Funding for Sectors Overview
Canadian Agricultural Partnership

November 2020
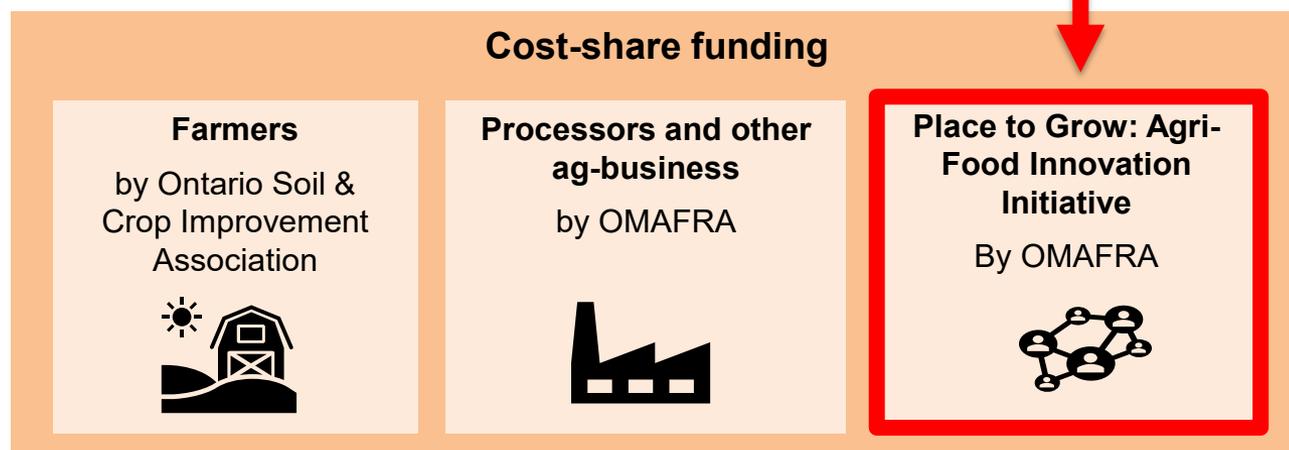
Outline

- Context

- Who can Apply?

- Project Categories

- Terms and Conditions

- Application Assessment

- Tips

Context

- On June 12, 2019 the ministry announced the launch of the **Place to Grow: Agri-food Innovation Initiative**.

- All project categories were reviewed and changes were made to some categories as required for years 4 and 5 of the program.

- Program materials for the **Place to Grow** will be posted on November 4, 2020 at http://omafra.gov.on.ca/english/cap/placetogrow.html also accessible through the CAP homepage at : www.ontario.ca/agpartnership.

- The next application intake for the Place to Grow program will be from **November 4 to November 26, 2020**.

Place to Grow: Agri-Food Innovation Initiative is one of several cost-share streams under the Canadian Agricultural Partnership (CAP)

Cost-share funding

Farmers	Processors and other ag-business	Place to Grow: Agri-Food Innovation Initiative
by Ontario Soil & Crop Improvement Association	by OMAFRA	By OMAFRA

Cost-share funding opportunities for agriculture and food-value chain partners, which encourages greater collaboration to:

- Identify opportunities
- Address challenges in the sector and industry priorities
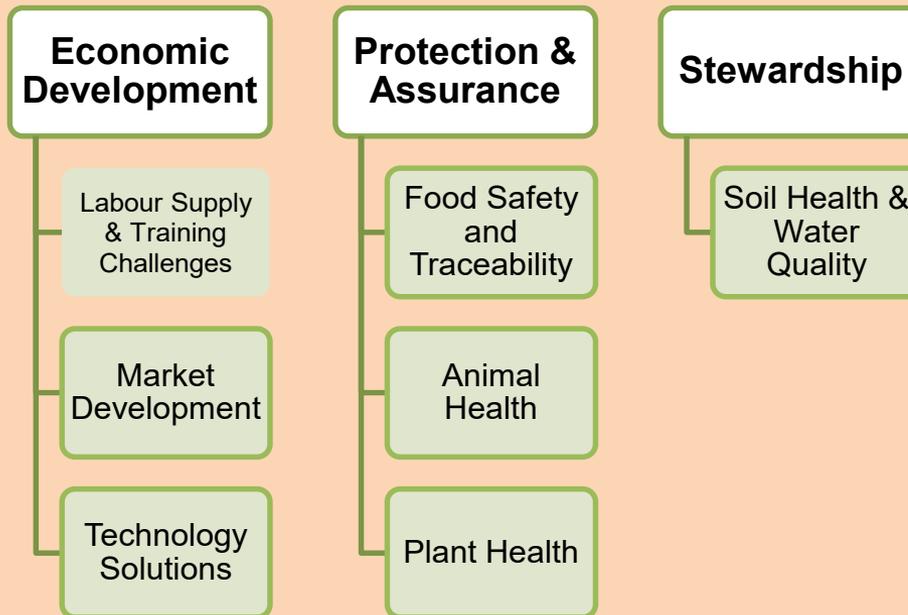- Help drive innovation

Place to Grow: Agri-Food Innovation Initiative

Funding will support agriculture and food value chain partners by offering cost-share funding opportunities to address identified industry priorities and outcomes for Ontario under:
Economic Development,
Environmental Stewardship and
Protection and Assurance.

Funding for Sectors

- Supports agriculture and food value chain partners to address identified industry priorities and outcomes.

Economic Development
- Labour Supply & Training Challenges
- Market Development
- Technology Solutions

Protection & Assurance
- Food Safety and Traceability
- Animal Health
- Plant Health

Stewardship
- Soil Health & Water Quality

Strategic Solutions

- Focus **bold, innovative, and collaborative** projects proposed by industry to **drive priority outcomes** that have been under Ontario's partnership.

- An emphasis will be put on collaborative projects with partners throughout the value-chain that accelerate the creation and adoption of innovative solutions for sector challenges and arising opportunities.

(On Hold)

Who Can Apply?

- Partners working together for the benefit of their sector(s)
- Two or more legally recognized entities that:
  - ➤ have an arm's length relationship from each other. Partners cannot be vendors/suppliers to the project.
  - ➤ are working as partners on a project (i.e. are engaged in the project and will be contributing cash or in-kind resources towards the project)
  - ➤ Are involved in agriculture, agri-food and agri-products sector; and
  - ➤ Are in compliance with all requirements of law and remain in compliance for the duration of the project.

- Certain applicants may be eligible to apply as a sole applicant if they are:
  - ➤ A "not-for-profit" entity;
  - ➤ Ontario based; and
  - ➤ Not an academic/research institution.

Cost-Share Funding

- Applicants may apply for up to **50% of eligible costs**.
- Funding requests that **exceeds 50%** (*between 51% and 75% of eligible costs, and/or more than $100,000 in funding for eligible capital costs*):
  - Must be essential for a project to be completed successfully.
  - Project must have a high merit assessment to be considered.
  - Requests will be considered on a case by case basis.
- Eligible **capital costs** may be funded to a maximum of $100,000 per project.
  - Include costs of machinery, equipment, software development/purchase and installation; renovations; site improvements; leasehold improvements; building improvements and construction
- In-kind contributions to the limit of 15% of the approved value of eligible project costs

Cost-Share Funding

Stacking:

- Applicants can only access one funding source under the Partnership for a single project. Applicants may access other government funding to a maximum of **100% of eligible project funding** as long as those other programs also allow stacking.

When may projects start and finish?

- A project cannot start prior to the date that OMAFRA approves the project. This date will be communicated in the Approval Letter to the lead entity.
- Eligible costs can only be incurred, invoiced and paid for on or after the start date.
- Projects must be implemented and completed no later than **September 30, 2022.**

Payments

- Approved cost-share funding is paid after the lead entity has incurred and paid for expenses, has submitted a Claim package that meets all requirements and has been approved by OMAFRA.

Funding for Sectors: Project Categories

Economic Development

- ❖ Market Development
- ❖ Technology Solutions
- ❖ Addressing Labour Supply and Training Challenges
- ❖ Recovery/ Contingency Planning and Response

Environmental Stewardship

- ❖ Soil Health and Water Quality

Protection and Assurance

- ❖ Food Safety and Traceability
- ❖ Animal Health
- ❖ Plant Health

http://www.omafra.gov.on.ca/english/cap/placetogrow.html

Economic Development Project Categories

Addressing Labour Supply and Training Challenges (UPDATED)	Projects will assist sectors to build a strong labour force to produce and process agri-food and agri-products. This includes projects to improve the supply and capacity of labour through attracting, training and retaining labour. Projects will benefit a sector, or a significant or defined portion of a sector, value-chain or region.
Recovery/ Contingency Planning and Response (NEW)	Projects that build the industry's capacity to recognize and manage risks through recovery and contingency planning and implementation of activities for a sector, or for a significant or defined portion of a sector, value-chain or region in response to challenges/opportunities identified during COVID 19 pandemic.
Technology Solutions (UPDATED)	Projects will focus on promoting, piloting and demonstrating new and innovative technologies related to labour-saving technology or practices, and/or waste reduction, and/or increased efficiency. Projects must demonstrate benefits that increase the competitiveness in the broader agri-food and agri-products sector of Ontario.

Economic Development Project Categories

Assessment, Audit and Planning	Projects will focus on supporting partners to develop plans, assessments and audits to retain or access new domestic or export markets. Cost-share funding will allow partners to develop plans to analyze and assess opportunity and develop plans to access/retain domestic or export markets.
Accessing Markets and Development of products or processes – domestic	Projects will focus on implementing marketing plans, develop new products or processes, develop skills, or conduct pilots or demonstrations that help access new domestic markets or retain existing domestic markets.
Accessing Markets and Development of products or processes – international	Projects will focus on implementing marketing plans, develop new products or processes, develop skills, or conduct pilots or demonstrations that help access new domestic markets or retain existing international markets.
Supporting Incubators and Commercialization Centers	Projects will focus on supporting regional incubators and commercialization centres that provide new or updated programming activities to start up and/or scale up agri-food or agri-products companies. These centres will be encouraged to demonstrate how they will assist these new companies to commercialize and launch themselves.

Environmental Stewardship

Soil Health and Water Quality: Assessment and Planning	Projects will focus on encouraging agricultural sector leadership and regional partnerships in developing sector-level or regional plans, or larger systems analysis (sector evaluation or analysis, sustainability systems), for improving soil health or water quality.
Soil Health and Water Quality: Outreach, Education and Advisory Services	Projects will focus on improving the transfer of knowledge to agricultural producers on the importance and approaches to mitigate risks to water and soil quality through targeted site-specific actions. The intent of knowledge transfer activities is to encourage actions in support of reducing excess nutrients entering the waterways in the Great Lakes basin from agricultural sources.
Soil Health and Water Quality: Innovation Pilots and Applied Research	Projects will focus on supporting applied research and demonstrations of technology, with selection driven by industry, where technology and/or practices need validation and demonstration on Ontario farms to overcome barriers to adoption identified by the sector. Projects will also increase knowledge of innovative technology and practice implementation with impacts to soil and water (on-site and off-site impacts) through on-farm pilots. Education and outreach initiatives, including economic assessment (i.e. yield and/or profitability assessments), will help to strengthen project activities related to soil health and/or water quality.

Protection and Assurance Project Categories

Food Safety and Traceability: Skills Development & Training	Projects will focus on building the industry's capacity to recognize and manage their own risks and take advantage of market opportunities by providing support for food safety or traceability training. Industry is encouraged to self-identify which training and approach is most appropriate to meet their needs and to clearly demonstrate how this will be advanced through their project.
Food Safety and Traceability: Applied Research, Pilot Projects and Demonstrations	Projects will focus on building the industry's capacity to recognize and manage their own risks and take advantage of market opportunities by providing support for food safety and traceability applied research, pilots and demonstrations. Industry is encouraged to self-identify which research and/or pilots are appropriate to meet their needs and to clearly demonstrate how this will be advanced through their project.
Food Safety and Traceability: Group Food Safety Program Adoption	Projects that focus on building the industry's capacity to recognize and manage their own risks and take advantage of market opportunities by providing support for adoption of food safety programs. This project category offers flexibility to industry to self-identify their best approaches to adopting food safety programs (e.g., partnerships between similar operations to enlist expertise and achieve group certification, development of sector-specific resources, etc.).

Protection and Assurance Project Categories

Food Safety & Traceability Traceability Solutions Adoption, Information Management and Sharing	Projects that focus on building the industry's capacity to recognize and manage their own risks and take advantage of market opportunities by providing support for traceability adoption.
Plant Health: Skills Development, Training and Education	Projects will focus on building plant health capacity in the industry by improving and supporting awareness and knowledge of plant health risks and how to address them. In addition, this category aims to encourage specialized knowledge in the industry through training on the identification, assessment, and mitigation of plant health risks. Target audience includes partners across the value chain with a focus on increasing awareness, knowledge and skills of the sector in support of plant health priorities.
Plant Health: Building Networks to Advance Plant Health	Projects will focus on increasing coordination and strategic planning between plant health partners to address plant health risks. Target audience includes partners across the value chain with a focus on increasing awareness, knowledge and skills of the sector in support of plant health priorities.

Protection and Assurance Project Categories

Category	Description
Plant Health: Plant Health Best Practices	Projects will focus on advancing plant health through development and evaluation of plant health best practices. Target audience includes partners across the value chain with a focus on increasing awareness, knowledge and skills of the sector in support of plant health priorities.
Plant Health: Applied Research, Pilot Projects and Demonstrations	Projects will focus on testing and demonstrating new plant health practices, technologies and solutions at a scale that enables conclusions to be drawn regarding their technical feasibility, applicability and economic viability. Projects therefore establish an essential link between research and the market. This project category is meant to incentivize practical innovation to build solutions to plant health issues encountered by the industry. Through knowledge and technology transfer and translation, these projects advance understanding of the industry at large. Target audience includes partners across the value chain with a focus on increasing awareness, knowledge and skills of the sector in support of plant health priorities.
Animal Health: Applied Research, Pilot Projects and Demonstrations; Skills Development and Training; Education and Outreach	Projects will focus on supporting activities within three key areas: Emergency Management, Animal Health and Animal Welfare. Partners that represent producers and other value chain members, including, for example, commingling yards and feed mills active in advancing animal health and supporting risk reduction efforts.

Eligible Costs

- Eligible Costs are costs that are necessary for the implementation of the project, such as:
    - cost of goods (including supplies), services and all related shipping or transportation costs
    - labour costs such as contract salaries, benefits, and specific per diem fees
    - costs of land rental for research purposes
    - costs for rental of facilities, equipment or machinery
    - costs of communication materials including design, printing, translation, etc.
    - research institution overhead to a maximum of 25% of applicable eligible costs
    - **In-kind contributions** to the limit of 15% of the approved value of eligible project costs
    - travel and meal expenses (see section: What travel and meal expenses are eligible for cost-share funding?)

- All suppliers from which goods or services are purchased must be at arm's length from the lead entity or project partners.

Ineligible Costs

Sample

- Costs Incurred before the approval of the project by OMAFRA or after the project completion date identified in the Contribution Agreement between the lead entity and the Province of Ontario

- Costs Incurred in preparing an application

- Any cost not specifically required for implementation of the project

- Normal costs of establishing, expanding or operating a business or organization

- Normal costs of implementation of a facility expansion

- Goods or services provided by federal or provincial government departments or agencies

- Deposits (prepayments) for which goods or services are not yet fully received

- Costs for training and skills development projects that fulfill any academic requirements towards completion of a diploma or degree

How are applications assessed?

- Applications will be evaluated based only on the information submitted and will not be considered if they do not meet eligibility criteria or if they are incomplete.

- A merit-based application review process is used to allocate cost-share funds to projects that best meet Merit Assessment Criteria.

- Only applications that best meet the Merit Assessment Criteria will be approved.

How are applications assessed?

MERIT CRITERIA - Relevance to Intended Results of the Partnership Funding

- Demonstrated direct alignment with the applicable project category
- Extent to which the Project Category Priorities of the applicable project category are addressed by the project
- Extent to which the project and its activities are new and advanced for applicable sectors
- Demonstrated need/benefits/rationale for the project

How are applications assessed?

MERIT CRITERIA - Benefit to the Sector/ Industry

- Documented industry support and partnerships with others
- Extent to which there will be broad impact/benefit across the sector
- Extent to which the project will be supported by industry-leveraged cash contributions
- Demonstration of appropriate plan in place for information sharing/knowledge transfer for the project

How are applications assessed?

MERIT CRITERIA - Likelihood of Success

- Demonstrated adequate resources, experience and skills to successfully complete the project
- Demonstrated financial capacity to cash flow project costs
- Demonstration of a well-defined budget, with reasonable project costs that align with the defined eligible/ineligible costs for the applicable Project Category
- Demonstration of well-defined work plan that states specific and measurable outcomes that can be achieved within the project timelines
- Demonstrated plan to sustain the project beyond the timeframe of funding

Applying

How to Apply:

- Completed applications submitted by email to agpartnership@Ontario.ca

How Often Can I Apply?

- There is no limit to the number or value (total funding amount) of applications that each entity can submit, or to cost-share projects an entity can complete.

Notification of Decisions

- If an application is approved, the lead entity will receive a detailed Approval Letter.
- If application is declined, the lead applicant will receive a brief explanation.

Application

Before you start

This form must be filled out using Adobe software, such as Adobe Reader or Adobe Pro.

In order to ensure that your application is filled out accurately and completely, you must use Adobe software to fill out this form.

Although your form may *appear* to be filled out correctly when using non-Adobe software, Adobe software is the only software that will properly retain your application details.

Non-Adobe software includes your internet browser (e.g. Google, Firefox, Internet Explorer).

Applicants who complete this form using non-Adobe software will be required to **redo and resubmit** their application using Adobe software before it can be accepted.

TO COMPLETE THIS APPLICATION FORM:

1. Download a free version of Adobe Reader if you do not already have it installed on your computer. *https://get.adobe.com/reader/*

2. Save this application form to your computer <u>before</u> you begin filling it out.
   - File > Save As > [give the file a name] > Save.
   - Do NOT fill out this form in your internet browser window.

3. Open the file from your computer.

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Application Tips

Here are some suggestions that may help improve the chances of your application being approved:

1. Read and understand all of the information in the Project Category Description

2. Ensure you meet eligibility criteria

3. Know the results you want to achieve and demonstrate how they line up with the objectives of the Project Category you are applying for

4. Provide all required documentation

5. Review the Merit Assessment Criteria for your Project Category

6. Submit your completed Application Form, along with required documentation, by the Application Intake deadline

For More Information

Public Webinar November 10, 1-2pm (Please Share)

- Register in advance for this meeting: https://zoom.us/meeting/register/tJAqceGrpzssHNDp--OYqGjTG3bQ-qCBQUek

agpartnership@ontario.ca

or

1-877-424-1300.