

AGRI-MARKETING PROGRAM 2010-2011

SME Eligibility Criteria and Examples

- SME funding will be available to companies which have up to **250 employees**.
- The AgriMarketing Program will provide **50% funding support up to a maximum of \$50,000 annually per company** for the following eligible activities:
 - advertising in print and electronic media, billboards and posters.
 - in-store and food service promotions, product demonstration to buyers and consumers
 - trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, food and seafood products.
 - trade show attendance (non exhibitor).
 - technical training of foreign buyers about Canadian products and product handling.
 - outgoing missions, exploratory missions

Example: A SME could spend a maximum of \$100,000 in total costs on an activity or series of activities to receive a maximum of 50% SME program funding of \$50,000 annually.

Example: Trade show participation is eligible as long as the Association is NOT participating at the same show (SME not duplicating work already done by the association),

If the Association is participating at a trade show, the SME can join the association in its booth but would not receive AMP funding for this activity. However, if the SME would like to do follow-up business activities after the show, these follow-up activities would be eligible for SME funding.

- SME applicants must be export-ready. The Association is to confirm this for its SMEs. The Export Ready Checklist assessment form is provided as a guide for associations and SMEs.
- Proposed activities are non-generic and do not duplicate work which the AgriMarketing Program already funds the association to undertake.
- Proposed activities should aim to support the association's use of the Canada Brand attributes.
- **Deadline of SEPTEMBER 3rd 2010** for submitting applications for activities that are to be implemented in the 3rd Quarter (October 1st – December 31st 2010).

- **Deadline of OCTOBER 15th** for submitting applications for activities that are to be implemented in the 4TH Quarter (January 1st - March 31st 2011).

An association can submit a single application for SME activities in both quarters.

The number of applications funded in the first round (Deadline of September 3rd) will determine the availability of SME funding for the second round (Deadline of OCTOBER 15 for submitting applications).

<p>SME Activities Eligible for AgriMarketing Program Funding Note: The program does not fund SME activities in the USA</p>
<p>General</p>
<ul style="list-style-type: none"> • Advertising in print and electronic media, billboards and posters. • In-store and food service promotions, product demonstration to buyers and consumers • Trade seminars designed to inform industry representatives of specific attributes of Canadian agriculture, food and seafood products. • Trade show attendance (non exhibitor). • Trade show attendance as an exhibitor, only at trade shows where the AgriMarketing Program is not funding the industry association to participate • Technical training of foreign buyers about Canadian products and product handling. • Outgoing missions, exploratory missions
<p>SME ELIGIBLE COSTS</p>
<p>General</p>
<ul style="list-style-type: none"> • Incremental costs for materials, supplies, and services specific to the project. • Incremental consultant fees as billed to the SME, including communication, travel, accommodation costs to undertake studies or to provide other professional services (domestic and locally-engaged on site). Consultants must have an arms' length relationship. • Seminars and training costs, including room rentals, audio-visual equipment rentals, printed material, simultaneous translation, publicity and honorariums. • Registration fees at conferences, seminars and trade shows. • Design, translation and production of promotional material. • Advertising costs related to print and electronic media, billboards and posters. • Employment of part-time contractors to help in implementing specific promotional activities at point-of-sale or display sites. • Professional, interpretation and translation services. • Federal and provincial taxes, including the non-refundable portion of the Goods and Services Tax (GST), if any, paid by the SME.
<p>Trade Shows</p>
<ul style="list-style-type: none"> • Participation fee. • Travel (see eligible travel expenses). • Per diems.
<p>In-Store Promotions</p>
<ul style="list-style-type: none"> • Travel (see eligible travel expenses). • Per diems. • Product demonstrations. • Catalogues. • Recipe booklets / cards.

<ul style="list-style-type: none"> • Translation.
Missions
Outgoing Missions <ul style="list-style-type: none"> • Travel (see eligible travel expenses) • Canadian or in-market consultants such as translators etc. • Direct costs such as space rental, and logistical equipment
Market Research
<ul style="list-style-type: none"> ▪ Ineligible
Travel
<ul style="list-style-type: none"> • Return, economy (lowest economy fare regardless of flight duration), international airfare including airport taxes, and relevant ground costs, for Canadians traveling abroad. • In-country, or out-of-city transportation (e.g., airplane, train, buses, vehicle rentals) including airport taxes and relevant ground costs, for Canadians traveling abroad • Individual can be on travel status for a period of three months maximum.

TRAVEL GUIDELINES

For Canadians traveling abroad, two options are available for reimbursement:

PER DIEM OPTION - A flat rate per diem equivalent to 50% of estimated costs towards expenses such as meals, accommodation, local or in-city transportation (e.g., buses, taxis, vehicle rentals, etc.) and incidental expenses (e.g., phone, laundry, insurance, visas, etc.). The per diem (covering full and partial days while on travel status) will be \$400/day Canadian for all countries (AgriMarketing Program portion: 50% of \$400, or \$200).

OR

AGRIMARKETING PROGRAM CONTRIBUTION (50%) OF ACTUAL FOREIGN TRAVEL EXPENSES - 50% of actual foreign travel expenses (supported by receipts) for accommodation, local, or in-city transportation (e.g., buses, taxis, vehicle rentals), telephone, insurance, visas etc. The limits will be set by the current Treasury Board (TB) Guidelines. Meals and incidentals -- 50% of actual meals and incidentals up to 50% of the maximum TB Daily Meal Rates of the visited countries as follows:

COUNTRY	AGRIMARKETING PROGRAM CONTRIBUTION
USA	The AgriMarketing Program does not fund SME activities in the USA.
Other countries	50% of Actual expenses (supported by receipts) for accommodation, local or in-city transportation, telephone, insurance, etc. Meals and incidentals - 50% of actual meals and incidentals up to the maximum TB Daily Meal Rates of the visited countries. Incidental rate is calculated at 32% of the associated meal rate. Please note: where there is no breakfast allowance indicated for a particular country, the incidental expenses will be calculated at 40% of the daily meal rate.
The current TB Guidelines and TB Daily Meal and Allowance Rates can be found at: http://www.njc-cnm.gc.ca/directive/app_d.php?lang=eng Travel Directive, Appendix D - Allowances - Module 4 - Effective April 1, 2010	

For foreign visitors traveling in Canada two options are available for reimbursement:

The federal government will provide a contribution (estimated at 50% of actual costs) towards daily expenses such as accommodation, meals, local or in-city transportation and incidentals through a per diem at the rate of \$200/day Canadian per foreign visitor. (AgriMarketing Program portion: 50% of \$200, or \$100).

OR

The federal government will provide a contribution equivalent to 50% of actual travel expenses (supported by receipts) for accommodation, local, or in-city transportation (e.g., buses, taxis, and vehicle rentals), telephone, insurance, etc. The limits will be set by the current Treasury Board (TB) Guidelines. Meals and incidentals -- 50% of actual meals and incidentals up to 50% of the maximum composite allowance set by the TB Daily Meal and Allowances Rates in effect at the time of the activity. The current TB Guidelines and TB Daily Meal and Allowance Rates can be found at:

<http://www.njc-cnm.gc.ca/directive/index.php?sid=98&lang=eng>

Travel Directive, Appendix C - Allowances - Modules 1, 2 and 3. From the drop-down box, choose the appropriate version.

For In-Canada Travel Directly Related to the Implementation of Approved Eligible Activities:

AGRIMARKETING PROGRAM CONTRIBUTION (50%) OF ACTUAL IN-CANADA TRAVEL EXPENSES - 50% of actual travel expenses including transportation and accommodation (supported by receipts) and 50% of daily meal and incidental allowances (at 50% of the applicable Treasury Board rates in effect at the time of the activity) for Canadians implementing approved eligible activities. A list of current meal rates may be found at:

<http://www.njc-cnm.gc.ca/directive/index.php?sid=98&lang=eng>

Travel Directive, Appendix C - Allowances - Modules 1, 2 and 3. From the drop-down box, choose the appropriate version.

SME INELIGIBLE COSTS

General

- Normal costs of establishing a commercial operation.
- Product development and commercialization.
- Technical training for Canadian buyers.
- Training for consultants.
- Training for employees.
- Expenses already funded through other AgriMarketing Program agreements.
- Contracted services carried out by federal, provincial or municipal governments (for example laboratory work) including contracts with crown corporations.
- Research, analysis, and/or development of industry-specific policies.
- Capital costs, rental or purchase of capital items (e.g., standard office equipment and furnishing, computer items, video camera, vehicles, permanent displays).
- Payment-in-kind (i.e. where there is no cash outlay).
- Business cards, seasonal greeting cards and subscriptions to publications.
- Memberships in trade associations.
- Costs incurred prior to the effective date of project or after the agreement completion date.
- Retail listing fees and slotting charges.
- Costs for entertainment, hospitality and gifts (e.g., meals and beverages, banquets, sightseeing tours, briefcases at conferences, gifts for guest speakers).
- Market development activities in Canada
- Design, packaging and labeling costs.
- Giveaways, prizes, coupon redemptions.
- Product development.
- Salary and commission costs other than those specified under the AgriMarketing Program Policy on Salary or approved in advance by AAFC.
- Cost of preparing international business plans.
- Costs of services, travel, accommodation and meals for government employees.
- The refundable portion of the GST, value-added taxes, or other items for which a refund or rebate is received.
- Banking charges and fees including interest and credit card charges.
- Cost incurred by parties who are not signatories of the Contribution Agreement.
- Any expenses relating to the promotion and advertising of tobacco or tobacco products.
- Advertising and promotion activities in Canada and the U.S.
- Costs related to international trade shows held in Canada
- Market research.
- Cost of product samples including transportation.
- Any other expenditure which, at the discretion of the Minister, is deemed to be ineligible.