

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Market Development and Access





Program Description/Objectives

New Brunswick's rich microclimates are ideal for farmers, fishers, producers, and processors to grow, catch and make the foods the world loves.

The following Market Development and Access program elements aim to increase the sales of New Brunswick's food basket by supporting industry efforts to access and take advantage of new, existing, and emerging market opportunities, from local farmers' markets to international markets.

Market Readiness

- Supports the food and beverages industry's ability to access the certifications and training they need to identify their target markets; understand who their customers are; and formulate quantities, pricing, and formats for their products.

Market Development

- Supports and minimizes the risks for food and beverages companies to develop opportunities and expand their sales into new, existing, and emerging markets.

Direct to Consumers

- Supports the food and beverages industry's ability to sell directly to consumers through activities that strengthen the awareness, demand, and sales of their products.



ELEMENT # 1

Market Readiness

Eligible Applicants:

- All food and beverages producers and processors in New Brunswick,
- Agriculture, Aquaculture and Seafood producers and associations,
- Agri-businesses, Aquaculture businesses and Seafood businesses not including food service enterprises such as restaurants and catering.

Eligible Activities:

- **Market Assessment and Research**
 - Third party assessment and research.
 - Consulting services for market research.
 - Customer focus groups.
- **New Product Development**
 - In-house technical training programs by a third party.
 - Training activities to better understand or update new nutrition labeling and health claim requirements.
 - Specialized product testing to validate product's market readiness (including focus groups).
 - Nutritional analysis of new products.
 - Design and development of nutritional or specialty labels or packing by a company or consultant recognized by Health Canada.
 - Purchase of equipment to package and label new products.
- **Market Access Certification**
 - Fees associated with third party consultant and certification requirements.
 - Costs associated with training required to meet market access requirements.
 - First time audit fee for new certifications.

Ineligible Activities:

- Activities not specifically mentioned as eligible will be considered ineligible. Examples include infrastructure costs, cost of tangible asset point of sale merchandise, printing costs, recertification, listing fees, in-house work, normal operations, and in home processing.

Levels of Assistance:

- Up to 50% to a maximum of \$15,000 per project, per sub-element and a combined maximum of \$45,000 annually.

ELEMENT # 2

Market Development

Eligible Applicants:

- All food and beverages producers and processors in New Brunswick,
- Agriculture, Aquaculture and Seafood producers and associations,
- Agri-businesses, Aquaculture businesses and Seafood businesses not including food service enterprises such as restaurants and catering.

Eligible Activities:

- **Tradeshows, Missions, Product Showcasing, Promotional Events**
 - Economy airfare or mileage (incoming buyers also eligible for travel to and within New Brunswick only). Premium economy is eligible for international travel only.
 - Per Diems to cover accommodations, in-market travel, and meals for market exploration and tradeshows.

ELEMENT # 3

Direct to Consumer

Eligible Applicants:

- All food and beverages producers and processors in New Brunswick,
- Agriculture, Aquaculture and Seafood producers and associations,
- Agri-businesses, Aquaculture businesses and Seafood businesses not including food service enterprises such as restaurants and catering.

Eligible Activities:

▪ Farmer's Market Development

- Electrical and plumbing upgrades (farmer's market eligible only).
- Purchase of display units for food, including coolers and freezers.

▪ Food and Beverages Tourism for the Agriculture, Aquaculture, Fisheries (AAF) Sectors

- Costs associated with supporting on-site tourism activities for AAF operations.
- Examples may include educational activities, a visitor experience, corn mazes, interpretive centres, cooling tables (maple), protective clothing (bees), etc.

Ineligible Activities:

- Activities not specifically mentioned as eligible will be considered ineligible. Examples include Infrastructure costs, cost of tangible asset, point of sale merchandise, printing costs, recertification, listing fees, in-house work, normal operations and in home processing.

Levels of Assistance:

- Up to 50% to a maximum of \$15,000 per project, per sub-element and a combined maximum of \$45,000 annually.

- Incoming Buyer Per Diems to cover accommodations, in-market travel, and meals.
- Tradeshow booth rentals and other booth costs such as registration fees, electrical, furniture, carpet rentals, booth graphics, design, artwork, etc.
- Costs to ship product for an event/showcase/ trade show.
- Interpreter and/or consultant for trade activities and business networking.
- In-store culinary demos or sampling activities.
- **Creative Services, Website, Social Media Development**
 - Creative services for design of marketing and point of sale materials (reproduction and printing not eligible) signage (including road signs), brochures, labels, and packaging.
 - Design of new and enhancements to existing websites and ecommerce platforms to meet market requirements.
 - Development of online and offline marketing strategies, campaigns by a third-party consultant.
 - Translation services

Ineligible Activities:

- Activities not specifically mentioned as eligible will be considered ineligible. Examples include Infrastructure costs, cost of tangible asset point of sale merchandise, printing costs, recertification, listing fees, in-house work, normal operations and in home processing.

Levels of Assistance:

- Up to 50% to a maximum of \$15,000 per project, per sub-element and a combined maximum of \$45,000 annually.
- Out-of-Province Per Diems are for up to 2 company employees for a maximum of 5 days for in-Canada travel with a rate of \$100 CAD per day or a maximum of 5 days for US travel with a rate of \$150 CAD per day, and a maximum of 10 days for international travel with a rate of \$200 CAD per day.
- Incoming buyer Per Diems for a maximum of 3 days with a rate of \$100 CAD per day.



Administrative Guidelines

All applicants must be familiar with the administrative guidelines prior to applying. The Administrative Guidelines can be found here: [**SCAP Administrative Guidelines**](#)



Other Requirements

It is the applicant's responsibility to ensure that any necessary permits, environmental approvals, or certifications are obtained to complete their project.



Reporting

Applicants may be required to report on the impact of the funding received. Reporting requirements will be outlined in the letter of offer.



Regional Collaboration

Projects that are assessed to demonstrate benefits and impacts to more than one province may be eligible for funding on a regional basis.

How to Apply

Applicants should discuss applications with appropriate Department of Agriculture, Aquaculture and Fisheries staff (Business Growth Officer, Development Officer or Specialist) before applying. A list of departmental contacts can be found at the following link:

[**Business Growth \(Branch\) \(gnb.ca\)**](#)

Completed applications may be submitted by e-mail or mail.

E-mail Applications:

[**Sustainable.CAP@gnb.ca**](mailto:Sustainable.CAP@gnb.ca)

Mail Applications:

Sustainable CAP Program Administrator
Industry Financial Programs
Department of Agriculture, Aquaculture and Fisheries
PO Box 6000
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