Cost-Share Funding Assistance Program Guide for Organizations and Collaborations

Version 5 – March 2019
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A. PROGRAM HIGHLIGHTS

The Canadian Agricultural Partnership (the Partnership) is a five-year federal-provincial-territorial initiative that assists government, industry and other partners to work together to advance Ontario’s agri-food and agri-products sectors, and focus on achieving key outcomes related to economic development, environmental stewardship and protection and assurance.

The Partnership will build on the successes of Growing Forward 2 (GF2) to create further economic growth for Ontario’s agri-food and agri-products sectors.

Cost-Share Funding Assistance

All cost-share funding assistance is merit-based, and project funding amounts are individually established based on the new and updated project categories. Cost-share funding will support targeted projects in three priority areas, with research and innovation continuing to be important across all programming:

- **Economic Development** in the agri-food and agri-products sectors
- **Environmental Stewardship** to enhance water quality and soil health
- **Protection and Assurance** to reinforce the foundation for public trust in the sector through improved assurance systems in food safety and plant and animal health

Cost-share funding programs are available for producers, processors, agri-businesses, organizations and collaborations.

Program delivery partnerships continue with:

- The Agricultural Adaptation Council (AAC) to administer cost-share funding assistance to organizations and collaborations
- The Ontario Soil and Crop Improvement Association (OSCIA) to administer cost-share funding assistance to producers
- The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) will continue to administer cost-share funding assistance to food and beverage processors

Through the Partnership, the federal and provincial governments invest in other initiatives that support Ontario’s agriculture, agri-food and agri-products sectors.

To learn more visit OMAFRA’s website at [www.ontario.ca/AgPartnership](http://www.ontario.ca/AgPartnership).

This guidebook is intended to provide applicants with details related to the Partnership cost-share funding assistance for Organizations and Collaborations. If you have any questions, please contact an AAC staff member today at 519-822-7554.

These guidelines are subject to change from time to time without notice. Please consult the AAC website for any guideline updates.
B. HOW TO APPLY?

In order to obtain merit-based cost-share funding assistance under the Partnership, you must be an eligible applicant, and you must submit an eligible project meeting the requirements defined for the Project Category, under which the project is submitted, found in Appendix 1.

Applicants must enroll as an organization or collaboration in the Partnership Client Portal at http://ontarioprograms.net/ to obtain an Operation ID. If you were enrolled as an organization or collaboration under GF2, you can use your GF2 username and password to login and update your information to obtain a new Operation ID for the Partnership.

Applicants must also set up an account for My AAC Online, at https://myaaonline.microsoftcrmportals.com/en-US/. My AAC Online is an online project management system to help AAC applicants apply for funding and manage their projects. Only one My AAC Online account can be set up per organization/business. The Username and Password will be used by all individuals from your organization/business who require access to the project management system.

Applicants can submit a pre-proposal via email to info@adaptcouncil.org prior to completing the full application process. This step is not required, but strongly encouraged. This will provide AAC staff with an opportunity to review the project idea and provide feedback. Pre-proposal and application forms can be found at www.adaptcouncil.org/program/cap. The full application process can be found in Section J. Detailed Steps from Pre-Proposal to Reporting.

Merit-based, cost-share funding is available to support projects across the Partnership’s three priority areas, under 19 different Project Categories, each designed to target specific outcomes. Each Project Category includes eligible activities, eligible costs, ineligible activities, ineligible costs, priorities and target audiences for applicants to consider as they develop their projects defined for the Project Category, under which the project is submitted, found in Appendix 1. Project applications will be evaluated according to the General Assessment Criteria and Additional Assessment Criteria, when applicable as found in Section K. Projects that are well-aligned with the Project Category Priorities will be given higher consideration.

Not all Project Categories will be open in every application Intake period.

C. WHO CAN APPLY?

Eligible applicants for cost-share funding assistance under the Partnership must be either an organization or a collaboration, as defined below, unless otherwise stated in the Project Categories found in Appendix 1.

Organizations

Organizations are any not-for-profit, Ontario-based (located in Ontario and, where applicable, have a membership composed primarily of Ontario residents/businesses/organizations) legally recognized entities that are involved in the agriculture, agri-food and agri-products sector and are capable of entering into a funding agreement.
Federal, provincial and territorial government departments, ministries or agencies, and academic/research institutions are not eligible to apply as organizations.

When an organization is the applicant, cash and in-kind contributions can be contributed by both the organization and its partner(s) in the project. A project partner is a legally recognized entity contributing cash or in-kind towards the project. Project partners must have an arm’s length relationship* (see details below) from the organization. Project partners are required to provide a letter of support to AAC confirming their contribution towards the project.

**Collaborations**

Collaborations are combinations of two, or more, legally recognized entities in the agriculture, agri-food and agri-products sector that are primarily located in Ontario. Entities may include, but are not limited to: for-profit businesses, not-for-profit associations/organizations, and/or academic/research institutions.

Collaborations must have a lead applicant, and all collaboration members must be actively and directly engaged in the project and have a vested interest (i.e. financial investment, resources, project oversight, expertise, outcomes, etc.) in the project.

Collaboration funding is intended for projects that support the competitiveness and resiliency of the agri-food and agri-products sector in the province.

**Lead Applicant**

Responsibilities of the lead applicant include:

- be an organization or business located in Ontario
- be the primary point of contact with the AAC
- enter into a legal agreement with the AAC on behalf of the other collaboration members
- manage the project
- cash flow all project costs (note: this includes collecting cash contributions from collaboration members/partners and incurring all costs)
- provide the required documentation to the AAC for reimbursement funding
- prepare progress and final reports
- be in receipt of Partnership funding for the collaboration and receive a T4A for the total funds issued
- share project information with all collaboration members
Collaboration Members

Responsibilities of the collaboration members include:

- have an arm’s length relationship* (see details below) from the lead applicant and from the other collaboration members
- be actively and directly engaged in the project
- have a vested interest (i.e. financial investment, resources, project oversight, expertise, outcomes, etc.) in the project
- sign and submit a Collaboration Member Declaration form found at [www.adaptcouncil.org/program/cap](http://www.adaptcouncil.org/program/cap)

Collaboration members cannot provide third-party services on the project.

Organizations and other entities located outside of Ontario and national organizations may be a collaboration member, as long as the supply/value chain is primarily located in Ontario. The project outcomes must demonstrate benefit to the Ontario agriculture, agri-food and agri-products sector.

*Arm’s Length Relationship Details for Collaboration Members

Collaboration members are at arm’s length if they are not related or affiliated persons or otherwise controlled by another member or members. Two, or more, collaboration members are related if they are controlled by individuals who are related, such as by blood, marriage, adoption, common-law partnership, or in a relationship of some permanence if they are the natural or adoptive parents of a child, or where they are business partners within the meaning of the *Partnerships Act*.

A collaboration member, that is a corporation, is controlled by another person who is a member if:

- that person holds voting securities of the corporation to which are attached more than 50 per cent of the votes for the election of directors of the corporation, other than by way of security only, or that person is otherwise entitled to elect or appoint more than 50 per cent of the directors of that corporation;
- that person otherwise is entitled by contract or under the articles or letters patent of the corporation to elect or appoint a majority of the members of the board of directors; or
- that corporation is a subsidiary of a corporation that is controlled by that person within the meaning of clause a) or b)

A collaboration member, that is a corporation, is affiliated with another member that is a corporation if:

- one of them is the subsidiary of the other;
- both are subsidiaries of the same body corporate; or
- each of them are controlled by the same person
In order to be eligible, each applicant must be in compliance with all Requirements of Law and agree to remain in compliance with all Requirements of Law for the duration of the project. “Requirements of Law” means all applicable requirements of law, as may be set out in statutes, regulations, by-laws, codes, rules, ordinances, official plans, approvals, permits, licenses, authorizations, decrees, injunctions, orders and declarations, or any other similar requirement of law.

Refer to Section 251 of the Income Tax Act for the detailed statutory provision for determining arm's length relationships.

Further eligibility for the Aquaculture, Equine, Tobacco, Ornamentals, Health/Nutrition Supplements, Pet Food Sectors and Broader Agri-Business Sectors can be found in Appendix 2.

D. COST-SHARE FUNDING

Under the Partnership, eligible applicant organizations and collaborations can apply for cost-share funding to support projects meeting the requirements as defined for the Project Category, under which the project is submitted, found in Appendix 1.

The Partnership may provide cost-share funding assistance for eligible projects:

- up to 50 per cent of total eligible project costs, or
- greater than 50 per cent of total eligible costs, up to 75 per cent of total eligible costs, if the applicant can clearly demonstrate in their application:
  - how the project addresses the Project Category Priorities of the Project Category, under which the project is submitted, found in Appendix 1, and/or,
  - how the project addresses the Partnership Innovation Rating Criteria in Section L, and/or
  - as otherwise noted in the Funding Available section of the Project Category, under which the project is submitted, found in Appendix 1.

An individual project can only receive a single allocation of cost-share funding from the Partnership. Stacking of Partnership cost-share funding from one or more applicants towards the same project is not permitted.

Organizations and collaborations are responsible to secure funding sources for the project, over- and above reimbursement provided through the Partnership, and:

- applicants must demonstrate that they have leveraged as much non-governmental assistance as possible
- priority will be given to applicants with industry-leveraged cash contributions
- the non-government contribution to each project can be cash, or a combination of both cash and a maximum of 15 per cent in-kind
- selected applicants will be reimbursed at the approved per cent cost-share funding for each eligible cost incurred and paid
## Maximum Program Contribution Level

The maximum cost-share funding per applicant for all approved projects under the Partnership organization and collaboration funding program will not exceed $1 million over the life of the program. Funding greater than the maximum cost-share funding of $1 million may be considered on a case-by-case basis if the applicant can demonstrate exceptional broader benefit.

### E. ELIGIBLE PROJECTS

An eligible project is a project that satisfies the requirements set out in the Eligible Projects section of the Project Category, under which the project is submitted, found in Appendix 1.

### F. ELIGIBLE COSTS

Eligible costs are the reasonable, incremental costs necessary for the execution of an approved project and incurred and paid by the applicant after the project has been approved and within the timelines identified in the funding agreement.

Note: costs incurred must reflect when goods and services are expected to be received, regardless of when payments are made. When purchasing goods or services, applicants must follow a process that is transparent, fair and promotes the best value for the money expended and at competitive prices that are no greater than fair market value after deducting trade discounts and/or any other discounts available to the applicant; and must comply with all Requirements of Law applicable to how the Recipient acquires goods, services or both.

All businesses from which goods or services are purchased must be at arm’s length to the applicant and collaboration members/partners.

Eligible costs are:

- 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.
- travel and meal costs within the Travel and Meal Expense Guidelines. For further information, see Appendix 3 Travel and Meal Expense Guidelines
- research institution overhead to a maximum of 25%
- costs as noted in each Project Category, under which the project is submitted, found in Appendix 1
Eligible Capital Costs

Capital costs must be directly related to the project and are subject to these parameters (unless otherwise noted in the Eligible/Ineligible Costs section in the Project Category, under which the project is submitted, found in Appendix 1):

- capital reimbursement of up to $100,000 per project
  - considerations to exceed the $100,000 per project will be determined on a case-by-case basis, as noted in the Eligible Costs section in the Project Category, under which the project is submitted, found in Appendix 1
- if the applicant and/or collaboration members are a for-profit business, the applicant and/or collaboration members must contribute at least 25 per cent in cash (from non-government sourced funds) of the total costs of the capital items
- capital items include:
  - software and software development (implementation and customization), but excluding licensing and service fees
  - computers, office equipment, equipment and construction costs for buildings, on-farm and further processing infrastructure and plant upgrades
  - assets which have been acquired, constructed or developed (including any associated delivery and installation costs) and are not intended for sale in the ordinary course of business
  - betterments that are costs relating to the alteration and/or modernization of an asset that appreciably prolong the items period of usefulness or improve its functionality

Eligible In-Kind Contributions

Eligible in-kind contributions are goods and services that are contributed to a project that would otherwise have to be purchased or contracted in order to complete the project. Contributions will be subject to the same financial review or audit procedures as cash costs and must be supported with appropriate documentation.

Eligible in-kind contributions must be contributed by the applicant and/or collaboration/partner members, if applicable, and:

- be essential to the project’s success, includes paid positions, unpaid volunteers, equipment, materials and supplies and use of land/facilities
- be valued at fair market value
- not exceed 15 per cent of the total eligible project cost
- have a defined rate (per hour, per day, per item, etc.)
- be auditable (documentation is required to validate in-kind contributions)

In-kind contributions will be subjected to the same financial and audit review procedures as cash costs and must be supported with appropriate documentation. The AAC, in its sole and absolute discretion, may reject any in-kind contribution claim with which it is not satisfied. A signed in-kind contribution form (AAC template) must be submitted as part of the claims process to track all in-kind contributions.
Further information about eligible in-kind contributions has been outlined in the Eligible In-Kind Contributions Documentation Chart.

### Eligible In-Kind Contributions Documentation Chart

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
<th>Documentation required with claim</th>
<th>Additional documentation required upon request*</th>
</tr>
</thead>
</table>
| **Paid Positions**        | • Actual salary cost or per diem assigned to fulfill duties specifically related to the project                                            | • Payroll register/pay stub to validate hourly/daily rate for applicant and collaboration members  | • Personnel file with salary/wage information
                                                                                    |                                                                                             | • Director per diem rate                                                                 | • Employment contract
                                                                                    |                                                                                             |                                                                                           | • Cancelled cheques/direct deposit schedule |
| **Unpaid Volunteers**     | • Unpaid time contributed by a volunteer assigned to fulfill duties specifically related to the project                                   | • Estimate of fair market value of services provided to validate hourly/daily rate              | • Meeting minutes
                                                                                    |                                                                                             |                                                                                           | • Sign-in sheets
                                                                                    |                                                                                             |                                                                                           | • Letter from volunteer verifying contribution |
| **Equipment**             | • Loaned equipment valued at current market rental value                                                                                   | • Rental estimate from retailer                                                                  | • Letter from contributor verifying contribution                                          |
| **Materials and Supplies**| • Donated materials and supplies valued at fair market or company book value                                                             | • Letter confirming value from contributor                                                         | • Paid receipts/invoices                                                                |
| **Use of land/facilities**| • Donated meeting rooms, space or facilities for which a fee is usually charged  
                                                                                  • Donated land for research plots                                                                   | • Rental fees outlined by contributor  
                                                                                  • Estimate of the fair market value for use of the land/facilities                                | • Letter from contributor                                                                    |

*documentation must exist and be available to AAC and/or its auditors for review upon request*
G. INELIGIBLE COSTS

Ineligible costs include, but are not limited to, the following:

- cost associated with the preparation of the funding application
- costs not specifically required for the execution of the project
- costs incurred prior to the project approval date (i.e. AAC board of director’s approval date), unless otherwise noted in the Project Length section in the Project Category, under which the project is submitted, found in Appendix 1, and included in the funding agreement between AAC and selected applicant
- normal operating costs associated with carrying out the applicant’s or collaboration member’s business, such as costs to maintain compliance of the business’ current operations with Requirements of Law, salaries and benefits of non-contract staff, office space, utilities, phone, materials, labour, board, committee and annual meetings, etc.
- normal costs of establishing a commercial operation
- costs associated with bringing current operations into compliance with applicable regulations
- goods or services provided by federal or provincial government departments or agencies
- training and skills development that fulfill any academic requirements towards completion of a diploma or degree of a program
- costs of participating in mentoring and coaching training programs, unless otherwise noted in the Eligible/Ineligible Costs section in the Project Category, under which the project is submitted, found in Appendix 1
- sponsorship of conferences and learning events or initiatives, unless otherwise noted in the Eligible/Ineligible Costs section in the Project Category found in Appendix 1
- travel and meal costs beyond those provided in the Travel and Meal Expense Guidelines found in Appendix 3
- consultant and other paid contractor’s costs for catering, incidental or food
- purchase or lease of land, buildings and facilities
- purchase of a vehicle
- financing charges, loan interest payments, bank fees and charges
- any cost, including a tax, that is eligible for a rebate, credit or refund (e.g. a refundable portion of the Harmonized Sales Tax)
- gifts and incentives
- permits and approvals
- legal fees associated with creating a new entity
- direct income support related to direct payments to producers to offset their loss of income due to production fluctuations
- communications products that are not approved through the AAC’s communications product review process
- hospitality (e.g. food, catering, beverages)
- meeting room rentals and AV costs
- costs incurred for other approved Partnership projects; or
- costs as noted in the Eligible/Ineligible Costs section in the Project Category, under which the project is submitted, found in Appendix 1
H. INELIGIBLE ACTIVITIES

Ineligible activities include, but are not limited to, the following:

- activities for the sole purpose of coming into compliance with Requirements of Law that pertain to current business operations
- activities for the sole purpose of maintaining compliance with Requirements of Law that pertain to current business operations
- activities intended to directly influence and/or lobby any level of government
- activities that promote Ontario products explicitly over those of another province or territory
- activities that include Ontario specific promotional campaign or branding (including the use of the Foodland Ontario logo)
- activities deemed to be part of normal operations of organizations/businesses and commercial expansion
- basic research, meaning experimental or theoretical work which is undertaken primarily to acquire new knowledge without a commercial or other specific application in view
- activities which are not in compliance with all applicable requirements of law, including environmental legislation and public health and safety requirements, by-laws, ordinances, approvals and permits
- activities/projects which are already receiving 100 per cent in total funding assistance from all sources, including other government and non-government sources; or
- activities as noted in the Ineligible Activities section in the Project Category, under which the project is submitted, found in Appendix 1

Further eligibility for the Aquaculture, Equine, Tobacco, Ornamentals, Heath/Nutrition Supplements, Pet Food Sectors and Broader Agri-Business Sectors can be found in Appendix 2.

I. APPLICANT INSURANCE REQUIREMENTS

Applicants signing funding agreements with the AAC for their project are required to have comprehensive general liability insurance with coverage for at least $2 million per occurrence. This insurance must show the AAC as an additional insured on the policy and contain the endorsements specified in the applicant funding agreement, and is required to be maintained throughout the term of the agreement.

J. DETAILED STEPS FROM PRE-PROPOSAL TO REPORTING

Step 1: Pre-proposal

- completing a pre-proposal is not required, but strongly encouraged
- applicants can submit a pre-proposal prior to completing the full application form
- pre-proposals provide AAC staff with an opportunity to review project ideas and provide feedback
- AAC staff will provide feedback to your pre-proposal within 10 business days, either by telephone or email
any feedback offered will be in response to your pre-proposal only, and should not be considered an endorsement/approval of any application for funding that may be subsequently submitted. All final decisions regarding applications for funding are made by the AAC board of directors

- pre-proposals received less than ten days before an intake deadline will be responded to after the application deadline
- pre-proposal forms can be found at www.adaptcouncil.org/program/cap

**Step 2: Enrolment**

- applicants must enroll as an organization or collaboration in the Partnership Client Portal at http://ontarioprograms.net/ to obtain an Operation ID
- if you were enrolled as an organization or collaboration under GF2, you can use your GF2 username and password to login and update your information to obtain a new Operation ID for the Partnership

**Step 3: Application through My AAC Online**

- application templates and intake deadlines can be found at: www.adaptcouncil.org/program/cap
- applicants must set up an account for My AAC Online, an online project management system to help AAC applicants apply for funding and manage their projects before the intake deadline. Only one My AAC Online account can be set up per organization/business. The Username and Password will be used by all individuals from your organization/business who require access to the project management system
- applications must be submitted through My AAC Online by 4:30 p.m. EST on the intake deadline, using the steps outlined in the online application form
- the following required documents must be included in the Attachment section: Budget (in Excel), Applicant Declaration Form and the last two years of financial statements for the lead applicant. If applicable, attach: Letters of Support; Collaboration Member Declaration(s) (if the applicant is a collaboration; Annex A (if the University of Guelph or any of its campuses will be performing work on the project); and/or, Representative Authorization Agreement (if the applicant intends to use a consultant/agent/representative to act on its behalf throughout the application review process)
- applications will not be considered complete if the required online application sections are not completed and the required documents are not attached in the attachment section. Other sections/documents must be completed and attached, if applicable.
- AAC will confirm receipt of complete applications within one business day of the intake deadline
Step 4: Project Review

- Applications will be assigned to an AAC staff member who will be in contact with the applicant prior to the review by the AAC board of directors.
- Applications will be reviewed by the AAC and by external third-party reviewers, and partners or advisors that are governed by confidentiality processes, as part of the due diligence review process.
- The AAC board of directors review is expected to occur within 45 business days from the application intake deadline.
- Applicants will be notified as funding decisions are reached, usually within five business days from the posted board meeting date, following which selected applicants must enter into a funding agreement with AAC.
- The AAC board of directors reviews all applications and makes all final funding decisions, terms, conditions, and levels of funding using the program assessment criteria.
- If the project will impact an Indigenous Partner’s/Community’s aboriginal or treaty rights, the selected applicant may be subject to a duty to consult process.

Step 5: Agreement

- To receive funding for an approved project, a selected applicant must enter into a funding agreement with the AAC and comply with its terms and conditions for the duration of the project.
- Funding will be provided as reimbursement payments throughout the project, upon the applicant providing AAC with claim documentation and progress/final reports.
- Funding is project based and will be provided for a limited period, according to the terms of the selected applicants signed, funding agreement with AAC.

Step 6: Claims, Project Reporting and Communications

- Claims and project report templates can be found at: www.adaptcouncil.org/program/cap/claims-and-reporting.
- Communications guidelines and templates can be found at: www.adaptcouncil.org/program/cap/communications.
- Claims, reports, and communications materials must be submitted through My AAC Online.
- The claim must include all necessary documentation (i.e. listing of costs, in-kind contributions, copies of invoices, copies of cancelled cheques, payroll ledgers, etc.) to support costs that have been incurred to date.
- Reimbursement can only be provided for invoices that have been paid.
- Costs incurred must reflect when goods and services are expected to be received, regardless of when payments are made.
- All costs and in-kind contributions must be substantiated by auditable documentation.
- All incremental contract labour must be supported by time sheets.
- The AAC must be notified in writing, and approve of, any proposed changes to a project. Approved material changes will be reflected in an amended funding agreement.
• if project funding is not accessed according to the forecast provided, the AAC cannot guarantee that funds will be available for reimbursement
• claims and reporting must be completed at minimum every six months for the duration of the project funding
• applicants are required to submit interim claims to the AAC no later than June 30 for costs incurred in the previous fiscal year (April 1 to March 31)
• final reports must be accompanied by a completed project results survey
• all communications products developed under the Partnership must be reviewed and approved by AAC prior to print and/or distribution; otherwise, expenses associated with the communications products will not be eligible for reimbursement
• For all projects approved from December 2018 onwards, project costs must be incurred no later than December 1, 2020, and final claims, final reports and project results surveys must be submitted to AAC no later than January 4, 2021
• Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

K. ASSESSMENT OF APPLICATIONS

All complete applications, as outlined in Section J. Detailed Steps from Pre-Proposal to Reporting, are evaluated at intake close. The applicant and project must meet all basic eligibility requirements, and fit the criteria defined for the Project Category Level, under which the project is submitted, found in Appendix 1.

Applications will not be considered if they do not meet all eligibility criteria or if they are not complete.

Complete applications that meet all the eligibility criteria are assessed according to the General Assessment Criteria.
General Assessment Criteria

All eligible project applications will be evaluated based on the following criteria:

- demonstrated direct alignment to support the Project Category, under which the project is submitted
- addresses the Project Category Priorities of the Project Category, under which the project is submitted
- demonstrated need/benefits/rationale for the project
- demonstrated project governance outlining roles and responsibilities of applicant and, if applicable, collaboration members
- demonstrated adequate resources, experience and skills to successfully complete the project
- demonstrated financial capacity to cash flow project costs
- well-defined budget, with reasonable project costs, that align with defined eligible/ ineligible project costs at Project Category
- well-defined work plan that states specific and measurable outcomes, that can be achieved within the project timelines
- extent to which there will be broad impact/benefit across the organization/collaboration and industry
- appropriate plan in place for information sharing/knowledge transfer for the project
- documented industry support and partnerships/alliances with others; and
- demonstrated plan to sustain the project beyond Partnership funding, if applicable

Additional Assessment Criteria

Project applications will be evaluated based on the following criteria, when applicable:

- where higher than 50 per cent cost-share funding is requested:
  - how the project addresses the Partnership Innovation Rating Criteria in Section L, and/or,
  - how the project strongly addresses the Project Category Priorities of the Project Category, under which the project is submitted, found in Appendix 1, and/or,
  - as otherwise noted in the Funding Available section of the Project Category, under which the project is submitted, found in Appendix 1.
- extent to which the project aligns with more than one Project Category (co-benefits)

Project Category Priorities are defined for each Project Category, and applicants are encouraged to address these priorities in their project applications to support achieving the outcomes for the Partnership, and/or to increase the level of cost-share funding their project may receive. Projects that are well-aligned with the Project Category Priorities will be given higher consideration.
L. INNOVATION RATING CRITERIA

Under the Partnership, innovation is defined as the application of new ideas (new processes, products, services and methods of delivery) to solve problems and address challenges.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>High</th>
<th>Medium</th>
<th>Low/Not Eligible (for Innovation Cost Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novelty (Originality, Uniqueness, Newness)</td>
<td>New to the province; or North America, not generally available or widely adopted&lt;br&gt;Could be innovation developed in Ontario or could be sourced from another jurisdiction</td>
<td>New for the sector but may be in use in another sector&lt;br&gt;Not tested under regional conditions (climate, soil type, market acceptance)</td>
<td>New to my location but currently in use in other parts of the province&lt;br&gt;New to my business but used by many others</td>
</tr>
<tr>
<td>Benefits to Broader Sector</td>
<td>Significant sector benefits compared to current practice&lt;br&gt;Higher ranking based on potential for number of people or businesses to benefit</td>
<td>Material sector benefits compared to current practice</td>
<td>Benefits exclusively for a single business. Other Ontario businesses could not adopt this innovation&lt;br&gt;Limited benefits compared to alternatives that are currently in common use</td>
</tr>
<tr>
<td>Benefits to Society</td>
<td>Significant societal benefits (environmental or social benefits)&lt;br&gt;Higher ranking based on potential for number of people or businesses to benefit</td>
<td>Material societal benefits (environmental or social benefits)</td>
<td>Limited benefits compared to alternatives that are currently in common use</td>
</tr>
<tr>
<td>Criteria</td>
<td>High</td>
<td>Medium</td>
<td>Low/Not Eligible (for Innovation Cost Share)</td>
</tr>
<tr>
<td>--------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Level of Risk</td>
<td>Some level of uncertainty. The innovation has been tested in other jurisdictions or under lab or small-scale conditions. Could be either technological risk or market risk or both.</td>
<td>Lower level of uncertainty. The innovation has had limited testing and results have been positive. Additional demonstrations will increase industry confidence for adoption.</td>
<td>No uncertainty. This is a best practice that has been extensively tested in Ontario and shown to provide benefits.</td>
</tr>
<tr>
<td>Knowledge Transfer</td>
<td>The project includes a sound knowledge transfer plan that engages potential users throughout the project and will share knowledge and results broadly with the Ontario industry. Multiple communication products will ensure widespread availability of information for potential users of the innovation.</td>
<td>The project includes a knowledge transfer plan that will share some knowledge with the Ontario industry, however, some intellectual property may be retained by the applicant. The project may provide an initial advantage to one business but the innovation could be duplicated by other companies and would raise the bar for innovation in the sector.</td>
<td>All knowledge gained from the project will be for the benefit of the applicant. Others in the Ontario industry would not be able to adopt this innovation. Intellectual property protection will hamper knowledge transfer and uptake of the innovation.</td>
</tr>
<tr>
<td>Drives Competitiveness</td>
<td>The innovation will allow an Ontario company or companies to move ahead of global competitors. Ontario could move into a global leadership position in this sector.</td>
<td>The innovation will allow an Ontario company or companies to introduce innovation being utilized by their global competitors. Other Ontario businesses could be motivated and have the ability to adopt this innovation, raising the overall competitiveness of the Ontario sector.</td>
<td>The innovation would provide benefits to only one Ontario company. The innovation could not be copied by existing Ontario businesses in the sector and would provide an unfair market advantage over those Ontario competitors.</td>
</tr>
</tbody>
</table>
M. INTELLECTUAL PROPERTY

The concept of Intellectual Property (IP) includes, but is not limited to, all technical information and all inventions, drawings, methods, products, improvements, processes, discoveries, varieties, germplasms, cultivars, genetic materials, genetic constructions, mutants, micro-organisms, specimens, and progeny, whether or not they qualify for legal protection, including any know-how, demonstration, trade secret, research plan/priorities, computerized model or related report, any commercial interest or product idea, and any patent, patent application or copyright.

IP created during the course of project activities will not be the property of Her Majesty the Queen in right of Ontario.
APPENDIX 1: PROJECT CATEGORY LEVEL DESCRIPTIONS

Not all Project Categories will be open in every Application Intake period.

THREE PRIORITY AREAS

Protection and Assurance

Environmental Stewardship

Economic Development

Food Safety and Traceability

Skills Development and Training (Open)

Applied Research, Pilot Projects and Demonstrations (Open)

Group Food Safety Program Adoption (Open)

Traceability Solutions Adoption, Information Management and Sharing (Open)

Animal Health

Education and Outreach, Training and Skills Development (Open)

Applied Research, Pilot Projects and Demonstrations (Open)

Plant Health

Skills Development, Training and Education (Open)

Building Networks to Advance Plant Health (Open)

Plant Health Best Practices (Open)

Applied Research, Pilot Projects and Demonstrations (Open)
Environmental Stewardship

Soil Health and Water Quality

Assessment and Planning (Open)

Outreach, Education and Advisory Services (Open)

Innovation Pilots and Applied Research (Open)

Economic Development

Business Analysis

Leadership for Organizations and Collaborations (Open)

Market Development

Assessment, Audit and Planning for Market Development (Open)

Accessing Markets and Development of Products or Processes - Domestic (Open)

Accessing Markets and Development of Products or Processes - International (Open)

Supporting Incubators and Commercialization Centres (Open)

Productivity - Technology Solutions

Productivity Pilots and Demonstrations of New Technology (Open)
Protection and Assurance

Ontario’s agri-food and agri-products sector needs to manage food safety risks and the health of animals and plants while being competitive. The Partnership Protection and Assurance programming will provide support to industry and individual businesses to keep pace with changing assurance systems, rapidly evolving risk, changing marketplace expectations and increasing consumers demand for greater transparency; and ultimately sustain and grow their businesses.


Food Safety and Traceability

Ontario agri-food and agri-products businesses, especially small and medium-sized enterprises need to keep pace with evolving food safety risks in their operations which in turn will help maintain competitiveness and prevent reputational harm.

Food safety programs control food safety risks by preventing, reducing or eliminating hazards. Organizations and collaborations can improve industry’s capacity to control risks through training materials, demonstrations, sector strategies, group program adoption and certification to recognized food safety standards.

Traceability is the ability to follow products through all stages of the agri-food and agri-products chain, from production to retail, by providing an effective way to track an identified product (and its attributes) as it moves between locations. It is important:

- to help you meet your market requirements and access new market opportunities
- for effective product recall
- to ensure confidence in your products
- for protection of your business and your customers

Effective traceability requires the collection, storage and sharing of three key pieces of information:

- Premises identification
- Product identification, and
- Movement recording

There are a total of four project categories under the food safety and traceability – protection and assurance systems priority area, focused on advancing outcomes under the Partnership.
Food Safety and Traceability: Skills Development and Training

Purpose of Project Category:

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.

Target Audience – Who should apply?

Organizations and collaborations representing or supporting small and medium-sized enterprises or businesses to support traceability or food safety risk reduction efforts

Eligible Projects

Projects can encompass one or more of the following:

- Outreach strategies
- Skills development and training
- Knowledge acquisition and knowledge sharing
- Needs assessments
- Workshops

Examples of Projects

- An organization developing and/or delivering training for a sector where food safety and/or traceability training gaps exists
- Partnerships or collaborations between similar businesses to develop and/or deliver training to address common food safety risks
- An organization coordinating a learning opportunity to address a skill or training gap on a particular emerging issue or opportunity

Project Category Priorities

- Projects that demonstrate they are supporting activities that fill an existing gap (e.g., not duplicating current training offerings)
- Projects that clearly demonstrate broad impact (benefits beyond applicants)
- Projects that address an identified risk and improve market access
- Projects that support a broad strategy, taking a sector-wide approach to information sharing and learning
Food Safety and Traceability: Skills Development and Training (Continued)

Project Category Priorities (Continued)

- Priority for food safety projects will be given to those commodities that possess the greatest food safety risk, including:
  - Ready-to-eat (RTE) lettuce and leafy greens eaten raw (arugula, spinach, baby salad greens, other mixed lettuces)
  - Broad-leaf herbs historically associated with outbreaks (basil, cilantro, parsley)
  - Ready-to-eat (RTE) minimally-processed fruit and vegetables (e.g., peeled, cut, washed, dried, packaged)
  - RTE bagged salads or greens (e.g., salad mix, spinach)
  - RTE meat products (e.g., pate, meat spreads, frankfurters, deli meats, beef or poultry jerky, etc.)
  - Un-ripened or fresh soft cheese (e.g., cottage cheese, cream cheese, feta, ricotta, etc.)
  - Unpasteurized fruit/vegetable juice (e.g., apple cider)
  - Poultry or beef slaughter or processing
  - Dry/semi-dry fermented sausages

- Priority for traceability projects will be given to those supporting the following species: cattle, sheep, goats, cervids, bison and pig
- Projects to develop or deliver training on new Regulations (e.g., National Health of Animals Regulations, Safe Food for Canadians)
- Projects that address the needs of small (<100 employees) and new businesses
- Projects that include an outreach plan for dissemination of information (e.g., clearly outlining how the sector/broader industry will benefit as a result of the intended outcomes of the project)

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs for eligible projects
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
Food Safety and Traceability: Skills Development and Training (Continued)

Eligible Activities

- Activities that are consistent with Section H
- Improving or supporting general awareness and knowledge of food safety risks and implementing traceability systems
- Developing/conducting a needs assessment or strategy for the creation of education and training materials or for sector outreach
- Developing education and training materials which align with National/International programs or Codes of Practices where they exist

Ineligible Costs

- See a list of general ineligible costs in Section G

Ineligible Activities

- See a list of general ineligible activities in Section H
- Costs associated with routine training where it is considered an on-going cost of doing business
Food Safety and Traceability: Applied Research, Pilot Projects and Demonstrations

Purpose of Project Category:

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.

Target Audience – Who should apply?

Organizations and collaborations representing or supporting small and medium-sized businesses strongly encouraged to apply to support food safety risk reduction efforts.

Eligible Projects

Projects can encompass one or more of the following for Food Safety or Traceability:

- Validation studies/Proof of concept
- Pilot projects
- Demonstrations
- Applied Research

Examples of Projects

- Demonstrations of washwater treatment in an operation for a number of similar operations
- Group validation study of meat plants using similar hurdle processes
- Research or pilots investigating tools to support identification, mitigation or prevention of food fraud

Project Category Priorities

- Projects that demonstrate they are supporting activities that fill an existing gap (e.g., not duplicating existing research)
- Projects that clearly demonstrate broad impact (benefits beyond applicants)
- Projects that address an identified risk and improve market access
- Projects that can demonstrate they are addressing challenges and emerging issues related to food safety and traceability, with an explanation of how this relates to Ontario’s agri-food and agri-products sector
- Projects that include an outreach plan for dissemination of information (e.g., clearly outlining how the sector/broader industry will benefit as a result of the intended outcomes of the project)
- Projects that address the specific needs of small business (<100 employees)
Food Safety and Traceability: Applied Research Pilot Projects and Demonstrations (Continued)

- Priority will be given to those commodities that possess the greatest food safety risk, including but not limited to:
  - Ready-to-eat (RTE) lettuce and leafy greens eaten raw (arugula, spinach, baby salad greens, other mixed lettuces)
  - Broad-leaf herbs (basil, cilantro, parsley)
  - RTE minimally-processed fruit and vegetables (e.g., peeled, cut, washed, dried, packaged)
  - RTE meat products (e.g., pate, meat spreads, frankfurters, deli meats, beef or poultry jerky, etc.)
  - Un-ripened or fresh soft cheese (e.g., cottage cheese, cream cheese, feta, ricotta, etc.)
  - Unpasteurized fruit/vegetable juice (e.g., apple cider)
  - Poultry or beef slaughter or processing dry/semi-dry fermented sausages
- Priority for traceability projects will be given to those supporting the following species: cattle, sheep, goats, cervids, bison and pig

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length:

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis
Food Safety and Traceability: Applied Research Pilot Projects and Demonstrations (Continued)

**Eligible Activities**

- Activities that are consistent with Section H
- Investigating methods, processes or applications to mitigate food safety risks or enhance traceability
- Enhanced efficiencies and new technologies to capture and share data related to traceability
- Disseminating best practices, outcomes and learnings derived from pilot projects, validation studies or demonstrations

**Ineligible Costs**

- See a list of general ineligible costs in Section G
- Costs of piloting and demonstrating solutions or systems that are not in alignment with Codes of Practice or recognized programs
- Costs of creation of new food safety standards
Food Safety and Traceability: Group Food Safety Program Adoption

Purpose of Project Category:

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., collaborations between similar operations to enlist expertise and achieve group certification, organizations develop sector-specific resources, etc.).

Target Audience – Who should apply?

Organizations and collaborations representing or supporting small and medium-sized businesses strongly encouraged to apply to support food safety risk reduction efforts

Eligible Projects

Projects that support adoption of food safety programs

Examples of Projects

- Implementation of group certification under a food safety program (e.g., CanadaGAP), including internal auditor training, a group management system, and an internal auditing system
- Qualified professional expertise supporting a group of growers to adopt a food safety program
- Projects lead by an organization representing a new and expanding farm sector to support equipment purchases necessary for the sector to improve food safety practices on farm

Project Category Priorities

- Projects that can demonstrate they are addressing challenges and emerging issues related to food safety, with an explanation of how this relates to Ontario’s agri-food and agri-products sector
- Projects that include a clearly defined plan for the project, and where the applicant is a collaboration, that include a clearly defined plan for how the collaboration will work to achieve food safety benefits
- Projects that include an outreach plan for dissemination of information (e.g., clearly outlining how the sector/broader industry will benefit as a result of the intended outcomes of the project)
- Projects that address the specific needs of small businesses (<100 employees)
- Projects that clearly demonstrate broad impact (benefits beyond applicants)
Food Safety and Traceability: Group Food Safety Program Adoption (Continued)

Funding Available:

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length:

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with Section H
- First time group audit/certification against existing national or international programs
- Costs directly related to the group adoption of existing national or international programs
- Sector-specific resources and tools where specifically related to program adoption
- Training to implement programs (i.e. development of training and/or first-time training to get programs up and running)

Ineligible Activities

- See a list of general ineligible activities in Section H
- Re-certification audits or re-verification of existing programs
- Development of food safety programs for individual businesses where not part of a collaborative effort with other businesses
- Creation of new food safety standards
Food Safety and Traceability: Traceability Solutions Adoption, Information Management and Sharing

Purpose of Project Category:

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.

Target Audience – Who should apply?

Organizations and collaborations representing:

- Commingling facilities, including assembly yards, sales barns, auction markets, fairs and exhibitions, trucking rest stations, transporters, veterinary clinics and rendering facilities
- Small businesses (<100 employees) who are implementing or improving traceability are strongly encouraged to apply

Eligible Projects

- Implementing traceability solutions that support information management and sharing across groups, supply chains or at the organization level

Examples of Projects

- Improving facility level traceability through an organization providing support to members for equipment (e.g., readers, software)
- Integration of existing product or animal tracking systems infrastructure and software with traceability systems across the supply chain
- Implementation, development, customization, procurement and training related to electronic information sharing systems, including:
  - Adoption of industry recognized data standards
  - Verification of product attributes
  - Integration of interoperable data systems

Project Category Priorities

- Projects that support information sharing between/among supply chair/sector
- Projects that clearly demonstrate broad impact (benefits beyond applicants)
- Projects that address an identified risk or improve market access, or both
- Projects that address the needs of small operations (<100 employees)
- Higher priority for traceability projects that involve the national traceability priority sectors (i.e., cattle, sheep, goats, cervids, bison and pig)
- Projects that enhance traceability or allow for information to flow from initial carcass/input through to processing
- Projects that deliver improved capabilities for responding to an emergency and/or ability to mitigate risks through increased supply chain transparency, tracking and recall capability
Food Safety and Traceability: Traceability Solutions Adoption, Information Management and Sharing (Continued)

- Projects that have the ability to impact multiple industry stakeholders and/or projects that will span a complete supply chain
- Projects that will result in clearly identified new market opportunities or retention of existing markets

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Initial GS1 Canada costs, limited to one-time company Prefix License cost, initial activation and one-time annual fee with national product registry (does not include initial individual product registrations)
- Service provider costs (specifically implementation, advisory and training) for traceability systems, limited to the duration of the project only
- Costs related to supporting/managing Information Sharing Networks (e.g. cloud-based subscription costs, one-time dedicated project staff), limited to the duration of the project only
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with Section H
- Traceability technologies and approaches: Technologies and systems that enable transparency, tracking and enhanced information sharing in the supply chain and for businesses and/or industry decision making
Food Safety and Traceability: Traceability Solutions Adoption, Information management and Sharing (Continued)

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs that result in facility level recording/storage of information without providing the ability for further information sharing along the value chain (e.g. paper-based traceability systems)
- Ongoing costs deemed to be part of normal organization/business operations including employee time for data entry and tag application

Ineligible Activities

- See a list of general ineligible activities in Section H
- Activities that result in facility level recording/storage of information without providing the ability for further information sharing along the value chain (e.g. paper-based traceability systems)
- Ongoing activities deemed to be part of normal organization/business operations including employee time for data entry and tag application
- Creating programs/systems where they currently exist in industry
- RFID readers which have not met Canadian performance standards (see http://inspection.gc.ca/animals/terrestrial-animals/traceability/readers/eng/1502403105943/1502403106350)
Animal Health

Organizations and collaborations have a role to play in protecting animal health and welfare and finding solutions to these threats that affect Ontario’s economy and the public trust in agriculture. For example, the global problem of antimicrobial resistance (AMR) as it relates to antimicrobials used in livestock is a significant concern in both animal and human health in Ontario.

A total of two project categories are available under the Animal Health priority area, including:

**Animal Health: Education and Outreach, Training and Skills Development**

**Purpose of Project Category:**

Projects will focus on supporting activities within three key areas: Emergency Management, Animal Health and Animal Welfare.

**Target Audience – Who should apply?**

Producer-level groups and associations, and collaborations of partners through the value chain, including, for example, commingling yards and feed mills active in advancing animal health and supporting risk reduction efforts.

**Eligible Projects**

- Outreach strategies including for example, the development of education and training materials
- Skills development and training
- Needs assessments
- Planning
- Knowledge acquisition and knowledge sharing
- Workshops

**Examples of projects**

**Emergency Management**

- Projects that encourage the adoption of emergency management systems based on the Incident Command System approach used by the Government of Ontario and the Government of Canada
- Projects that improve the ability and capacity of a specific commodity sector to prepare for, prevent, detect and respond effectively to infectious animal disease that can impact the broader sector or society at large
- e.g. development of commodity-specific emergency management training modules for procedures/protocols tailored to the unique needs/risks of the sector
Animal Health: Education and Outreach, Training and Skills Development (Continued)

Examples of projects (Continued)

Animal Health

- Improving and supporting general awareness, and knowledge of animal health, or related public health, hazards, pathogen management and biosecurity risks
- AMU education and awareness opportunities, including training and awareness on behavior change associated with antimicrobial stewardship
- Enhancing or supporting the implementation of national biosecurity standards or national codes of practice through education and awareness
- Training activities related to pathogen and disease identification and health status
- Assessment of biosecurity risks and development of plans to mitigate those risks
- Apiary education materials development supporting expansion of beekeeping in Northern Ontario (Northern Ontario for the purposes of this program is consistent with the definition in the Northern Ontario Agri-Food Strategy - [http://www.omafra.gov.on.ca/english/northernagrifood/aafp.htm]).
- Training program for feed mills to understand electronic prescriptions and to address requirements for proper handling of medicated feeds, in accordance with new regulations

Animal Welfare

- Developing/conducting a needs assessment or strategy for the creation of education and training materials for sector outreach
- Education and awareness projects aimed at improving or supporting general awareness, knowledge and implementation of, national Codes of Practice for the Care and Handling of Farmed Animals (Codes of Practice) and welfare best practices, such as:
  - new/updated Codes of Practice for the veal and mink sectors
  - new transport regulations
  - modular loading for poultry with potential handling procedure changes
  - improving animal welfare best practices at commingling facilities, such as sales barns and assembly yards
- Activities related to training or assessment on national Codes of Practice and/or welfare best practices
Project Category Priorities

Projects that address/support:

- responsible antimicrobial usage (AMU)
- biosecurity best management practices
- early life health (morbidity and mortality)
- national Codes of Practice requirement and/or upcoming market requirements that need sector outreach to encourage uptake (welfare)
- areas of high risk (e.g. commingling facilities such as assembly yards and sales barns)
- the following species: sheep, goat, veal, and alternative livestock farmed cervids, fox, rabbit and mink
- a gap/need in the sector, where training program/materials do not currently exist (e.g. a project to advance animal welfare programs in commodities not being addressed through existing national programs or funding processes)

Projects that provide:

- impact and benefit beyond their specific commodity/sector
- co-benefits with other Protection and Assurance Partnership Priority Areas – Food Safety and Plant Health
- co-benefits with other Partnership Priority Areas – Economic Development and Environmental Stewardship
- value to Ontario businesses

Projects that have:

- a clear rationale/impact of the project and
- a demonstrated knowledge translation and transfer plan

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priority in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022
Animal Health: Education and Outreach, Training and Skills Development (Continued)

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

- Activities that are consistent with the eligible projects and examples listed in the Project Category Priorities Activities and that are consistent with Section H

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for services provided to companies not located in Canada/where majority of benefit of services is provided to a business located outside of Ontario
- Costs for capital and equipment

Ineligible Activities

- See a list of general ineligible activities in Section H
Animal Health: Applied Research, Pilot Projects and Demonstrations

Purpose of Project Category:

Projects will focus on supporting risk reduction efforts and/or advancing improvements within three key areas: Emergency Management, Animal Health and Animal Welfare.

Target Audience – Who should apply?

Producer-level groups and associations, and collaborations of partners through the value chain, including, for example, commingling yards and feed mills active in advancing animal health and supporting risk reduction efforts

Eligible Projects

- Validation studies/proof of concept
- Implementation and testing activities – including testing of new technologies and/or enhanced efficiencies of processes, practices or systems in support of health and biosecurity surveillance, and emergency management systems; new technologies or equipment to facilitate humane handling and care of animals
- Applied research projects
- Pilot projects and demonstrations
- Development of an auditable animal welfare assurance program where no national commodity or code of practice exists
- Development of animal welfare best practices or industry standards
- Evaluation of animal welfare best practices or industry standards
- Disseminating best practices, outcomes and learning derived directly from the applied research projects, pilot projects, validation studies or demonstrations

Examples of Projects

Emergency Management

- Projects that test or enhance emergency management systems in multiple sectors or commodities based on an established Emergency Management Plan using the Incident Command System
- Projects that improve the ability and capacity to prepare for, prevent, detect and respond effectively to infectious animal disease, that can impact the broader sector or society at large (e.g. data gathering through surveillance initiatives, applied research projects to investigate solutions to specific projects, or pilots to test)
- Surveillance projects to gather data from which to benchmark
- Projects to address improved connectivity of surveillance data for enhance emergency management
- Projects to expand access to mobile chamber for mass euthanasia to enhance emergency preparedness and response
Animal Health: Applied Research, Pilot Projects and Demonstrations (Continued)

Animal Health

- Demonstrations of improved antimicrobial stewardship
- Projects that enhance or support the implementation of national biosecurity standards through applied research, pilot projects and demonstrations
- Projects that support animal health, or related public health, pathogen management, biosecurity surveillance systems, and that demonstrate benefit to the sector or society at large

Animal Welfare

- Implementation of nationally developed animal welfare assurance program, or where no national animal commodity or Code of Practice for the Care and Handling for Farmed Animals (Codes of Practice) exists, the development of an auditable animal welfare program
- Demonstrate market benefits, risk mitigation or enhanced assurance systems as a direct results of project implementation
- New technologies or equipment to facilitate humane handling and care of farmed animals
- Implementation of transportation, handling and housing changes to meet market animal welfare standards or requirements
- Pilot modification and implement changes to operations to improvement Codes of Practice for the care and handling of farm animals

Project Category Priorities

Projects that address/support:

- Responsible antimicrobial usage (AMU)
- Disease and pathogen surveillance, and biosecurity best management practices
- Early life health (morbidity and mortality)
- National Codes of Practice requirement (e.g. housing systems) and/or welfare best management practices
- Areas of high risk (e.g. commingling facilities such as assembly yards and sales barns)
- Sheep, goat, veal, and alternative livestock (farmed cervids, fox, rabbit and mink)
- A gap/need in the sector, where training program/materials do not currently exist (e.g. projects that advance animal welfare programs in commodities not being addressed through existing national programs or funding processes)

Projects that provide:

- Impact and benefit beyond their specific commodity/sector
- Co-benefits with other Protection and Assurance Partnership Priority Areas – Food Safety and Plant Health
- Co-benefits with other Partnership Priority Areas – Economic Development and Environmental Stewardship
Animal Health: Applied Research, Pilot Projects and Demonstrations (Continued)

Projects that have:

- A clear rationale/impact of the project and
- A demonstrated knowledge translation and transfer plan

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities Criteria in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with the eligible projects and examples listed in the Project Category Priorities
- Activities that are consistent with Section H

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for services provided to companies not located in Canada/where majority of benefit of services is provided to a business located outside of Ontario

Ineligible Activities

See a list of general ineligible activities in Section H
Plant Health

Organizations and Collaborations have a shared role to play with producers and other sector partners in mitigating plant agriculture risks, including plant pests and a changing climate, to support Ontario’s competitiveness. Plant health partners have opportunities to continue to build preparedness, and to increase coordination across the sectors in order to support responsive action in the event of future threats (e.g. pepper weevil, spotted wing drosophila, plum pox virus, soybean aphids) and to prepare for, and respond to, a changing climate.

A total of four project categories are available under the Plant Health priority area, including:

Plant Health: Skills Development, Training and Education

Purpose of Project Category:

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 – Who should apply?

Producer and processor organizations and collaborations of partners across the value chain with a focus on increasing awareness, knowledge and skills of the sector in support of plant health priorities

Eligible Projects

Projects can encompass one or more of the following and must include a demonstrated knowledge translation and transfer plan:

- Outreach strategies
- Skills development and training
- Knowledge acquisition and knowledge sharing
- Workshops
- Needs Assessments

Examples of projects

- Training focused on resistance management, biosecurity, or emergency preparedness
Plant Health: Skills Development, Training and Education (Continued)

Project Category Priorities

Projects that clearly demonstrate the following:

- Training program or material development that addresses a gap/need in the sector, where training program/materials do not currently exist
- Impact and benefits beyond their specific commodity
- Involvement with more than one commodity or sector
- Promotion of sustainable practices in agriculture
- Addressing pest, disease and weed surveillance and management practices

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

- Activities that are consistent with Section H
- Improving or supporting general awareness, and knowledge of plant health, reducing plant health risks, pest management and biosecurity risks, and implementing traceability systems and plant health codes of practice
- Disseminating plant health best practices
- Enhancing or supporting the implementation of biosecurity standards through education and awareness
- Activities related to training on disease, weed and pest identification and plant health status, assessment of biosecurity risks, and development of plans to mitigate those risks
- Developing/conducting a needs assessment or strategy for the creation of education and training materials or for sector outreach
Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for capital and equipment

Ineligible Activities

- See a list of general ineligible activities in Section H
- Activities not related to improving plant health or public health
Plant Health: Building Networks to Advance Plant Health

Purpose of Project Category:

Projects will focus on increasing coordination and strategic planning between plant health partners to address plant health risks.

Target Audience – Who should apply?

Producer and processor organizations and collaborations of partners across the value chain with a focus on bringing together plant health partners to increase coordination and strategic planning across the sector in support of plant health priorities

Eligible Projects

Establishing governance frameworks and networks between plant health partners to proactively address plant health risks where networks include information dissemination or coordination of a larger set of stakeholders.

Examples of projects

The establishment and coordination of:

- A grower-led resistance management leaders network
- A provincial Laboratory Network for plant health
- Networks aimed at increasing coordination/communication of specific disease/pest issues (e.g. Soybean Cyst Nematode, Fireblight)

Project Category Priorities

Projects that:

- Clearly communicate how the network will remain sustainable beyond the initial Partnership funding period
- Establish and coordinate a forum to regularly prioritize and address plant health issues of concern
- Establish and coordinate a peer-to-peer learning network to promote resistance management practices
- Establish and coordinate a network for Ontario laboratory partners to work together on plant health monitoring, diagnostics and communication of findings
- Involve more than one commodity or sector
- Address areas that possess greatest plant health risks, e.g., pepper weevil, Tomato Looper, Clubroot, Spotted Lanternfly, European Cherry Fruit Fly, Tuta absoluta, noxious weed control
Plant Health: Building Networks to Advance Plant Health (Continued)

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

- Activities that are consistent with Section H
- Establishment, coordination and promotion of networks between plant health partners to proactively address plant health risks
- Data collection and management to support improved coordination between plant health partners

Ineligible Costs

See a list of general ineligible costs in Section G

Ineligible Activities

- See a list of general ineligible activities in Section H
- Activities not related to improving plant health or public health
Plant Health: Plant Health Best Practices

Purpose of Project Category:

Projects will focus on advancing plant health through development and evaluation of plant health best practices.

Target Audience – Who should apply?

Producer and processor organizations and collaborations of partners across the value chain with a focus on the development and evaluation of best practices in support of plant health priorities

Eligible Projects

Projects can encompass one or more of the following and must include a demonstrated knowledge translation and transfer plan:

- Development of plant health best practices or industry standards
- Evaluation of plant health best practices or industry standards

Examples of projects

- Evaluations of new technologies or equipment to facilitate the improvement of plant health
- Cost-benefit analysis of pepper weevil screening methods in Ontario greenhouses
- An economic assessment of biocontrol techniques to suppress pepper weevil
- An economic comparison of pesticide use and application methods to control spotted lanternfly in stone fruits
- An economic comparison of pesticide use and application methods to control tuta absoluta in tomato plants

Project Category Priorities

Priority should be given to projects that:

- Incorporate a cost-benefit analysis of plant health practices from an economic perspective
- Have the ability to impact multiple industry stakeholders
- Advance plant health programs in commodities not being addressed through existing processes
- Focus on new emerging pests, emerging crops, and small organizations

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $25,000 per project
Plant Health: Plant Health Best Practices (Continued)

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

- Activities that are consistent with Section H
- Activities that improve the ability and capacity to prepare for, prevent, detect and respond effectively to infectious plant disease, weed or pest situations that can impact the broader sector or society at large
- Activities that demonstrate market benefits or enhanced assurance systems as a direct result of their implementation
- Implementation of new technologies or equipment to facilitate the improvement of plant health

Ineligible Costs

- See a list of general ineligible costs in Section G

Ineligible Activities

- See a list of general ineligible activities in Section H
- Activities not related to improving plant health or public health
- Development and implementation of programs that lack credible, scientific backing
Plant Health: Applied Research, Pilot Projects and Demonstrations

Purpose of Project Category:

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 – Who should apply?

Producer/processor organizations and collaborations of partners across the value chain with a focus on testing and demonstrating practical solutions in support of plant health priorities

Eligible Projects

Projects must address pest and disease management practices and/or address resistance management practices. Projects can encompass one or more of the following and must include a demonstrated knowledge translation and transfer plan:

- Applied research
- Testing of new technologies
- Validation studies/proof of concept
- Pilot projects
- Demonstration projects

Examples of projects

- Validating alternative chemical and non-chemical pest control options
- Conducting pest risk assessments (e.g., Predicting Invasive Insects/Diseases/Weeds)
- Developing and/or validating predictive tools (e.g. Growing Degree Day)
- Developing and/or validating best practices for emergency management, resistance management, biosecurity

Project Category Priorities

Projects that are highly valued include those:

- That focus on new emerging pests or emerging crops
- That involve small or emerging agriculture sector organizations
- That address a specific new market opportunity or mitigate risks that require additional data or validation prior to implementation
- With impact and benefits beyond their specific commodity
- That involve more than one commodity or sector
- That promote sustainable practices in agriculture
- That address pest and disease management practices
- That address resistance management practices
Plant Health: Applied Research, Pilot Projects and Demonstrations (Continued)

Funding Available
- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs

Project Length
- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs
- Costs directly related to the activities noted below that are also consistent with Section F
- Costs associated with specialist staff (e.g., entomologists) providing services to support the completion of project activities
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities
- Activities that are consistent with Section H
- Disseminating best practices, outcomes and learnings derived from pilot projects, validation studies and demonstrations.
- Investigating methods, processes or applications to mitigate plant pests and pest related risks
- Demonstrating market benefits, risk mitigation or enhanced competitiveness as a direct result of project implementation
- Enhanced efficiencies and new technologies to capture and share data related to traceability
- Supporting plant health, or related public health, pest management and biosecurity monitoring systems, and that demonstrate benefit to the sector or society at large

Ineligible Costs
See a list of general ineligible costs in Section G

Ineligible Activities
- See a list of general ineligible activities in Section H
- Activities not related to improving plant health or public health
- Piloting and demonstrating solutions or systems that are not in alignment with existing codes of practice
Environmental Stewardship

Ontario’s agricultural landscape is shifting with changes in market demands, public trust and the expectations of agri-environmental sustainability. Commitments have been made within the draft Canada-Ontario Lake Erie Action Plan and Ontario’s Draft Agricultural Soil Heath and Conservation Strategy, and funding is intended to support the sector in achieving results. Priorities include:

Soil Health

Modern agricultural practices are highly productive, but have resulted in degraded soil health. There is an urgent need to improve our understanding and awareness of soil health and how to effectively influence farmers to adopt best management practices. In Ontario, it is estimated that 54 per cent of soil is within an unsustainable erosion risk category and over 80 per cent of cropland has depleted levels of organic matter in the topsoil.

Water Quality

Improving Lake Erie and Lake St. Clair water quality is critical for clean drinking water, recreation, commercial fishing, irrigation and other industries. Nutrient losses from agricultural sources is contributing to water quality issues in the Great Lakes. Phosphorus has been identified as a significant driver of harmful and nuisance algal blooms, in particular in Lake Erie and Lake St. Clair. Ontario has made numerous commitments to achieve a reduction in phosphorus loading to Lake Erie (from all sources) including a 40 per cent reduction of Total Phosphorus loading to the Western and Central Basins by 2025. Nutrient losses from agricultural sources includes: applied nutrients, soil erosion, surface runoff, greenhouse nutrient feedwater, and spills.

There are three project categories under the Environmental Stewardship priority area, focused on advancing outcomes under the Partnership.

Soil Health and Water Quality: Assessment and Planning

Purpose of Project Category:

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.

Target Audience – Who should apply?

Organizations and collaborations, with a focus on the agriculture or agri-food sector, environment, or conservation with projects supporting improvements in water quality undertaken in a geographical area that must have demonstrated nutrient related water quality impairments or with projects supporting soil health, undertaken in geographical areas with degraded soil health.
Soil Health and Water Quality: Assessment and Planning (Continued)

Eligible Projects
- Developing sector-level plans
- Conducting assessments
- Conducting audits or analysis

Examples of projects
- Development of decision support tools for agricultural producers to support reduced nutrient loss from agricultural land

Project Category Priorities
- Projects related to water quality must be undertaken in geographic area(s) with demonstrated nutrient related water quality impacts, with a priority for the Lake Erie basin
- Projects related to soil health must by undertaken in geographic areas with degraded soil health
- Projects that help an agriculture sector quantify or demonstrate their sources of phosphorus loss or soil degradation to their producers
- Sector or geography focused implementation plans and/or tools to support improved planning or risk assessments at the farm, regional or provincial scales
- Decision support tools, IT projects, and similar activities must be able to demonstrate they are fulfilling a planning need not yet addressed, and will have wide-spread use, through the written support from representatives of end users
- Projects demonstrating whole-farm approaches
- Partnerships bringing in new partners, e.g. beyond the typical collaborations of agri-food organizations, academics and conservation authorities, bringing diversity of thought and approaches, from other sectors and disciplines, to the activities that increase the likelihood of projects leading to behavior change

Funding Available
- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $400,000 per project per year

Project Length
- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022
Soil Health and Water Quality: Assessment and Planning (Continued)

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with Section H
- All eligible activities must be linked to the development of an assessment, audit, analysis or plan
- Planning and decision support tools, technologies, and software that build on existing tools or meet gaps in current decision support tool landscape
- Analysis and assessment required to develop production systems based case studies and decision tools that simplify the selection of agri-environmental best management practices (BMPs) for a specific production system, taking into consideration site specific risks (e.g., topography, nearby waterbodies, etc.)
- IT software system selection and configuration for the first-time establishment, initial data entry and training of users for multi-partner systems associated with development of a plan
- Data collection, materials, sampling and analysis
- Measuring, benchmarking and baseline assessments at a subwatershed or sector level, regarding nutrients or soils including sample design and collection strategies which should be prepared with input from academic and government leaders to support use of comparable methodologies, with the intent to facilitate data sharing
- Activities improving the use and management of nutrients, water, wastewater and soils

Ineligible Costs

- See a list of general ineligible costs in Section G
- Cost associated with IT systems necessary to meet an organization's ordinary operations/business needs

Ineligible Activities

- See a list of general ineligible activities in Section H
- Providing cost-share funding for implementation of BMPs projects on individual producers’ properties (but may include support for cost-share funding for BMPs on demonstration farms properties)
Soil Health and Water Quality: Outreach, Education and Advisory Services

Purpose of Project Category:

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.

Approaches must encourage the use of multiple best management practices (BMPs) in a whole-farm approach and include defined target audiences intended to be reached through communications. Projects may include work to characterize and better understand the audience to inform the communications activities.

Projects may be anticipated to support co-benefits including:

- Increased resiliency of farm businesses to extreme weather events and climate change
- Improved agricultural productivity through increased efficiency in crop inputs and soil health improvements
- Improved water management on-farm
- Improved habitat for pollinators and other species

Target Audience – Who should apply?

Organizations and collaborations, that have an education, outreach or advisory services plan, with a focus on supporting improvements in water quality (undertaken in a geographical area that must have demonstrated nutrient related water quality impairments) or supporting soil health, (undertaken in geographical areas with degraded soil health), targeting the agriculture or agri-food sector

Eligible Projects

- Outreach strategies
- Training sessions
- Knowledge acquisition and knowledge sharing
- Workshops
- Tours
- Communications, including background work to characterize and better understand methods to reach intended audiences

Examples of projects

- Implementation of a plan that outlines a multi-channel, multi-venue approach to communicate messages and/or advice around soil health and water quality outcomes. This could include a mix of approaches including workshops, field days, speaker series, booths or presentations at existing farm events, print or online materials, or developing a new symposium or conference
Soil Health and Water Quality: Outreach, Education and Advisory Services (Continued)

Project Category Priorities

- Projects related to water quality must be undertaken in geographic area(s) with demonstrated nutrient related water quality impacts, with a priority for the Lake Erie basin
- Projects related to soil health must by undertaken in geographic areas with degraded soil health
- Projects that help an agriculture sector quantify or demonstrate their sources of phosphorus loss or soil degradation to their producers
- Activities should be informed by science and are encouraged to make use of innovative messaging and behavior change strategies
- Projects that demonstrate evidence of planning, coordination and execution in partnerships beyond one organization, including integrating environmental and agronomy expertise, either through a collaboration, or through confirmed engagement and support of other parties as part of the project will be viewed more highly
- Projects supporting a whole-farm approach
- Projects including, where possible, economic factors such as input costs and yield assessment in the communications
- Projects supporting innovative outreach approaches (not commonly used in Ontario), where the project includes an evaluation of effectiveness of the innovative outreach approach will be viewed more highly
- Projects that are implementing collaborative and/or existing comprehensive plans with multiple tactics to best fit information to need of audience and maximize reach of messaging

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $250,000 per project per year

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis
Soil Health and Water Quality: Outreach, Education and Advisory Services (Continued)

Eligible Activities

- Activities that are consistent with Section H
- Activities related to the on-farm development of knowledge and skills required to, or advisory services to actively manage the use of nutrients, water, wastewater and soils to reduce the potential for off-site impacts from operations
- Activities must target producers or their advisors
- Options of activities, in any combination, may include but are not limited to:
  - developing course materials
  - delivery of training courses
  - outreach strategies
  - workshops
  - demonstrations
  - tours
  - peer-to-peer networks and clubs
  - printed written and web based materials
  - farm-based advisory services
  - first-time only conferences and symposia, with incremental new activities to be supported, where producers and agri-business are the primary audience along with conservation professionals with the intent of building inter-disciplinary knowledge and relationships to support future on-the-ground stewardship action on-farm

Ineligible Costs

- See a list of general ineligible costs in Section G
- Providing cost-share funding for BMPs on individual producers’ properties (but may include support for cost-share funding for BMPs on demonstration farms properties)

Ineligible Activities

- See a list of general ineligible activities in Section H
Soil Health and Water Quality: Innovation Pilots and Applied Research

Purpose of Project Category:

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 pilots on-farm. 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.

Target Audience – Who should apply?

Organizations and collaborations, with a focus on the agriculture or agri-food sector, environment, or conservation with projects supporting improvements in water quality undertaken in a geographical area that must have demonstrated nutrient related water quality impairments or with projects supporting soil health, undertaken in geographical areas with degraded soil health.

Eligible Projects

- Projects must address soil health and/or address surface water quality across a watershed area or for a water body with demonstrated phosphorus stress
- Applied research and testing of new technologies
- Pilot projects
- Demonstration projects
- Projects must demonstrate knowledge/expertise and networks for knowledge translation and transfer and include a knowledge translation and transfer plan
- Projects must demonstrate an understating of current state of knowledge of the practice or technology

Examples of Projects

- Evaluating soil degradation and phosphorus loss from farms on a site-specific basis where the information is used to inform modeling, education/outreach efforts, tool development, and/or practice selection
- Evaluating methods to improve water quality and soil health, through mitigating or managing risks to surface and ground water, such as practices to reduce soil erosion, more efficiently managed nutrients, or technologies to capture and treat run-off
Soil Health and Water Quality: Innovation Pilots and Applied Research (Continued)

Project Category Priorities

- Projects related to water quality must be undertaken in geographic area(s) with demonstrated nutrient related water quality impacts, with a priority for the Lake Erie basin
- Projects related to soil health must be undertaken in geographic areas with degraded soil health
- Projects that help an agriculture sector quantify or demonstrate their sources of phosphorus loss or soil degradation to their producers
- Applied research should be addressing an identified gap and/or building on past efforts

Priority will be given to projects that:

- Are planned and executed in partnerships with industry
- Are supporting a broad impact across a sector or a geographical area to address an identified agri-environmental risk (i.e. have high potential for widespread adoption and high likelihood of impact
- Can demonstrate the research gap/need has yet to be addressed and/or has come from the sector or government as priority
- Quantify the benefit to the environmental outcome (e.g. quantifies the phosphorus loss reduction)
- Support risk assessment and/or decision-making tool development or enhancement
- Include economic factors such as input costs and yield assessment in the analysis
- Support a whole-farm approach and multiple-BMP analysis
- Pilot test technologies not currently in widespread use within the production system in Ontario

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $200,000 per project per year

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022
Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Costs associated with funding for BMPs on demonstrations farms may be considered
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with Section H
- Evaluating methods to improve water quality and soil health, through mitigating or managing risks to surface and ground water, such as practices to reduce soil erosion, more efficiently managed nutrients, or technologies to capture and treat run-off
- Applied research and piloting/testing of new technologies, processes, practices or systems
- Benchmarking or analysis of environmental performance of best management practices, sectors or operations

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs associated with funding for BMPs on individual producers’ properties

Ineligible Activities

- See a list of general ineligible activities in Section H
Economic Development

Investments will be made through the Partnership in Ontario’s agri-food and agri-products businesses and their value chains to expand markets, be more competitive, productive and profitable. These investments will continue to support the long-term sustainability of the agri-food and agri-products sector and their value chains.

Economic development programming targets funding in three areas: Business Analysis, Market Development, and Productivity.

Business Analysis

New and scaling-up Ontario agri-food and agri-products businesses face risks, including a need to strengthen practical business management skills in order to grow their businesses. Organizations and collaborations have an opportunity to support businesses to compete in the marketplace through leadership development.

Market Development – Domestic and Exports, New, Scale-Up and Regional Opportunities

Organizations and collaborations can help new or expanding farm operations and food and agri-products processor businesses to reach the next level of production, sales and service and build their capacity to grow the sector domestically and/or globally. Building capacity also supports agri-food and agri-products businesses to develop and/or implement assurance systems which may help to retain existing markets or access new markets domestically and/or globally.

Exporting agri-food and agri-products is a complex undertaking and relies on a set of market specific skills and knowledge; risk-taking around product innovation and in-market lead generation; strong promotion and branding; and a system of informational, analytical and logistical supports. Informing and supporting organizations and collaborations through these processes will help to remove barriers for their business.

Productivity – Technology Solutions

Ontario’s agri-food and agri-products businesses face distinct labour productivity challenges that will have a significant impact on the competitiveness of agri-food and agri-products businesses. Organizations and collaborations can help support businesses along the value-chain to address these changes and to remain competitive.

There are a total of six project categories under the economic development priority area, focused on advancing outcomes under the Partnership.
Business Analysis: Leadership for Organizations and Collaborations

Purpose of Project Category:

Projects will focus on board and staff one-time training or professional coaching/mentorship activities for an Ontario organization or collaboration in a high growth and/or emerging market, which is currently lacking organizational and leadership capacity.

Projects will also focus on supporting new administrative or professional executive director/general manager staff to assist a newly established (within the last three years) Ontario organization or collaboration that operates under the direction of a voluntary board and without paid staff to increase their organizational capacity to strategically move their sector forward, maximize growth opportunities and ensure long-term sustainability for the organization or collaboration.

Target Audience – Who should apply?

Ontario organizations or collaborations that:

- are in sectors and value chains with growth potential that is significantly above industry average or related to a newly emerging opportunity
- lack organizational and leadership capacity at the board and staff level
- are newly established (within the last three years)
- are currently operating under the direction of a voluntary board and without paid staff
- are seeking new administrative staff or new professional executive director/general manager staff support (with flexibility for alternative considerations in specific circumstances such as vacancies that have existed for more than one year) to increase their capacity in order help their sector strategically move forward, maximize growth opportunities and ensure sustainability.

Eligible Projects

Projects aimed at improving organizational and leadership capacity with each organization or collaboration to determine their individual needs based on four eligible types of activities (if funding is requested for activities 1, 2 or 3, funding cannot be requested for activity 4 in the same application):

1. Develop and implement delivery of specific one-time training on leadership skills or board governance related topics, and/or,
2. Support to undertake professional coaching or mentorship activity focused on the board and staff, and/or,
3. Support for new administrative staff to help the organization move to a more sustainable model, or,
4. Support for new professional executive director/general manager staff to help with structuring board governance, processes and mechanisms to increase the organizational capacity and build sustainable operating model.
Business Analysis: Leadership for Organizations and Collaborations (Continued)

Examples of projects

- Project to deliver one-time board training related to governance, accountability or parliamentary procedure
- Project to develop a plan to improve capacity of an organization to enable growth of the organization’s sector
- Project to support the hiring of a new administrative staff person to implement and manage a membership fee system to support the long-term sustainability of the organization
- Project to support an organization with hiring costs for a new general manager to increase the capacity of the organization by building a sustainable operating model, which will enable specific growth for the organization’s sector

Project Category Priorities

- Applicants with few resources but high growth potential within their sector that may not have the resources to match a high percentage cost-share, but may have opportunities to advance projects through in-kind investments
- Projects supporting newly established and smaller organizations with demonstrated opportunities to achieve sector growth through implementation of the project
- Applicants that can demonstrate through data, statistics or other analysis that they have a high growth (e.g., growth that is significantly above industry average) or newly emerging market opportunity to address
- Projects related to hiring new staff must demonstrate long-term sustainability for the position

Funding Available

- Under this Project Category, cost-share funding is based on the demonstrated need of each applicant for their specific project, with a sliding scale for each activity as noted below
- Innovation funding is not applicable for this project category, and the Innovation Rating Criteria will not form part of the project evaluation
- Recommended cost-share up to $100,000 per project
- Cost-share is designed to help new, developing groups, as follows:
  1. Develop and implement one-time training on leadership skills or board governance — sliding cost-share scale from 15 per cent up to 50 per cent; and/or,
  2. Support for professional coaching or mentorship activities — sliding cost-share scale up to 75 per cent; and/or,
  3. Support for new administrative staff — sliding cost-share scale from 15 per cent up to 75 per cent; or,
  4. Support for new professional executive director/general manager staff — sliding cost-share scale from 15 per cent up to 75 per cent.
Business Analysis: Leadership for Organizations and Collaborations (Continued)

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Consulting cost to hire specialized leadership
- Per diem costs provided by a third party, where the costs are specific and relative to the execution of the project
- Training and salary costs
- Hiring costs related to promotions and advertising
- Communications costs (e.g., computers/laptops, cell phones, etc.) relevant to the execution of the project

Eligible Activities

- Activities that are consistent with Section H

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for administrative overhead (including office space)
- Costs for Commissions or sales benefits

Ineligible Activities

- See a list of general ineligible activities in Section H
- Leadership skills development and improving organizational and leadership capacity for national organizations
Market Development: Assessment, Audit and Planning for Market Development

Purpose of Project Category:

Projects will focus on supporting organizations and collaborations to develop plans, assessments and audits to retain or access new domestic or export markets. Accessing new and emerging markets or expanding markets, both domestic and export represents growth opportunity, however requires capacity to support analysis and plan development. In a competitive environment, sectors also are required to constantly monitor existing markets to ensure products are meeting customer need. Cost-share funding will allow organizations or collaborations to develop plans to analyze and assess opportunity and develop plans to access/retain domestic or export markets.

Target Audience – Who should apply?

Organizations and collaborations who demonstrate prior efforts for identifying and investigating the market opportunity in order to focus the project on activities that can help identify and address barriers to entry in a market or retaining a market

Eligible Projects

- Developing plans to access domestic or export markets
- Assessments
- Conducting audits or analysis

Project Category Priorities

- Projects that focus on sector growth by accessing and/or retaining new or existing markets (domestic or export)
- Projects that address a specific new market opportunity or mitigates risks that require additional data or validation prior to implementation
- Projects that demonstrate impact and/or benefits that go beyond their specific commodity
- Projects that are in partnership with the appropriate industry partner(s).
- Projects that demonstrate prior effort to identify and instigate a market opportunity that support the project activities to be undertaken

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $100,000 per project
Market Development: Assessment, Audit and Planning for Market Development (Continued)

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

- Activities that are consistent with Section H
- Market analysis, research, assessment and trend monitoring for existing, modified or new products or markets
- Development of business, marketing, strategic or export plans for developing a new market
- Investigate regulatory requirements or standards for new markets
- Initial audit or assessment for operations, cost of production or processes
- Commercialization plan for a new product that has never been sold

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for projects that include Ontario specific promotional campaign or branding (including the use of Foodland Ontario logo)
- Costs for product samples for in-store or in-market product demonstration produced from normal production
- Costs for ongoing production of product packaging

Ineligible Activities

- See a list of general ineligible activities in Section H
Market Development: Accessing Markets and Development of Products or Processes - Domestic

Purpose of Project Category:

Projects will focus on supporting organizations and collaborations to implement 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.

Target Audience – Who should apply?

Organizations and collaborations who are implementing an existing marketing plan, or undertaking a pilot or demonstration to benefit domestic market expansion or retention

Eligible Projects

- Applicants must have conducted strategic analysis of the market opportunity in order to demonstrate the project has a high likelihood of success in accessing or retaining the market
- Implementation of marketing plans
- Pilot projects
- Demonstrations
- New product and process development

Project Category Priorities

- Projects that focus on sector growth, with emphasis on new and developing sectors and smaller organizations with demonstrated opportunities to achieve sector growth through implementation of the project

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs
- Recommended cost-share up to $100,000 per project

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022
Market Development: Accessing Markets and Development of Products or Processes - Domestic (Continued)

Eligible Costs

• Costs directly related to the activities noted below that are also consistent with Section F

Eligible Activities

• Activities that are consistent with Section H
• Activities related to technology, new products, new processes, equipment, developing new global and domestic markets to expand existing market share, or enter new markets
• First time implementation of a marketing plan, including (but not limited to):
  o Brand development, focus groups or consumer studies;
  o In-store product demonstration
  o First time planning, organizing and/or participating in trade shows (beyond normal business) and other marketing events in Canada
  o Sales, marketing and promotional activities
  o Investigative domestic travel for the purpose of assessing new or emerging markets
• Specially produced product samples (not from normal production) for market research, tradeshow and/or specific events (e.g. lab or pilot plant samples made specifically for marketing purposes)
• Shipping product samples for tradeshows and not intended for re-sale
• Adoption of best management practices, processes, technologies, or systems to meet established standards certifications for the purposes of accessing, or expanding a market
• New product formulation, reformulation and process development
• External technical-scientific resources to undertake improved nutritional value, or added health value
• Labeling and packaging development and production for a trial run, excluding the cost of the actual production run of the packaging
• One-time testing of products to meet established standards, certifications or market requirements, including analytical and quality testing
• Training key personnel on project related new equipment, technology and processes
• Understanding the logistics of delivery to new markets, including, but not limited to, components such as freight costs, feasibility, travel time, transportation modes, etc.
• Pilots or demonstrations of innovative technologies, processes, practices, and systems
Market Development: Accessing Markets and Development of Products or Processes - Domestic (Continued)

Ineligible Costs

- See a list of general ineligible costs in Section G
- Costs for projects that include Ontario specific promotional campaign or branding (including the use of Foodland Ontario logo)
- Costs for product samples for in-store or in-market product demonstration produced from normal production
- Costs for ongoing production of product packaging
- Legal costs associated to the creation of a new entity

Ineligible Activities

- See a list of general ineligible activities in Section H
Market Development: Accessing Markets and Development of Products or Processes - International

Purpose of Project Category:

Projects will focus on supporting organizations and collaborations to implement marketing plans, develop new products or processes, develop skills, or conduct pilots or demonstrations that help access new international markets or retain existing international markets.

Target Audience – Who should apply?

Organizations and collaborations supporting export growth or export market retention for agri-food and agri-products businesses, with an emphasis on those supporting new and developing sectors

Eligible Projects

- Applicants must have conducted strategic analysis of the market opportunity in order to demonstrate the project has a high likelihood of success in accessing or retaining the market
- Implementation of marketing plans
- Pilot projects
- Demonstrations

Project Category Priorities

- Projects that focus on sector growth, with emphasis on new and developing sectors and smaller organizations with demonstrated opportunities to achieve sector growth through implementation of the project

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 75 per cent funding of total eligible costs;
- Recommended cost-share up to $100,000 per project

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022
Market Development: Accessing Markets and Development of Products or Processes - International (Continued)

**Eligible Costs**
- Costs directly related to the activities noted below that are also consistent with Section F

**Eligible Activities**
- Activities that are consistent with Section H
- Activities related to technology, new products, new processes, equipment, developing new global and domestic markets to expand existing market share, or enter new markets
- First time implementation of a marketing plan, including (but not limited to):
  - Brand development, focus groups or consumer studies
  - In-store product demonstration
  - First time planning, organizing and/or participating in trade shows (beyond normal business) and other marketing events internationally
  - Sales, marketing and promotional activities
  - Investigative travel for the purpose of assessing new or emerging markets
- Specially produced product samples (not from normal production) for market research, tradeshow and/or specific events (e.g. lab or pilot plant samples made specifically for marketing purposes)
- Shipping product samples for tradeshows and not intended for re-sale
- Adoption of best management practices, processes, technologies, or systems to meet established standards certifications for the purposes of accessing, or expanding a market
- New product formulation, reformulation and process development
- External technical-scientific resources to undertake improved nutritional value, or added health value
- Labeling and packaging development and production for a trial run, excluding the cost of the actual production run of the packaging
- One-time testing of products to meet established standards, certifications or market requirements, including analytical and quality testing
- Training key personnel on project related new equipment, technology and processes
- Understanding the logistics of delivery to new markets, including, but not limited to, components such as freight costs, feasibility, travel time, transportation modes, etc.
- Pilots or demonstrations of innovative technologies, processes, practices, and systems

**Ineligible Costs**
- See a list of general ineligible costs in Section G
- Costs for projects that include Ontario specific promotional campaign or branding (including the use of Foodland Ontario logo)
- Costs for product samples for in-store or in-market product demonstration produced from normal production
- Costs for ongoing production of product packaging
- Legal costs associated to the creation of a new entity

**Ineligible Activities**
- See a list of general ineligible activities in Section H
Market Development: Supporting Incubators and Commercialization Centres

Purpose of Project Category:

Projects will focus on supporting regional incubation and commercial 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 commercialize and launch themselves.

Target Audience – Who should apply?

Only eligible Organizations submitting project applications will be considered in this project category. Organizations only including regional incubators and commercialization centres focusing on agri-food or agri-products manufacturing.

Collaborations are not eligible to apply in this Project Category.

Eligible Projects

- Preference will be given for those projects focused on launching clients and products beyond the centres.
- Projects benefitting clients in Northern Ontario and Indigenous partners (Northern Ontario for the purposes of this program is consistent with the definition in the Northern Ontario Agri-Food Strategy - [http://www.omafra.gov.on.ca/english/northernagrifood/aafp.htm](http://www.omafra.gov.on.ca/english/northernagrifood/aafp.htm)).

Project Category Priorities

- Strong business plan that demonstrates value for money.
- Value for money and long-term sustainability outlook for the centres applying.
- Projects demonstrating significant return on investment including, new companies and products launched, and self-sustainability of the companies in terms of operating on their own and moving beyond the centres.

Funding Available

- Up to 75 per cent cost-share funding of total eligible costs, with applicants to provide clear rationale to support their level of funding requested and details of benefits to be achieved in the project. Funding considerations will include the nature of these centres, with on-going funding challenges, and the need to balance funds between assisting new clients and maintaining state of the art infrastructure.
- Applicants are not required to show alignment with the Innovation Rating Criteria.
- Requests for funding above 50 per cent must clearly demonstrate how project addresses the Project Category Priorities, and include a strong business plan that demonstrates value for money in order to be considered for up to 75 per cent funding of total eligible costs.
- Recommended cost-share up to $100,000 per project.
Market Development: Supporting Incubators and Commercialization Centres (Continued)

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Consulting costs to hire specialized leadership
- Per diem costs provided by a third party, where the costs are specific and relative to the execution of the project
- Training and salary costs
- Hiring costs – advertising and promotions
- Travel costs related to specific activity/relevant to the execution of the project
- Communications costs (computers/laptops, cell phones, etc.) relevant to the execution of the project
- Capital costs related to programming of up to 10 per cent of the total eligible project costs

Eligible Activities

- Activities that are consistent with Section H

Ineligible Costs

- See a list of general ineligible costs in Section G

Ineligible Activities

- See a list of general ineligible activities in Section H
Productivity - Technology Solutions: Productivity Pilots and Demonstrations of New Technology

Purpose of Project Category:

Projects will focus on promoting, piloting and demonstrating new and innovative technologies related to labour saving technology or practices, waste reduction, or increased efficiency. Projects must demonstrate benefits that increase competitiveness of Ontario’s broader agri-food and agri-products sector.

Target Audience – Who should apply?

Organizations or collaborations along the agri-food and agri-products value chain that are supporting commodities heavily impacted by a changing business environment (e.g., horticulture, greenhouse and food processors), as well as those supporting emerging or high growth commodities, are focuses under this project category. Preference will be given to projects focused on piloting or demonstrating technology and equipment which is new and innovative in Ontario, or equipment upgrades in Northern Ontario or Indigenous Partner businesses which may or may not be new or innovative in Ontario.

Eligible Projects

- Pilot of new and innovative technology - Pilot projects must demonstrate that the lab or theoretical research is done, and a commercial application is envisioned. (A pilot project is the step between bench research and full-scale commercial application and tests on a scale that might not be commercially viable but would allow for testing under close to real world conditions. It forms part of the ‘scaling-up’ process and allows verification that the technology still works outside the lab.)

- Demonstration projects of new technologies - Demonstration projects must demonstrate and/or validate at a real-world scale new technology, concepts, business processes, marketing approaches, or systems, in order to demonstrate, test, and/or assess the technological and economic feasibility of innovative solutions. Demonstration projects can also be one-time, event-based activities that extend knowledge gained from research and/or demonstrate a technology.

- Projects must include outreach strategies and/or knowledge acquisition and knowledge sharing.
Productivity - Technology Solutions: Productivity Pilots and Demonstrations of New Technology (Continued)

Examples of projects

- Pilot project testing the benefit of automating a labour intensive process
- Demonstration project of newly proven productivity enhancing technology

Project Category Priorities

- Projects must include an audit, assessment or labour productivity plan that demonstrates the need and impact of the project in addressing current deficiencies, opportunities and risks
- Projects must include baseline Key Performance Indicators (KPIs) for productivity, energy usage and waste management
- Applicants that can demonstrate through data, statistics or other analysis that they have a high growth (e.g., growth that is significantly above industry average) or newly emerging market opportunity to address
- Projects implementing upgrades that are new or novel in Ontario (technological or equipment upgrades at Northern Ontario or Indigenous communities may or may not be new or novel in Ontario)
- Projects that quantify the relevant industry/business impacts, such as: reduced identified risks, job creation or retention, increased sales and revenue, increased profitability, etc.
- Projects that include third party data gathering and validation that can be used by the broader industry to increase the awareness and adoption of the new technology
- Projects that focus on and demonstrate labour productivity benefits and savings
- Projects that demonstrate the anticipated adoption/use in the broader sector
- Multi-year projects that demonstrate the technology will result in financial sustainability for the organization/collaboration
- Projects from Indigenous communities
- Projects from Northern Ontario communities (Northern Ontario for the purposes of this program is consistent with the definition in the Northern Ontario Agri-Food Strategy)
  http://www.omafra.gov.on.ca/english/northernagrifood/aafp.htm

Funding Available

- Up to 50 per cent cost-share funding of total eligible costs
- Requests for funding above 50 per cent must clearly demonstrate how the project addresses the Innovation Rating Criteria and Project Category Priorities in order to be considered for up to 65 per cent funding of total eligible costs
- Requests for funding above 65 per cent must clearly demonstrate how the project addresses the Innovation Rating Criteria and Project Category Priorities and also must clearly demonstrate how the project provides co-benefits with environmental stewardship, with protection and assurance systems or with both priority areas in order to be considered for funding above 65 per cent and up to 75 percent funding of total eligible costs.
- Recommended cost-share up to $250,000 per project
Productivity - Technology Solutions: Productivity Pilots and Demonstrations of New Technology (Continued)

Project Length

- Projects approved from December 2018 onwards, to finish by December 1, 2020
- Where strong rationale is provided, to support critical components of projects approved from December 2018 onwards, project end dates may be extended to December 1, 2021 and final claims, final reports and project results surveys must be submitted to AAC no later than January 3, 2022

Eligible Costs

- Costs directly related to the activities noted below that are also consistent with Section F
- Capital expenses related to new processing equipment, or retrofitting existing equipment, technology and software systems to increase automation and labour productivity (includes equipment to package and label products) and costs associated with installation and configuration
- Modifications to existing equipment or technology for optimization or to enable installation of automation and labour-saving equipment and technology
- Development of new or translation of existing manufacturing policies, feedback systems, preventative maintenance procedures and standard operational procedures, such as processing standards (time, temperature, speed etc.); proactive, preventative maintenance routines; and employee scheduling systems
- Waste stream processes, equipment or technology upgrades to reduce wastewater (volume and strength) or other wastes such as ingredients or finished product
- Requests for higher capital costs reimbursement will be considered on a case-by-case basis

Eligible Activities

- Activities that are consistent with Section H

Ineligible Costs

- See a list of general ineligible costs in Section G

Ineligible Activities

- See a list of general ineligible activities in Section H
APPENDIX 2: ELIGIBILITY FOR AQUACULTURE, EQUINE, TOBACCO, ORNAMENTALS, HEALTH/NUTRITION SUPPLEMENTS, PET FOOD SECTORS AND BROADER AGRI-BUSINESS SECTORS

Organizations and collaborations in the following selected sectors must consider the following eligibility requirements for the Partnership programming:

Aquaculture Sector

Activities related to aquaponic food production, and to aquaculture, seaweed, fish and seafood production and processing are ineligible for Partnership funding with the following exceptions:
  - international marketing for fish and seafood products is eligible for Partnership funding
  - traceability for fish and seafood products is eligible for Partnership funding

Equine Sector

  - Equine industry organizations are eligible for the Partnership Organization and Collaboration funding
  - All businesses in the equine industry that file business and/or farm income/loss taxes in Ontario are eligible for all Partnership programming

Tobacco Sector

  - Producers of tobacco crops are eligible to apply for all Partnership programming, except for research and Collaborations listed below
  - Processors of tobacco-based pharmaceuticals or other bio products are eligible for all Partnership programming
  - Processors of cigarettes are not eligible to apply for any Partnership programming
  - Applications from Producers, Processors, Organizations and Collaborations for tobacco research into:
    - Pest control methods that apply to crops including tobacco are eligible
    - Pest control methods that apply only to tobacco are not eligible
    - Use of tobacco for pharmaceuticals and other bio products are eligible
    - Use of tobacco for cigarette production are not eligible
  - Organizations and Collaborations that apply for projects that use tobacco for pharmaceuticals and other bio products are eligible
Ornamentals, Health/Nutrition Supplements, Pet Food Sectors

Organizations/Collaborations, Producers and Processors of the following sectors are eligible for all Partnership programming:

- Ornamentals (flowers, shrubs, sod, etc. both land-based and greenhouse)
- Health and/or nutrition supplements
- Pet food products

The Broader Agri-Business Sector

Businesses that are part of the broader agri-business sector are defined as those that support the value and sales of Ontario’s agri-food and agri-products sector but are neither producer or processor businesses (e.g. livestock transporters, grain dealers and elevators).

- Organizations representing businesses in the broader agri-business sector are eligible to apply for Partnership funding as an Organization or as part of a Collaboration
- Individual businesses in the broader agri-business sector are eligible to apply for Partnership funding as part of a Collaboration only for the purposes of the program administered by AAC
  - Individual businesses in the broader agri-business sector may also be eligible to apply for selected project categories administered by OMAFRA or OSCIA. See OMAFRA’s website at www.ontario.ca/AgPartnership
APPENDIX 3: TRAVEL AND MEAL EXPENSE GUIDELINES

Vehicle

When road transportation is the most practical and economical way to travel, the order of preference is rental vehicle then personal vehicle, if it is more economical than a rental vehicle.

Necessary and reasonable costs for parking, tolls for bridges, ferries and highways are eligible.

- Rental Vehicles
  - Compact model, or its equivalent, is required. Exceptions to this are guided by the principle that the vehicle is the most economical and practical size, taking into account the business purpose, number of occupants and safety (including weather) considerations
  - Luxury and sports vehicles are prohibited
  - Gasoline charges are an eligible cost

- Personal Vehicles:
  - If using a personal vehicle, daily logs must be kept to track the project-related business use, with distances calculated in kilometers (km)
  - Mileage ranges will be applied for an individual, per project, per fiscal year
  - The table below reflects the maximum reimbursement rates for personal vehicles driven in Ontario:

<table>
<thead>
<tr>
<th>Total km driven per fiscal year</th>
<th>Southern Ontario ($ per km)</th>
<th>Northern Ontario ($ per km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 – 4000 km</td>
<td>0.40</td>
<td>0.41</td>
</tr>
<tr>
<td>4001 – 10,700 km</td>
<td>0.35</td>
<td>0.36</td>
</tr>
<tr>
<td>10,701 – 24,000 km</td>
<td>0.29</td>
<td>0.30</td>
</tr>
<tr>
<td>More than 24,000 km</td>
<td>0.24</td>
<td>0.25</td>
</tr>
</tbody>
</table>

- Reimbursement rates for personal vehicles driven outside Ontario are at the rates for southern Ontario
- Reimbursement rates for vehicles driven outside of Ontario, within Canada can be found here

- Leased Vehicles:
  - Vehicles may be leased when they are specifically required to complete project related travel for a limited time period, and the use of rental vehicles and/or personal vehicles is not practical
  - Daily logs must be kept to track the project-related business use, with distances calculated in kilometers (km)
Compact model, or its equivalent, is required. Exceptions to this are guided by the principle that the vehicle is the most economical and practical size, taking into account the business purpose, number of occupants and safety (including weather) considerations.

- Luxury and sports vehicles are prohibited.
- Gasoline charges are an eligible cost, when accompanied by a daily log.
- Costs that are not eligible for leased vehicles will not be reimbursed. Examples of such costs would include, but are not limited to: leasing and/or finance related charges, insurance, non-project related leases, and the use of leased vehicles for normal business and/or personal use.

**Public Transit**

- Local public transportation including hotel/airport shuttles should be used wherever possible.

**Air and Rail Travel**

- Air and rail travel is permitted if it is the most practical and economical way to travel.
- Economy (coach) class is the standard option for ticket purchase.
- International train travel must be at the Canadian equivalent to coach class.

**Accommodations**

- Reimbursement will only be made for single accommodation in a standard room.

**Meals**

- Reimbursement is for restaurant/prepared food only.
- Alcohol cannot be claimed and will not be reimbursed as part of a travel or meal costs.
- Consultants and other contractors will not be reimbursed for any incidental or food costs.
- Copies of original itemized receipts are required.
- Information on reimbursement for meal costs incurred in USA can be found here.
- Information on reimbursement for meal costs incurred outside Canada and continental USA can be found here.
- Reimbursement for meal costs incurred in Canada is subject to the maximum rates set out in the table below (taxes and gratuities are included in the meal rates):

<table>
<thead>
<tr>
<th>Meals</th>
<th>Maximum Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>$10.00</td>
</tr>
<tr>
<td>Lunch</td>
<td>$12.50</td>
</tr>
<tr>
<td>Dinner</td>
<td>$22.50</td>
</tr>
</tbody>
</table>
International Travel

- All travel outside of Canada must be clearly outlined in the budget and approved by the AAC board
- Federal reimbursement rates will be used for meal costs outside Canada as set out in the appendices of the most current Treasury Board of Canada Travel Directive
- Information on reimbursement for meal costs incurred in U.S. can be found here
- Information on reimbursement for meal costs incurred outside Canada and continental U.S. can be found here
APPENDIX 4: TERMS AND CONDITIONS

Application Declaration

In order to apply, you must agree to be bound by the Terms and Conditions of the Canadian Agricultural Partnership (the Partnership) Cost-share Program for Organizations and Collaborations.

The applicant must be a legal entity that is eligible under the Partnership Cost-share Funding Assistance Program for Organizations and Collaborations. The individual who signs the application form must be a person who is authorized by the applicant to sign the form on behalf of the applicant and to bind the applicant to the contents therein. This person is referred to as “you” below.

You must certify on the Application that:

- You have read, understand, and agree to abide by all requirements of the Partnership Cost-share Funding Assistance Program for Organizations and Collaborations. The Partnership Cost-share Funding Assistance Program Guide for Organizations and Collaborations sets out the Terms and Conditions for the initiative and the Project Category Descriptions.
- All information submitted in this application is true and complete, to the best of your knowledge, belief and understanding.
- All sources of funding for the proposed project have been disclosed in this application, including sources and amounts from federal, provincial and municipal governments, and such funds do not, and will, not exceed 100% of total project costs.
- You do not currently owe any money to Ontario or, you have attached a description of the applicant’s debt to Ontario to this application.
- You are not, nor is any officer, director or employee of the applicant (if any) a current or former federal public office holder or federal public servant, or, if you, or any officer, director or employee of the applicant (if any) are a current or former federal public officer holder or federal public servant, you or that officer, director or employee of the applicant (if any) are in compliance with the Conflict of Interest Act, the Conflict of Interest Code for Members of the House of Commons, the Values and Ethics Code for the Public Sector, and the Policy on Conflict of Interest and Post-employment, as applicable.
- You are not, nor is any officer, director or employee of the applicant (if any), a member of the House of Commons or of the Senate, or if you, or any officer, director or employee of the applicant (if any) are, you or the officer, director or employee of the applicant (if any) are permitted under the Parliament of Canada Act to receive funding from Canada under the Partnership.

You must further certify on the Application, that the applicant:

- Shall retain all records relating to any payments made to the applicant under the Initiative including, all invoices and proof of payment for at least seven (7) years from the date on which payment was received by the applicant.
• Shall consent to the Agricultural Adaptation Council, Ontario or Canada publishing information about the project/activities funded including the amount of funding the applicant has been approved to receive and/or has received under the Partnership, the nature and results of any project/activities funded, along with the applicant’s name and collaboration members (if applicable).

**You must further acknowledge and accept that:**

• The Partnership is a discretionary, non-entitlement program. Payment is subject to Ontario receiving all the necessary appropriations from the Ontario Legislature, Ontario receiving all the necessary monies from Canada, the Partnership eligible activities criteria, eligible costs criteria, ineligible activities criteria, ineligible costs criteria, priorities and target audiences as well as the applicant’s compliance with all terms and conditions of the Partnership.
• If it is determined that the applicant has received a payment the applicant was not eligible to receive, through administrative error or otherwise, the applicant will repay any and all payments that the applicant was not eligible to receive as well as any surplus funding.
• Any payments made to the applicant may be subject to recovery or offset against the applicant’s pre-existing debts to the Crown in Right of Ontario or Canada.
• Ontario, Ontario’s program administrator (if any) or, Canada, including, their respective Ministers, directors, officers, agents, employees or representatives (as applicable) shall not be liable for any damage or loss whatsoever, or howsoever arising, including, damage or loss arising from any advice, opinions, representations, warranties or the provision of information under the Partnership.
• The information provided for the Partnership may be disclosed by Ontario or Ontario’s program administrator (if any) on behalf of Ontario to verify compliance with other provincial and federal funding initiatives administered by Ontario or another program administrator on behalf of Ontario or by Ontario in order to confirm the information provided, to verify eligibility and to ensure there is no duplication of funding.
• The information provided for the Partnership may be subject to disclosure under the *Freedom of Information and Protection of Privacy Act* (Ontario), the *Access to Information Act* (Canada) or *Privacy Act* (Canada).

**You must consent to the following on behalf of the applicant:**

• To provide accurate, timely and full information, including supporting documentation, to Ontario or Ontario’s program administrator (if any) and will notify Ontario or Ontario’s program administrator (if any) immediately in the event that there are any changes to information provided.
• To provide Canada, Ontario and Ontario’s program administrator (if any), as well as their authorized representatives, with any information or access to a person, place or thing within ten (10) business days of any request, field verification or audit.
• On-site field inspections and/or audits, by Ontario or Ontario program administrator (if any), upon notice, and during normal business hours, to verify eligibility, and to evaluate compliance with the requirements of the Partnership.
• Reviews by Ontario of information related to other programs and initiatives delivered by, or for, Ontario in which the applicant is enrolled or has applied.
Applicant’s name and contact information to be used by Ontario, Ontario’s program administrator (if any) and/or Canada to contact the applicant for the purpose of evaluating the effectiveness and efficiency of the Partnership programming, or for any other similar purpose.

In the event of a conflict between anything set out in Guidebooks, Guidelines and the Minister’s Order, the Minister’s Order will prevail.

Errors and Omissions Excepted.