long term
  - Provide the information in context of why it's important to resolve the gap at this time
- Risk Control & Assurance – describe how your project activities will control or eliminate the gap(s) to provide the required assurance needed for your project participants' to sustainably access this market.
  - Focus on describing each activity and showing how it directly connects to addressing the gap to meet the market assurance requirement(s).
  - Highlight the roles your project team will play in carrying out each activity (connect this to the project team table, roles and responsibilities).

### 3) Project Expected Benefits

- Describe how the project will provide sustainable benefits for participants, industry and the province.
  - Market Access Benefits – outline the benefits the project is expected to create for participants and industry from successfully meeting the market assurance requirements.
  - Provide current (pre-project) and estimates (post project) for both participant sales and participant market share in dollars (\$).
    - Benefits should be derived from resolving identified gaps through project activities.
    - Expected benefits should be sustainable post project with information provided as to how this will be achieved.
  - Economic Benefits – outline the benefits the project is expected to create for Albertans based upon the project achieving its intended results for participants.
  - Provide current job numbers for positions employed by participants along with estimates for number of jobs expected to be maintained in AB and number of jobs expected to be created in AB by project participants.
    - Benefits for Albertans should be related to successful project outcomes.
    - Expected jobs maintained and created in AB should result from participants' ability to successfully access markets through meeting the assurance requirements.

### (Part C): Project Cost Summary

The information in this section is broken down into proposed capital (Activity a) and non-capital (Activity b, c, d) expenses. Once an activity category is selected (a, b, c, d), the associated potential eligible expenses are shown in the drop down list. Invoices and/or quotes must be provided for each line item.

- Capital Expenses – Refer to the Program Terms & Conditions clauses 3.5.1 a. and 3.7.1 a. i-ii. for the Eligible activity and expense lists. Complete the table for each requested capital expense.
  - Provide a clear description of each requested capital item on a separate line.
    - Include invoice/quote number in your description.
    - Attach the associated invoice/quote as supporting documentation
  - Select the appropriate activity type for the item from the drop down list (equipment, technology).
  - Record the total cost of the item (less GST) numerically in the expense amount column.
  - The total capital expenditure will automatically calculate along with the corresponding capital grant request amount.
- Non-Capital Expenses – refer to the Program Terms and Conditions, clauses 3.5.1 b,c,d. and 3.7.1 b. i-ix. for the Eligible activity and expense lists. Complete the table for each requested non-capital expense.
  - Select the appropriate activity category from the drop down list in column 1
  - Provide a clear description for each requested non-capital expense in column 2
    - Include invoice/quote number in your description
    - Attach the associated invoice/quote as supporting documentation
  - Select the corresponding expense category from the drop down list in column 3
    - Eligible expenses in the drop down list correspond to the selected activity category
  - Record the total cost of the requested expense from column 2 less GST in column 4
  - The total non-capital expenditure will automatically be calculated along with the corresponding non-capital grant request amount
- Part C: Total is an automatic calculation from the capital and non-capital grant request amounts

#### **(Part D): Total Sources of Investment**

This section provides a breakdown of all project related financial sources with the amount each source is expected to contribute to the project.

In-kind investment will **ONLY** be available as a project investment option when the project applicant selected in Part A is an industry organization.

- The grant funding requested is the total \$ from Part C, goes under the Cash investment and is automatically transferred to Amount of Funds. The status of grant funding requested is always pending.
- Applicant's contribution represents the total amount they are committing to invest in the project. This may be in the form of cash, loans etc. If the applicant is an industry organization the \$ value of in-kind contributions is also considered as an investment source. The status can be secured or pending.
- Record other participants' contributions separately by their name. If the applicant is an industry organization the \$ value of in-kind contributions from participants is also considered as an investment source. The status can be secured or pending.

- Document other sources of investment such as funding from federal, provincial or municipal governments. If the applicant is an industry organization the \$ value of in-kind contributions from municipal governments is also considered as an investment source. The status can be secured or pending.
- The total investment related to the project is auto-calculated from the Amount of Funds column.

### **Transfer of Application to Another CAP program**

If your project is determined to be ineligible under the Market Assurance program, you have the opportunity to have it considered for eligibility under other Alberta Canadian Agricultural Partnership Programs.

- Checking the Yes box does not guarantee a project will be assessed against any other open Alberta Canadian Agricultural Partnership Programs.

### **Part E: Certification**

The statement of certification must be completed in order for your application to be considered for funding.

- Identify the legal name of the applicant or their authorized representative who will be signing the statement of certification
- Signatures must be original (electronic/digital signatures are not allowed) and be the same as the legal name of the person identified as the applicant or their authorized representative
- Statement of certification must be dated

### **Reminders:**

#### **Before submitting, your application ensure you:**

- Complete all sections of the application and fully answer the questions.
- Attach any supporting documentation that supports the need of the project. i.e. feasibility studies, market assurance requirements, risk impact letters of support etc.
- Attach any documentation that supports your proposed budget expenses. i.e. quotes, invoices
- Program staff may request additional documentation from an Applicant.
- Sign and date the Statement of Certification

Deadlines for submissions of applications to the Program are posted on the [website](#).

Only completed applications submitted in one of the three following ways will be considered for funding:

**Email:** [CAP.MarketAssurance@gov.ab.ca](mailto:CAP.MarketAssurance@gov.ab.ca)

**Fax:** 780-427-5921

**Mail:** Market Assurance Program - Canadian Agricultural Partnership  
 Alberta Agriculture, Forestry and Rural Economic Development  
 Program Delivery Unit  
 Suite 301, 7000 113 Street NW  
 Edmonton AB T6H 5T6

You will be notified to confirm receipt of your application.

## Processing of Applications

Applications completed to the satisfaction of the Minister will be considered for approval on a case-by-case basis, subject to Program eligibility criteria, assessment criteria, and funding constraints. The Program Assessment Criteria is listed in Section 4 of the Program Terms & Conditions.

An Agriculture, Forestry and Rural Economic Development representative will inform you if your application for funding assistance has been successful or unsuccessful. If successful, you will receive a Grant Agreement outlining the Terms and Conditions of the grant.