

## Value-Added Program

### Funding List

This Funding List contains the list of activities and expenses that may be included in an application under the Sustainable Canadian Agricultural Partnership Value-Added Program (the “**Program**”), subject to the Program Terms and Conditions.

The Program has two streams:

Stream A, which offers a maximum grant of \$50,000, and  
Stream B, which offers a maximum grant of \$250,000.

**The Streams have different eligibility criteria and application requirements. See the Program Terms and Conditions for all Program requirements**

Applications for projects having a funding request under \$1,000 will not be accepted.

All purchases must meet the requirements in the Program Terms and Conditions. Please note that purchases made before **January 1, 2025** are ineligible for reimbursement under the Program.

### Program Activities

Applicants can apply for activities under one or more of these funding categories:

1. Processing Capacity Expansion
2. Food Safety Improvement
3. New Product and Process Development
4. Market Development and Access

### Eligible Expenses

This is a cost-share program. The cost of Eligible Expenses must be shared by the Applicant and Program as follows: (1) Eligible Capital Expenses: 75% Applicant, 25% Program, (2) Eligible Non-Capital Expenses: 50% Applicant, 50% Program.

For Eligible Non-Capital Expenses, the maximum grant is \$50,000 (including a maximum \$5,000 for travel). These expenses are limited to third party professional fees (except travel and tradeshow/conference fees).

#### 1. Processing Capacity Expansion

##### Eligible Capital Expenses:

- Processing equipment\*.
- Food safety equipment\* that supports the implementation of Process Control and/or Critical Control Point (e.g., Metal Detector, thermometers, test strips/meters, X-Ray machine, water activity meter, pH meter etc.).
- Software systems to assist in processing.
- Third party engineering related to purchase, and configuration of eligible equipment.

\* *Leased equipment ineligible*

### **Eligible Non-Capital Expenses:**

- Training costs associated with adopting new technologies, new equipment and/or new automation processes as related to processing.

## **2. Food Safety Improvement**

### **Eligible Non-Capital Expenses:**

- Development and implementation of a food safety system (e.g., pre-audit and/or gap assessment, validation studies, certification audit of a food safety system e.g., SQF, IFS, BRC, FSSC, etc.).
- Training costs associated with adopting new technologies, new equipment and/or new food safety processes related to food safety improvement.

## **3. New Product and Process Development**

### **Eligible Non-Capital Expenses:**

- Sensory and shelf-life testing.
- Validation of nutritional or health claims.
- Attribute identification.
- Environmental product declarations.
- Non-food product regulation studies.
- Scale-up trials.
- Formulation development, including ingredient costs for trials (not destined for sale).
- Process improvement.
- First run of labels and/or package printing used for new product launch to a maximum of 2500 units per new product.
- First-time brand design and development.

## **4. Market Development and Access**

### **Eligible Non-Capital Expenses:**

- Feasibility studies.
- Market readiness assessments.
- Marketing and export plans for local, domestic, or international market opportunities.
- Design of market support materials for new product and new market launch (e.g., sell sheets, point of sale materials, product presentation materials).
- Capital investment strategy development.
- First-time certification audit.
- Development of initial online presence for the purpose of e-commerce, including translation for new markets.
- Enhancement and expansion of an online marketing/sales platform.
- In-store or in-market product demonstrations, excluding the cost of product samples and shipping.
- Tradeshow and conference registration fees\* (including booths) for events directly related to accessing new markets and/or launch of new products (maximum of two people per event).

*\*Virtual events are included*

**The following may not be an Eligible Expense:**

- a) travel expenses not in compliance with the Sustainable Canadian Agricultural Partnership (Sustainable CAP) Travel Expense Policy,
- b) expenses not incurred by the Eligible Applicant in carrying out the Eligible Activity,
- c) expenses associated with activities that are ineligible for the Program, including: purchase or construction of real property or structural works, activities associated with aquaculture, aquaponics, or seafood processing, and activities that provide province-specific branding, promotion or marketing activities that are detrimental to another province or territory,
- d) shipping costs,
- e) costs of lease of office furniture, space, and equipment,
- f) fixtures that are not an Eligible Capital Expense,
- g) costs of equipment for storage purposes, not directly related to the Eligible Activity,
- h) costs associated with the building such as plumbing, framing, flooring, electrical and insulation,
- i) on-going business operational activities and overhead expenses (such as salaries, normal consulting and contracting expenses, legal costs, commissions, warehousing, maintenance costs, utilities, and photocopying),
- j) staff or consulting expenses for product sale activities, or in market representation for existing products,
- k) advertising expenses (including radio, social media, vehicle wraps, billboards, signage),
- l) sponsorship,
- m) donation of product,
- n) listing fees, distribution fees or shelf stocking fees,
- o) website hosting, domain registration or ongoing website maintenance,
- p) vehicles of any kind (e.g. trucks, forklifts, refrigerated trucks),
- q) expenses related to non-specific activities, such as those marked “miscellaneous”,
- r) Goods and Services Tax (GST),
- s) an expense arising from a non-arm’s length transaction,
- t) costs incurred outside of the Project Term, as determined by the Minister, and
- u) any other expense deemed ineligible by the Minister.