

### Section 1: Program Information

#### **Program Purpose:**

To support the New Brunswick agricultural industry in efforts to sustain, develop and/or expand markets, both domestic and international, by providing financial assistance for the tools, strategic infrastructure, innovative technologies, and resources needed to improve the agricultural industry's competitiveness, profitability, and sustainability. Funds will be available to support activities related to business development, advancing the crop and livestock sectors, market and product development and agri-land enhancement. All of which are in effort to expand and advance the Agri-Food industry which help strengthen local communities and grow the economy.

#### **Program Description:**

Applicants are eligible for funding assistance for approved activities related to business development, advancing crop and livestock sectors, market and product development, and agri-land enhancement.

#### **Eligible Applicants:**

- Indigenous Peoples or Organizations
- Agriculture producers (individuals or groups)
- Agriculture producer associations
- Academic or research institutions
- Agri-businesses
- Other individuals or groups capable of achieving program objectives

**Note:** The program element you are applying to may be limited to certain eligible applicants. Please refer to specific program guidelines for detailed information regarding eligibility.

#### **Program Elements:**

**A: Business Development:** Provides funding to help producers and New Entrant farmers to better understand farm finances and cost of production, develop improved business, technical and leadership skills and to plan and take the necessary steps for succession, expansion or diversification, financial risk management, marketing, human resources, or overall business management. Funding is also available to agricultural producer associations or agricultural organizations to assist them with the development of the strategic direction of their organization or sector and to acquire the skills and training needed to operate a successful organization.

Associations and organizations are also eligible for assistance to champion training activities for their membership which support the strengthening of management and technical practices that enhance the viability and profitability of a sector and/or the New Brunswick agricultural industry, as a whole.

[For detailed information on eligibility and program guidelines, please go to Section 2.](#)

**B: Advancing Crop and Livestock Sectors:** Provides the opportunity to capitalize on development opportunities and to advance the crop and livestock sectors that have growth potential within New Brunswick in order to facilitate economic growth. The program will help reduce the impact of pests and diseases on New Brunswick's crops and livestock sectors in order to improve the overall health and quality of New Brunswick crops and livestock. It advances the overall health of crops and livestock to create additional marketing opportunities. It will foster the continued improvement of the genetic base of the New Brunswick livestock sectors through the purchase of genetically superior animals. The program will also provide assistance for strategic infrastructure for established/registered agricultural machinery clubs or cooperatives.

[For detailed information on eligibility and program guidelines, please go to Section 3.](#)

**C: Market and Product Development:** Provides funding for projects that help eligible applicants understand and plan marketing approaches for potential new markets, both domestic and international, meet industry standards or certification requirements, implement a market development plan, and develop new products or processes. Also provides assistance to marketing groups for establishment or new marketing initiatives.

[For detailed information on eligibility and program guidelines, please go to Section 4.](#)

**D: Agri-Land Enhancement:** Will help fulfill demands for the development of land for agriculture in New Brunswick. This program will support agriculture producers in bringing new land into production and in improving the productivity of existing land through:

- More sustainable crop rotations
- Increased land base for the production of crops
- Increased self-sufficiency in the production of livestock feed crops

[For detailed information on eligibility and program guidelines, please go to Section 5.](#)

<b>Eligible Activities:</b>		
<b>Project Categories and Eligible Activities</b>	<b>Up to a Maximum Cost-Share % *</b>	<b>Up to an Annual Maximum of</b>
<b>Business Development for Producers</b>		
Business planning and implementation	50%	\$15,000
Business knowledge, training, skills development	50% - 70%	\$3,000 per project, \$6,000 per year
Benchmarking	50%	\$1,500
Agricultural mentorship	90%	\$2,000
<b>Business Development for Agricultural Organizations and Associations</b>		
Industry planning, knowledge, training and skills development	50% - 100%	\$10,000 per project, \$20,000 per year
Provincial, interprovincial, regional strategic planning and/or agricultural initiatives.	100%	\$20,000
Benchmarking	70%	\$10,000

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## Agri-Industry Development & Advancement

Project Categories and Eligible Activities	Up to a Maximum Cost-Share % *	Up to an Annual Maximum of
<b>Advancing Crop and Livestock Sectors</b>		
New crop and livestock development opportunities	50%	\$100,000
Advancing crop and livestock sectors through provincial sector development programming	50%	\$100,000
Advancing crop and livestock sectors through regional economic development opportunities	50%	\$60,000
Improving crop and livestock health, and quality	50%	\$75,000
Purchasing high quality breeding stock and the genetic testing of livestock	30 & 100%	\$5,000
Strategic infrastructure for agricultural machinery usage cooperatives (specialised equipment, productivity enhancements)	30%	\$30,000
By-laws and start-up activities for agricultural machinery usage cooperatives	70%	\$5,000
<b>Market and Product Development</b>		
Marketing Group establishment and assistance in undertaking new marketing initiatives	100%	\$10,000
Market assessment and research	50%	\$10,000
Market access certification	50%	\$10,000
Export Marketing, Website/Social Media Development & Product Development	50%	\$10,000
Tradeshows, product showcasing, promotional events and Incoming missions	50%	\$5,000 per project, up to \$15,000 per year total
Domestic Promotion & Communication	50%	\$10,000
Agritourism	50%	\$10,000
Farmer's Market Development (electricity and plumbing upgrades to markets and purchase of display coolers and freezers for vendors)	50%	\$10,000
NB Food Harvest Fundraising (purchase of NB-produced food for fundraising activities)	50%	\$1,000
<b>Agri-land Enhancement Program</b>		
Land Clearing Activities	30%	\$5,000
Land Consolidation Activities		
Land Levelling/Forming Activities		
Site Assessment/Suitability	50%	\$35,000 per project over life of CAP

### Levels of Assistance:

Higher levels of assistance may be considered for strategic projects with significant benefit to the agriculture sector(s). The total cost share available will not exceed 100%, some projects may have an individual item cap for assistance.

### Section 2: Business Development

#### 1. Individual Planning

**Objectives:** Activities that assist eligible applicants undertake, develop, and implement formal plans or analysis for their operation, which may include financial, business, marketing, human resource management, diversification, value added or succession plans.

**Eligible Activities:**

- Professional fees and services related to development and implementation of plans or feasibility studies.
- Other costs approved by the Department of Agriculture, Aquaculture and Fisheries which are considered essential for the successful completion of the project.
- Agricultural organizations and commodity groups are considered individuals under this planning component.

Prior to approval of a value added plan, a positive feasibility study must be completed. Both the feasibility study and the value added plan are eligible activities.

**Level of Assistance:** Assistance for eligible applicants, over the life of the program may be up to 50% of the eligible cost, to a maximum contribution of \$7,500 per applicant; and up to \$15,000 for a group of 2, 3, or more.

#### 2. Individual Training

**Objectives:** Assistance to individual applicants for strategic agriculture related training, technical skills development, marketing, human resource management and business development initiatives that support the strengthening of management and marketing practices and skills that enhance the viability and profitability of individual enterprises.

**Eligible Activities:**

- Participation in, and support for, strategic events and projects promoting new training or management concepts, embracing new technology, investigative travel, skills development and evaluating innovative activities;
- Projects focused on specialized training for farm managers or their employees relating to marketing, business and human resource management, production, innovation, or technology, which clearly demonstrate increased benefits to the farm business.
- Assistance towards eligible incremental costs directly related to the project including:
  - Registration fees
  - Costs of acquiring on and off farm related training, travel, meals and accommodation (not to exceed the rates set out in the *Program Guidelines*)
  - Other costs approved by the Department of Agriculture, Aquaculture and Fisheries considered essential for the successful completion of the project.

**Level of Assistance:** Up to 70% of registration fees and up to 50% of the other eligible costs for training to a maximum contribution of \$3,000 per project. Maximum assistance per applicant is \$6,000 in each fiscal year (April 1- March 31). Travel costs are not to exceed New Brunswick provincial government rates as prescribed in the Approved Travel Cost Amounts in the *Program Guidelines*.

### 3. Benchmarking

**Objectives:** Support for the development of cost of production analysis and benchmarking activities that enhance the viability and profitability of the industry and their individual producer operations.

**Eligible Activities:**

- Consultant fees for Cost of Production (COP) Analysis
- Consultant fees to assist benchmarking an operation against New Brunswick COP or other approved COP

**Levels of Assistance:**

- 70% of the eligible costs of consultants for the development of an industry or commodity Cost of Production (COP) analysis to a maximum contribution of \$10,000 for each fiscal year (April 1- March 31).
- 50% of the eligible costs of a consultant to assist an individual to benchmark their operation against a New Brunswick COP or other approved COP. Maximum assistance per applicant is \$1,500 in each fiscal year (April 1- March 31).

### 4. Group Planning and Training

**Objectives:** Assistance to groups of agriculture producers and agricultural producer associations to assist them with the development of strategic directions for their organization and to acquire the skills and training needed to operate a successful organization. Groups and associations are also eligible for assistance to champion training activities for their membership that support the strengthening of management and technical practices that enhance the viability and profitability of a sector and / or the New Brunswick agricultural industry as a whole.

**Eligible Activities:**

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| <ul style="list-style-type: none"> <li>• Participation in, and support for, annual meetings, strategic events and projects promoting new training concepts, embracing new technology, group investigative travel, skills development and evaluating innovative activities;</li> <li>• Registration fees;</li> <li>• Costs of acquiring on and off farm related training;</li> <li>• Rental of facilities and specialized equipment;</li> <li>• Consultant or speaker fees and costs such as travel, meals and</li> </ul> | <ul style="list-style-type: none"> <li>accommodation (not to exceed rates set out in <i>Program Guidelines</i>)</li> <li>• Projects focused on specialized training for farm managers or their employees relating to marketing, business and human resource management, production, innovation, technical skills or technology, which clearly demonstrate increased benefits to the farm business or sector; and</li> <li>• Other costs approved by the Department of Agriculture, Aquaculture and Fisheries considered essential for the successful completion of the project.</li> </ul> |
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**Ineligible Activities:** Nutrition breaks and lunches at group meetings, conferences or training sessions are **not** eligible expenses and should be covered by event registration fees.

**Levels of Assistance:**

- Projects may receive up to 70% of registration costs and up to 50% of other eligible costs to send producers to training events.
- Projects may receive up to 90% of eligible costs to host strategic presentations or training events (up to 100% of translation costs).
- Maximum assistance per training project is \$10,000. Maximum assistance per applicant is \$20,000 in each fiscal year (April 1- March 31).
- 100% of the eligible cost of developing and implementing a provincial, interprovincial, regional strategic plan and/or agricultural initiatives for a group or organization to a maximum contribution of \$20,000 over the duration of the program.
- Higher levels of assistance may be considered for strategic projects with significant benefit to the agricultural sector(s).
- Travel costs are not to exceed New Brunswick provincial government rates as prescribed in the Approved Travel Cost Amounts in the *Program Guidelines*.

**5. Mentoring**

**Objectives:** Assistance to producers or new entrant farmers to encourage one-on-one mentoring activities that support the strengthening of management and technical practices and skills that will enhance the viability and profitability of individual enterprises.

**Eligible Activities and Level of Assistance:**

- Up to 70% of the Honoraria to mentor (receipts required), travel, meals, and accommodation for mentor or mentee visits to a maximum contribution of \$2,000 in each fiscal year (April 1- March 31) and to a maximum of \$4,000 over the duration of the program per mentee. Travel costs are not to exceed New Brunswick provincial government rates as prescribed in the Approved Travel Cost Amounts in Section 2.

**Requirements to be a Mentor:**

- Mentor must be located within reasonable geographic proximity to mentor (sourced from the three adjoining provinces)
- Mentors must be arm's length from the mentee;
- Mentors must be approved by the Project Officer;
- Training plans must be approved by the Project Officer.

**Requirements to be a Mentee:**

- Must complete the Growing Your Farm for Profits Self-Assessment Booklet to be eligible to participate in the Mentoring Program. The booklet is available from the Department of Agriculture, Aquaculture and Fisheries.



### Section 3: Advancing Crop and Livestock Sectors

#### Advancing Crop and Livestock Sector:

##### Objectives:

- To support the development of new crop and livestock opportunities
- To support sector based development programming for sectors with growth opportunities
- To support sectors through Regional Economic Development
- To improve crop and livestock health and quality
- To support sectors through agricultural machinery usage cooperatives
- To support livestock genetic improvement

#### 1. New Crop and Livestock Development Opportunities

**Objectives:** To provide assistance for activities which help reduce risk and encourage production associated with the introduction of new crops and livestock types.

**Eligible Applicants:** Producers, producer groups, industry associations, institutions, academic institutions, agri-businesses, and other individuals or groups capable of achieving the objectives

##### Eligible Activities:

- Contracting of consultants
- Seed and plant material costs
- Crop specific production input costs not normally associated with typical crop production, (e.g. compost and mulch could be eligible if specifically required for the new crop to grow successfully)
- Breeding stock
- Coordinators and/or scouts with expertise in the required production/management areas to advise producers during the introduction period
- Costs associated with any Environmental Impact Assessment (EIA) requirements or activities associated with satisfying regulatory requirements associated with new crop introductions
- Strategic minor infrastructure required to support and encourage production may be considered
- Production trials and crop management activities
- Strategic investigative travel
- Value chain development
- Production manual development
- Specialized equipment to be shared amongst producers will also be considered

Note: Typical crop and livestock inputs such as fertilizers and pesticides are not eligible.

### **Application Requirements:**

- Detailed quotes from the consultant and suppliers.
- Preference will be given to projects with formal business plans.

**Level of Assistance:** Up to 50% of eligible costs to a max of \$ 100,000 per project per year. In order to be considered for funding applicants are expected to provide significant cash and/or in-kind contributions towards the project. Level of assistance will be dependent upon such things as organization type (for profit, not-for-profit), sector capacity, current state of the sector, industry support, potential benefits, public versus private benefits, residual value to the applicant after completion of the project, total cost of the project and level of risk.

Higher levels of assistance (e.g. higher % assistance or higher maximum contributions) may be considered where strong rationale and significant benefit back to the sector as a whole can be demonstrated.

## **2. Advancing Sectors That Have Growth Opportunities Through Provincial Sector Development Programming**

**Objectives:** To provide assistance to sectors that have growth opportunities, issues that need to be address and who want to implement provincial sector development programming.

**Eligible Applicants:** Agricultural industry associations.

### **Eligible Activities:**

- Cost associated with the sector development programming which will allow capacity building. The program should focus on what is required to advance the sector in order to capture opportunities or address issues over the next 5 year period.

### **Application Requirements:**

- Preference will be given to those sectors that have completed their strategic plans which support the requested programming.
- Strong rationale must be provided as to why the programming is required along with solid performance measures in order to measure the impact of the funding for the sector.
- Detailed program guidelines for the proposed sector based program.

**Level of Assistance:** Up to 50% of eligible costs to a max of \$ 100,000 per sector development project per year.

Higher levels of assistance (e.g. higher % assistance or higher maximum contributions) may be considered where strong rationale and significant benefit back to the sector as a whole can be demonstrated.

## **3. Advancing Sectors Through Regional Economic Development Opportunities**

**Objectives:** To provide assistance for crop or livestock projects that can support new regional economic developmental opportunities.

**Eligible Applicants:** Farmers, groups of farmers, and agricultural industry associations.



### **Eligible Activities:**

- Individuals or groups who have identified a regional crop or livestock growth opportunity may be eligible for funding if the identified opportunity has the potential for new regional economic developmental opportunities.

### **Application Requirements:**

- Preference will be given to projects with formal business plan.
- Strong rationale must be provided as to why this funding is required along with solid performance measures in order to measure the impact of the funding for the sector or the region.
- Detailed quotes for all costs.

**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$ 60,000 per year.

Contributions towards any individual piece(s) of equipment required within the project shall however, not exceed 30%. The maximum contribution for individual or group projects over the life of the program shall not exceed \$120,000.

Higher levels of assistance (e.g. higher % assistance or higher maximum contributions) may be considered where strong rationale and significant benefit back to the sector as a whole can be demonstrated.

## **4. Improving Crop and Livestock Health and Quality**

**Objectives:** To reduce the impact of pests and diseases on NB's crops and livestock sectors in order to improve the overall health and quality of NB crops and livestock. To address new crop management standards imposed upon producers and help create potential marketing advantages associated with the crop or livestock health and quality improvements.

**Eligible Applicants:** Organizations or groups representing New Brunswick agricultural commodities, academic institutions, animal health professionals, and other individuals or groups capable of achieving the objectives.

### **Eligible Activities:**

- Projects associated with developing health management programs for crop sectors (e.g. pest management, pest monitoring, IPM, fertility) and for herds/flocks would be eligible including but not limited to technologies and practices associated with improving monitoring, eradication activities and forecasting capabilities for crops and surveillance and eradication activities for livestock. Activities associated with improving crop and livestock quality not related to pest and disease control would also be considered. Training activities associated with crop and livestock health would also be eligible.
- Projects targeting strategic plant and animal health and quality improvements that can lead to market opportunities and overall improvement in the health and quality of New Brunswick crops and livestock will also be considered.
- Projects addressing on-farm crop or animal health issues through participation in federal, provincial or commodity sponsored disease surveillance initiatives.
- Testing fees for pest and disease diagnostic (used for example for regulatory purposes and market access).

**Application Requirements:** Strong rationale must be provided

**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$75,000 per project. Higher level of assistance may be considered where significant benefit back to the sector as a whole can be demonstrated.

### 5. Agricultural Machinery Usage Cooperatives

**Objectives:** To support and accelerate the concept of cooperative groups that share in the purchase, usage and management of farm equipment.

**Eligible Applicants:** Co-operative groups established (or in the process of establishing) under the *Co-operative Associations Act*. The co-operative will have by-law wording that describes the acquisition, ownership and management of agricultural machinery for the shared use of its membership as one of its stated objectives. The by-laws will further describe how each activity (purchase/ownership/management) will be carried out. Agricultural Machinery Usage Co-operatives must have a minimum of 4 members and be up to date in their reporting to the Financial and Consumer Services Commission (FCNB).

#### **Eligible Costs and Level of Assistance:**

- **By-laws and startup activities:** Costs for services related to the initial drafting or the updating of existing co-operative by-laws, registration and incorporation. Up to 70% of eligible costs to a maximum of \$5,000.
- **Machinery purchased for the shared usage of an Agricultural Machinery Usage Cooperative:** Examples include agricultural equipment for tillage, planting, crop protection, the spreading of materials (fertilizers, manure and lime), the conveyance of inputs and harvest, and other equipment deemed strategic to the co-operative. Trucks and tractors are not eligible. Up to 30% of eligible costs to a maximum of \$30,000 per year with a cap of \$100,000 over the life of the program; 2018-2023.

### **Livestock Genetic Enhancement Sub-Elements:**

**Objective:** To foster the continued improvement of the genetic base of the New Brunswick livestock sectors through the purchase of genetically superior animals. The continual introduction of genetically superior animals will ensure producers have the ability to consistently produce the highest quality livestock products on a competitive basis, thereby giving them the means to adapt to and take advantage of new production and marketing opportunities in their respective sectors.

### **General Notes Livestock Genetic Enhancement Sub-Elements:**

Arm's Length Transactions: for the purpose of this program, exceptions can be allowed if the vendor and purchaser are not arm's length when the following conditions are met:

1. The vendor and purchaser each file separate farm income tax;
2. Proof of payment has been verified;
3. Ownership status on purebred animal registrations are transferred.

Premises on which the farming activities occur must be located in New Brunswick.

Applicants must be compliant with the *Livestock Operations Act* or have a license application or renewal in process. In the case of license application or renewal, the Registrar under the

*Livestock Operations Act* should be consulted to ensure that no major limitations to the issuance of a license exist.

Unless otherwise stated all claims, where applicable, must include:

- Animal identification and purchase documentation must be attached to claim forms;
- Copies of all receipts must accompany claim for payment; and
- Animal identification and purchase documentation must be attached to claim form.

**Deadline for applications to each component under this element is February 28, of the current fiscal year (April 1 to March 31). Applications are accepted on a first-come, first-serve basis until funding is exhausted.**

#### **4.1 Beef Genetic Enhancement**

**Objectives:** To enhance the New Brunswick beef industry with genetically superior animals capable of producing the highest quality beef, competitively and consistently for the benefit of all the beef sectors. This element is made up of the Beef Elite Sire, Beef Elite Female and Beef Elite Embryo Components, and the Beef Genetic Testing Component.

**Eligible Applicants:** In addition to the conditions listed under the **General Notes of Livestock Genetic Enhancement**, applicants must be members in good standing with the New Brunswick Cattle Producers Association to be considered for assistance. Please contact the New Brunswick Cattle Producers' Association at 506-458-8534 to verify your status.

For reimbursement of claims, copies of paid receipts for genetic program enrollment fee, genetic evaluation software, genetic testing fees and weighing fees must accompany claim for payment.

##### **a) Beef Elite Sire, Beef Elite Female, and Beef Elite Embryo Component**

**Component Objectives:** To improve the quality and productivity of beef cattle produced in New Brunswick through the use of genetically superior animals.

##### **Elite Sire Component Eligibility Criteria:**

- Only physically and structurally sound bulls will be considered.
- An approved applicant farm operation is eligible for one bull per 30 breeding females (or less) every two years.
- Bull's registration papers must be transferred to the applicant farm operation's name before any assistance will be considered. Purchase receipt and performance certificate must be included before any assistance is considered.
- Assistance will be considered for breeding bulls from a home test with a minimum of three production and/or carcass Estimated Progeny Difference (EPD) traits that meet or exceed the breed average.
- Bulls purchased prior to April 1 of the current fiscal year are not eligible for assistance.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.

**Elite Female Eligibility Criteria:**

- Only purchased genetically superior registered purebred beef females with a minimum of two production and/or carcass Estimated Progeny Difference (EPD) traits breed average or above will be eligible for assistance. Female registration papers must be transferred to the applicant farm operation's name before any assistance will be considered. Purchase receipt and performance certificate must be included before any assistance will be considered.
- Only purchased genetically superior F1 beef females having proof of a registered purebred beef sire and beef dam as parents will be eligible for assistance. Purchase receipt must be included before any assistance will be considered.
- Only females that are at least 12 months of age and no older than six years of age at time of purchase will be considered.
- Females purchased prior to April 1, of the current fiscal year (April 1 – March 31) are not eligible.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.

**Elite Embryo Eligibility Criteria:**

- Only the purchase of viable embryos from genetically superior parents will be considered for assistance.
- Both parents of embryos must have a minimum of three production and/or carcass trait EPD above breed average to be eligible.
- Embryos purchased prior to April 1 of current fiscal year are not eligible.

**Levels of Assistance:**

**Elite Sire:**

- Up to 30% of the purchase price of eligible Test Station bull(s) or eligible bulls from a purebred breeder up to a maximum of \$1,000 per animal plus:
  1. A premium of \$100 for Test Station bulls having a breed Average Daily Gain (ADG) on-feed index of 100 (minimum of five bulls in a contemporary group of same breed on test) or better will be eligible plus
  2. A premium of \$100 for Test Station bulls with a minimum of at least three breed average or above Expected Progeny Difference (EPD) on production or carcass merit traits or combination of either plus
  3. A premium of \$100 for Test Station bulls with a negative residual feed intake (RFI).

### Elite Female:

- Up to 30% of the purchase price of an eligible genetically superior elite female up to a maximum of \$600 per animal plus:
  1. A premium of \$100 for Purebred females with three Estimated Progeny Difference (EPD) traits above breed average on production and/or carcass merit trait plus
  2. A premium of \$100 for F1 females with at least one purebred parent having three Estimated Progeny Difference (EPD) traits above breed average on production and/or carcass merit traits.

### Elite Embryo:

- Up to 30% of the purchase price of genetically superior embryos up to a maximum of \$500 per embryo.

## b) Beef Genetic Testing Component

**Component Objectives:** To provide the necessary tools and incentives for beef producers to identify genetically superior animals within their herds using the newest technology and applications in animal selection.

### Levels of Assistance:

**Activity 1:** Beef herds participating in an approved herd genetic evaluation program will be eligible. Assistance levels will be up to 100% to a maximum of \$500 per herd. Eligible costs include:

- Herd genetic evaluation program herd enrollment, data entry and weighing fees.
- Purchase of herd genetic evaluation software.
- Ultrasound testing.
- Genomic testing.

**Activity 2:** To identify bulls with superior potential for meat yield, tenderness and marbling, funding will be provided to cover costs associated with genetic testing (e.g. ultrasound and semen testing). Consignors of Test Station bulls meeting a minimum on-test weight of 550 pounds for British breeds and 600 pounds for Continental breeds will be eligible for funding. Maximum assistance will be \$ 300 per bull.

The combined total financial assistance for Components A and B of the Beef Genetic Enhancement Element will be limited to a maximum of \$5,000 per applicant farm operation per year.

## 4.2 Swine Genetic Enhancement Element

**Objectives:** To encourage New Brunswick hog producers to use superior breeding stock to improve productivity, quality, efficiencies and profits via:

- Purchase of superior “boars” for improved growth rates and carcass grades;
- Purchase of superior “gilts” for improved productivity.

**Eligible Applicants:** In addition to the conditions listed under the **General Notes of Livestock Genetic Enhancement**, applicants must be members in good standing with the Porc NB Pork to be considered for assistance. Please contact the Porc NB Pork at 506-458-8051 to verify your status.

**Eligibility Criteria:**

- Assistance will not apply to animals purchased prior to April 1 of the current fiscal year.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.

**Levels of Assistance:**

- Up to 30% of the purchase cost of superior boars from a recognized licensed breeding stock company up to a maximum of \$1,000 per animal.
- Up to 30% of purchase cost of purebred, commercial gilts from recognized licensed breeding stock company. Max. of \$120 per animal.
- Up to 30% of purchase cost boar semen from recognized licensed breeding stock company. Maximum of \$15 per straw.
- The combined total financial assistance provided in the Swine Genetic Enhancement Element will be limited to a maximum of \$5,000 per hog farm per year.
- No assistance is available for transportation of animals.

#### **4.3 Sheep Genetic Enhancement Element**

**Objectives:** To enhance the New Brunswick sheep industry with genetically superior animals to improve efficiencies, growth rates, fertility, meat quality and increase marketing opportunities and options. This element is made up of the Elite Ram & Elite Ewe Component and the Sheep Genetic Testing Component.

**Eligible Applicants:** Please refer to the **General Notes for Livestock Genetic Enhancement**.

**Eligibility Criteria:**

- Assistance will not apply to animals purchased prior to April 1 of the current fiscal year.
- Animals must be identified by the National Sheep Identification tags. Purebred animals must also be identified as per the national identification requirements for purebred sheep;
- In order to be eligible for the EPD and scrapie's resistant genotype premiums supporting documentations must be provided.
- Applicant animals must be registered to and in the possession of the applicant by claim deadline date and remain on the owners premises for a period of one year from date of purchase. Registration papers of F1 sheeps' parents must be provided.



- Applicant must provide receipt from the sheep breeder with the animals being identified by the National Sheep Identification tags. Pure bred animals must also be identified as per the national identification requirements for purebred sheep;
- Animal registration document. A copy is acceptable.

Please note copies of paid receipts for genetic program enrollment fee, genetic evaluation software and genetic testing fees must accompany claim for payment.

### **a) Elite Ram & Ewe Component**

**Component Objectives:** To encourage New Brunswick sheep producers to use genetically superior animals to improve productivity, quality, efficiencies and profits via:

- Use of prolific breeds for improved lambing percentages;
- Use of superior rams and ewes for improved growth rates and carcass grades;
- Use of long season breeders for extended seasonal production of lambs.

#### **Levels of Assistance:**

- Up to 30% of the purchase cost of pure bred rams up to a maximum of \$ 400 per animal; plus
- Up to 30% of the purchase cost of pure bred or F1 ewes and ewe lambs up to a maximum of \$150 per animal, plus:
  1. A premium of \$50 for rams and ewes with 3 Estimated Predicted Differences (EPDs) breed average or above; plus
  2. A premium of \$50 for ram and ewes with confirmed scrapie's resistant genotype.
  3. **New:** Up to 30% of semen cost, up to \$40 per dose.
- The combined total financial assistance provided in the Sheep Genetic Enhancement Element will be limited to a maximum of \$5,000 per applicant farm operation per year.

### **b) Sheep Genetic Testing Component**

**Component Objective:** To provide the necessary tools and incentives for sheep producers to identify genetically superior animals within their flocks using the newest technology and applications in animal selection.

**Levels of Assistance:** Sheep flocks participating in an approved flock genetic evaluation program and/or scrapie's resistant genotyping will be eligible.

- Assistance levels will be up to 100% to a maximum of \$500 per flock for the total of the three first activities below (A + B + C).
- The limit for the Sheep Genetic Testing Component is \$1,000 (A + B + C + D).

Eligible costs include:

- A. Flock genetic evaluation program enrollment & data entry fees;
- B. Purchase of flock genetic evaluation software;
- C. Scrapies genotyping;
- D. **New:** Ultrasounds on lambs for genetic carcass evaluation (Max \$500 per flock). Sheep producers will be eligible up to 100% to a maximum of \$500 for the costs of having a technician from GenOvis, La Pocatière (QC), do the ultrasound testing. The travel costs and per diem for the technician is divided by all farms using this service.

The combined total financial assistance provided in the Sheep Genetic Enhancement Element will be limited to a maximum of \$5,000 per applicant farm operation per year.

#### **4.4 Goat Genetic Enhancement Element**

##### **Objectives:**

- Encourage New Brunswick goat producers to use superior breeds and breeding stock for improved:
  - 1. Meat goat genetics
  - 2. Milk goat genetics
- Expand New Brunswick's goat herd base to take advantage of market opportunities for goat meat and goat milk products.

##### **Eligibility Criteria:**

- Assistance will not apply to animals purchased prior to April 1 of the current fiscal year.
- Animals must be registered and identified by tattoo in accordance with Canadian Livestock Records Corporation (CLRC) requirements.
- Applicant animals must be registered to and in the possession of the applicant by claim deadline date.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.
- Applicants must provide receipts from goat producers with registered animals being identified in accordance with CLRC requirements;
- Claims for reimbursement: Animal identification, registration and purchase documentation must be attached to claim forms;

**Levels of Assistance:** Financial assistance will be available in two categories:

1. Up to 30% of the purchase cost of pure-bred bucks up to a maximum of \$250 per animal;
2. Up to 30% of the purchase cost of CLRC registered does and doe kids up to a maximum of \$150 per animal.

The combined total financial assistance provided in the Goat Genetic Enhancement Element will be limited to a maximum of \$5,000 per farm operation per year.

#### **4.5 Mink Genetic Enhancement Element**

##### **Objectives:**

- To assist and encourage improvement of industry breeding stock base in order to further enhance productivity and fur quality.
- To facilitate purchase(s) of genetically superior (size and quality) mink by New Brunswick mink farmers.

##### **Eligibility Criteria:**

- Assistance will not apply to animals purchased prior to April of current fiscal year.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.
- Element funding will only apply to breeder animals which will be used for breeding in the upcoming breeding season.
- Eligible Purchased Animals are Breeding stock originating from eligible source farms defined as:
  1. Those farms with annual minimum sale volume of 4,000 or greater pelts and or breeders (black and mahogany) and in the top 20% of auction sales;
  2. Those farms with annual minimum sale volumes of 2,000 or greater pelts and/or breeders (pastel and other lower volume, high-demand colours) and in the top 20% of auction sales.
  3. Eligible mink must be free of Aleutian Disease (AD): acquired from mink farms free of AD as declared by the seller and the herd veterinarian (who has an established veterinary-client-patient relationship with the ranch) from which the mink have been purchased on the Aleutian Disease Free Declaration form;
- Eligible mink must be blood tested for and be serologically negative for AD within 30 days prior to purchase using either the Counter-Current Immunelectrophoresis (CCIP), or the **Lateral Flow Test**, or the **Polymerase Chain Reaction (PCR)** or another test approved by the New Brunswick Department of Agriculture, Aquaculture and Fisheries.
- Claims for reimbursement for purchased animals must be accompanied by copies of receipts stating:
  1. Date of purchase;
  2. Seller's name and contact information
  3. Buyer's name (applicant) and contact information
  4. Number of animals;
  5. Animals identification, i.e. colour, type, sex and any other unique identifications;
- All purchased and retained mink must be in the possession of participating applicants prior to claim submission;
- Completed **(1) Aleutian Disease Free Declaration** and **(2) Declaration of Source of Proposed Breeding Stock Purchase** forms are to be attached to claim.

**Levels of Assistance:**

- Up to 30% of purchase price up to a maximum of \$100 for large volume colour mink (i.e. brown, mahogany and black) and \$150 for other lower volume, high demand colour mink (i.e. pastel).
- Total financial assistance for the purchase of genetically superior mink shall not exceed \$5,000 per applicant farm operation, per year.

**4.6 Farmed Fox Genetic Enhancement Element**

**Objectives:** To assist and encourage improvement of industry breeding stock base in order to further enhance productivity and fur quality.

**Eligible Applicants:** Please refer to the **General Notes for Livestock Genetic Enhancement**.

**Eligibility Criteria:**

- Element funding will only apply to breeder animals which will be used for breeding in the upcoming breeding season.
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons.
- In order to qualify, all purchased foxes must be tattooed in both ears by the ranch of origin in accordance with national livestock registration standards (Serial number and year letter, i.e. 100T in the left ear and the herd letters, i.e. ABC in the right ear) Herd Letters may be chosen by applicant or assigned by Canadian Livestock Records Corporation and this identification recorded on the element claim form.
- Claims for purchased animals must be accompanied by copies of receipts stating:
  1. Date of purchase;
  2. Number of animals;
  3. Animals tattoo identification;
  4. Name and address of vendor and name of buyer (element applicant).
- All purchased foxes must be in the possession of participating applicant prior to claim submission

**Levels of Assistance:**

- Up to 30%, of purchase price per eligible purchased breeder up to a maximum of \$125;
- Total financial assistance for the purchase of genetically superior fox shall not exceed \$5,000 per applicant farm operation per year;
- Assistance will not apply to animals purchased prior to April 1 of current fiscal year.

#### 4.7 Dairy Genomic Testing

**Objectives:**

- To provide the necessary tools for Dairy producers to identify genetically superior animals within their herds using the newest technology in animal selection and herd management.
- To assist producers to select the best heifers at an earlier age.

**Eligibility Criteria:**

- Assistance will not apply to animals tested prior to April 1 of current fiscal year;
- Applicants must provide proof of testing from a recognized testing facility;
- Producers must test at least 50% of their animals under 2 years of age;
- Qualifying animals must be kept for a minimum of 1 year unless culled for disease or productivity reasons;
- Animal identification and genetic testing results must be attached to claim forms;
- Copies of paid receipts for genomic testing must be attached to claim forms.

**Assistance Levels:** Financial assistance will be provided at a rate of \$20.00 per head to a maximum of \$5,000 per applicant farm operation per year.

**Levels of Assistance:** Financial assistance will be provided at a rate of \$20.00 per head to a maximum of \$5,000 per applicant farm operation per year.

### Section 4: Market and Product Development

#### Eligible Applicants and Partners Specific to this Element Only:

- Farmers' markets of which at least 20% of the vendors are New Brunswick growers or producers of agri-food products.
- Fisheries that have specific focus on local product promotion and development.
- Non-governmental organizations (NGOs), municipalities or community organizations wishing to establish a partnership with the agri-food industry.
- Businesses that partner with the New Brunswick agri-food industry to promote the sale and consumption of New Brunswick agri-food products.
- Producers of artisanal or craft alcohol made with New Brunswick agri-food products, on the condition that they hold a license to produce alcohol for commercial purposes.

#### 1. Market Assessment & Research

**Objectives:** Provides eligible applicants with assistance in hiring consultants/professional services to conduct market research studies and reports to determine market readiness.

**Eligible Activities:** Professional Services for market information studies.

**Ineligible Activities:** In-house work is not eligible; all work must be undertaken by a third party.

##### Application Requirements:

- Quotes from the consultant.
- A project plan explaining the rationale for undertaking an assessment in this market.
- A resume for the third party consultant used, which includes evidence that they are a member in good standing of a recognized professional organization, and that they have experience in preparing plans in the relevant subject matter.

**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$10,000 per year for international markets and \$5,000 per year for domestic markets per individual agri-businesses.

#### 2. Market Access Certification

**Objectives:** Provides assistance to eligible applicants in order to help them obtain third party certification requirements, or to undertake specific research and training in order to meet market access requirements.

##### Eligible Activities:

- Fees associated with third party certification requirements.
- Costs associated with research or training required to meet market access requirements.

##### Application Requirements:

- Project plan explaining the rationale for obtaining this certification, or undertaking this research or training.
- Quotes for all costs .
- **For research and training activities:** A resume for the third party consultant/organization used, which includes evidence that they are a member in good standing of a recognized professional organization, and that they have experience in the relevant subject matter.



**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$10,000 per year for individual agri-businesses.

### 3. Export Marketing, Website/Social Media Development & Product Development

**Objectives:** Provides assistance to eligible applicants in order to help them acquire specialized knowledge or undertake in-house technical training programs related to the development of a new product, or training for better understanding/updating of nutrition labeling/health claim requirements.

Also provides assistance with specialized product testing to validate market readiness, and/or nutritional analysis of product. Assistance for the design and development of nutritional or specialty labels/packaging, and/or the purchase of equipment to package and label new products are also eligible activities. Provides assistance with costs related to the design and creative services of promotional materials, including the design costs of a new website, updates to an existing website, a social media marketing campaign, or the creation of a social media presence to improve marketing for international export activities, and for the creation of a marketing campaign (online and offline) to support the launch of a product into new market(s).

This is distinct from the development of promotional materials under the *Trade Shows, Product Showcasing, and Promotional Events* element, which only relates to Canada Brand promotions for export activities. It is also distinct from the *Promotional Design, Creative Services & Website/Social Media Development for Domestic Markets* element, as this relates only to the creation of promotional items aimed at marketing within NB or the Maritime Provinces.

**Eligible Activities:**

- In-house technical training programs by a third party.
- Training activities to better understand or update new nutrition labeling/health claim requirements.
- Specialized product testing to validate product's market readiness.
- Nutritional analysis of new products.
- Design and development of nutritional or specialty labels or packing by a company/consultant recognized by Health Canada.
- Purchase of equipment to package and label new products.
- Design of a new website/upgrades to existing website
- Social media marketing campaign or creation of social media presence to improve online marketing
- Design and creative services to create various promo materials
- Translation of labels to meet international market requirements
- Web-Site upgrades to meet requirements for international export standards
- Marketing campaign to support launch of product into new market(s) (online & offline campaign)

**Ineligible Activities:**

- **New:** Printing costs.
- Packaging materials.
- Any work completed in-house (all work must be undertaken by a third party).
- Any promotional activities undertaken inside the domestic (Canadian) market only.
- Costs associated with product/items intended for giveaways/contests.
- Packaging or labeling costs of existing products
- Uniform or clothing costs.
- Costs associated with social media that are not part of a larger, strategic campaign (no one-off ads will be funded).

### **Application Requirements:**

- Project plan explaining the rationale for undertaking this new product development.
- Quotes for all costs.
- **For research, nutritional analysis, and training activities:** A resume for third party consultant/organization used, which includes evidence that they are a member in good standing of a recognized professional organization, and that they have experience in the relevant subject matter.

**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$10,000 per year for individual agri-businesses.

### **4. Trade Shows, Product Showcasing, and Promotional Events**

**Objectives:** Provides support to eligible applicants, focusing on the marketing of primary or primary value-added agri-food products. The objective is to undertake activities, including trade missions, trade shows, product showcasing, business to business conferences, and other promotional events in export markets outside of the Maritime Provinces. This may include co-promotion activities with other New Brunswick export marketing efforts. Activities funded under this program must be strategic to the growth of the applicant's exports.

#### **Eligible Activities:**

- Economy airfare or Mileage (incoming buyers also eligible for travel to and within NB only).
- Per Diems to cover accommodations, in-market travel, and meals. (max of 5 days; see Level of Assistance for more details).
- Incoming Buyer Per Diems to cover accommodations, in-market travel, and meals. (\$100/day to a maximum of 3 days).
- Trade show booth rentals and other booth costs (electrical, furniture, carpet rentals, etc.).
- Registration fees for trade show or promotional event.
- Costs to ship product for an event/showcase/ trade show.
- Design of promotional materials under Canada Brand Umbrella (booth graphics, design, artwork, translation, development of POS material, Media/PR for specific activities, and some web-site upgrading).
- Interpreter for trade activities.
- Consultant for matchmaking/B2B activities.

#### **Ineligible Activities:**

- Costs for any promotional materials not under Canada Brand Umbrella.
- Non-economy airfare.
- Mileage in excess of 50% of the economy airfare to the same location.
- Printing costs for any promotional materials.
- In-house work that is not undertaken by a third party.
- Incoming buyers traveling outside of New Brunswick.
- Costs to ship product for non-promotional purposes.

### Application Requirements:

- Project description which explains the rationale behind the undertaking of this trade/promotional activity. Please include evidence of sufficient export capacity.
- A business, marketing, promotional, or international trade plan demonstrating that this project is in line with the business' overall strategic plan
- Quotes for all costs.
- **All Per Diem amounts** must be supported by receipts and proof of payment on claims.
- Brief synopsis of trade show, showcase event, or promotional event to be undertaken.
- Brief itinerary for incoming or outgoing trade activities.
- **For translation, interpreter or consultant activities:** A resume for the third party consultant or organization used, which includes evidence that they are a member in good standing of a recognized professional organization, and that they have experience in the relevant subject matter.

### Level of Assistance:

- **Mileage:** \$0.20/km to a max. of 50% of equivalent economy airfare to destination.
- **Outgoing Per Diems:**
  - \$100/day in Canada; \$150/day in USA; \$200/day in all other markets.
  - Maximum of 5 days.
  - Maximum of 2 employees for trade shows/events; maximum of 1 employee for all other travel.
  - When a hotel room is shared or private accommodation is used, a 50% reduced Per Diem will apply to the second person.
- **Incoming Buyer Per Diems:**
  - \$100 per day.
  - Maximum of 3 days.
- **All Other Costs:** 50% rate of assistance to a maximum of \$5,000 for all expenses combined per project, and \$15,000 per fiscal year.
- **Maximum of three (3) projects per fiscal year**

## **5. Creative Services & Website/Social Media Development for Domestic Markets**

**Note: This is a New Brunswick Only Sub-Element**

**Objectives:** Provides assistance to eligible applicants for costs related to the design and creative services of promotional materials, including road signs, the design costs of a new website, updates to an existing website, a social media marketing campaign, or the creation of a social media presence in order to improve online marketing aimed at the domestic (Canadian) market. Also provides assistance for costs associated with in-store culinary demos or sampling (product costs only).

This is distinct from the development of promotional materials under the *Trade Shows, Product Showcasing, and Promotional Events* element, which only relates to Canada Brand promotions for export activities. It is also distinct from the *Export Marketing, Website/Social Media Development & Product Development* element as this refers only to promotion of products outside of Canada.

### **Eligible Activities:**

- Design and creative services to create the following:
  - Brochures
  - Posters
  - Labels & Packaging
  - Signs (including road signs)
  - Pamphlets
  - Business cards
  - Reusable bags
  - Background materials
  - Maps, Recipe cards, etc.
    - Design costs of a new website
    - Upgrades to an existing website
- Social media marketing campaign
- Creation of social media presence to improve online marketing (this must be done as part of an online promotional campaign, and not on a one-off basis)
- Costs associated with providing product for in-store culinary demos or sampling activities.

**Note:** Road signs must obtain required Municipal, Provincial or Federal approvals prior to proceeding with the project. Applicant must provide documented proof of this approval when application is submitted.

### **Ineligible Activities:**

- **New:** Any costs associated with **printing/creating a tangible asset** (only design costs are covered).
- Any promotional activities undertaken outside of the domestic market.
- Any work completed in-house (all work must be undertaken by a third party).
- Costs associated with product/items intended for giveaways/contests.
- Non-product costs for sampling activities.
- Non-reusable bags, packaging, etc.
- Uniform or clothing costs.
- Costs associated with social media that are not part of a larger, strategic campaign (no one-off ads will be funded).

### **Application Requirements:**

- Project description which explains the rationale behind the undertaking of this promotional activity.
- Quotes for all costs

**Level of Assistance:** 50% of eligible costs to a maximum of \$10,000 per project. **Maximum of 2 sampling events per year.**

## **6. Farmer's Market Development**

**Objectives:** This sub-element provides assistance to eligible farmer's markets for electricity and plumbing upgrades to their facilities. Also provides assistance to eligible producers for the purchase of display coolers and freezers in order to meet health and safety requirements while selling at a farmer's market.

### **Eligible Activities:**

- Electricity upgrades (farmer's market only).
- Plumbing upgrades (farmer's market only).
- Purchase of display cooler or freezer (agri-food producer only).

### **Ineligible Activities:**

- Non-refrigerator/non-freezer display cases.
- All other capital costs.

### **Application Requirements:**

- Project description which explains the need for upgrades or purchases.
- Quotes for all costs.

**Level of Assistance:** 50% of eligible costs to a maximum of \$10,000 per year.

## **7. Agritourism**

**Note:** This is a New Brunswick Only Sub-Element

**Objectives:** To support commercial agri-food business expansion by offering an agritourism experience.

**Eligible Activities:** Costs associated with supporting on-site agritourism diversification activities that focus on agriculture, aquaculture, or fisheries-related entertainment, education/awareness, or a visitor experience.

### **Ineligible Activities:**

- New building/capital costs.
- Annual costs associated with festivals or events.
- Costs associated with activities which are paid each year.

### **Application Requirements:**

- Quotes for all costs.
- A project description which explains the rationale behind the undertaking of this agritourism activity.
- A business outline, indicating intended development/expansion and how it will support bringing your establishment to market readiness as an agritourism operator.

Please ensure that you meet the following additional requirements:

- Must comply with all levels of government by-laws and laws.
- Legal public access to site.
- Ease of public access to site.
- Online presence must exist (website, social media, etc.).
- Must have an e-mail address and telephone number.
- Must comply with the regulations of the Workplace Health, Safety and Compensation Commission.



- Must have suitable, on premise signs (interpretive and directional).
- Parking should be provided on site, or be located close to properly appointed parking areas that are accessible and visible from the site.
- Tourism business must be in operation for a minimum of one (1) year.
- Must have liability insurance.
- Must be open regular hours during the summer months.
- The visitor experience must be an authentically New Brunswick example of agriculture, fishery, or food processing (refers to processing of raw goods on site, including packaging and sale).
- The experience should be located on a farm, in a harbor, in a rural setting, or in a coastal setting.
- Demonstrations/explanations related to the agricultural, fisheries or food processing activity should be offered on a regular basis during the prime of the operating season. Ideally this would be daily during the prime season when the establishment is open.
- The visitor should have the opportunity to personally interact with the producer or their staff who are engaged in the agricultural or fishery activity and are knowledgeable and able to answer questions about the operation and its products, as well as about New Brunswick agriculture/fisheries more generally.

If you are a **cottage winery, ciderie, micro-brewery with tasting room, or a distillery**, please ensure that you meet the following requirements, in addition to those listed above:

- Have consistent hours of operation.
- Must be a tourism-related opportunity aligned with the Department of Tourism, Heritage and Culture based on development priorities.
- Must have tourism amenities such as restrooms, restaurants, and accommodations on site or in proximity (within 5 km).
- Must be open at least 90 consecutive spring/summer/fall days a year.
- Be a licensed winery, cidery, micro-brewery tasting room or distillery, issued under the New Brunswick Liquor Control Act.
- Producers must be an authorized agent permitted to sell products which are manufactured by them in New Brunswick.
- Interpretation activities are provided in one of the following forms:
  1. Guided tours or demonstrations available, given upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
  2. Combination of guided tours given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) provided when no guide is available;
  3. Self-guided visits at site are arranged for interpretation purposes, containing detailed and comprehensive interpretation materials
- Seasonal operations should be open to the public for tours, tasting and sales a minimum of 90 days per year (preferably a minimum of six days per week/four hours per day).
- Producing vineyard is either owned or managed on-site.
- It provides an adequately staffed storefront location where retail products may be purchased (controlled and monitored by the Alcool NB Liquor).



- Tastings are offered on site.
- Manufacturers of beverage alcohol must first satisfy the Department of Agriculture, Aquaculture and Fisheries' policies and Alcohol New Brunswick Liquor policies to be permitted to manufacture beverage alcohol in New Brunswick for the purpose of sale. The term "beverage alcohol" refers to fruit wines and distilled spirits only. Manufacturing sites do not include brew-pubs or microbreweries.

**Note:** It is strongly recommended that you complete your application with the help of a Business Growth Officer in order to ensure that you have met all requirements.

**Level of Assistance:** Up to 50% of eligible costs to a maximum of \$10,000.

### 8. New Brunswick Food Harvest Fundraising

**Note:** This is a New Brunswick Only Sub-Element

**Objectives:** To promote the use of, and increase awareness of, New Brunswick agri-food products by holding an organized meal or fundraising activity where the proceeds are donated to benefit an identified need within a New Brunswick community. Such events could include: fundraising in support of food banks, community or school garden projects, families with medical needs, or youth groups. To provide assistance to organizations and schools to purchase New Brunswick agri-food products in support of fundraising events and to promote awareness of local products. Finally, to strengthen linkages between New Brunswick food producers and consumers through their use in fundraising initiatives.

#### **Eligible Activities:**

- Costs associated with the purchase of New Brunswick produced food products for use at fundraising meals hosted by eligible organizations that meet the objectives of this element.
- Costs associated with the purchase of New Brunswick produced food products for use as part of other types fundraising event that will promote awareness of local products.

#### **Application Requirements:**

- Quotes for all costs.
- A project description which explains the rationale behind the undertaking of this fundraising activity.
- Organizations must show proof of not-for-profit status to be eligible under this element.
- Applications under this element must be developed in consultation with a Business Growth Officer of the Department of Agriculture, Aquaculture, and Fisheries.
- Where food preparation will occur, applicants must contact the regional Health Protection Branch of the Department of Health to determine if a license or permit is required for the event/type of operation that will occur. A public health inspector can also be consulted to provide recommendations on food safety and safe food handling techniques. In the event where a license or permit is required, a letter or proof that the license/permit was obtained is required.
- Applicants must provide a list of ingredients of New Brunswick origin and identify the New Brunswick producer/supplier. Proof of purchase must be included in the application.

- Applicants must provide a detailed plan of how they will promote featured products and producers during the event.
- Applicants must identify how the project will benefit a New Brunswick community.
- Reimbursement of costs will be based on invoices and proof of payment from New Brunswick producers/suppliers.

**Level of Assistance:** Up to 50% of costs related to total food purchases, to a maximum of \$1,000 for events that feature 100% New Brunswick cultivated, raised, or fished food content (main ingredients only; not including items such as tea, coffee, condiments, alcoholic beverages). Total program contribution of not more than \$25,000 for all applications combined (25 events at \$1,000 each). Considered on a first-come-first-served basis.

### 9. Marketing Groups and Organizations - Establishment and Capacity Building

**Note:** This is a New Brunswick Only Sub-Element

**Objectives:** To facilitate the establishment of new marketing groups and to provide assistance to help existing marketing groups undertake new marketing initiatives.

**Eligible Activities:**

- Costs associated with planning meetings and facilitator expenses.
- Business registration.
- Training associated with new administration.
- Initial planning activities.

**Ineligible Activities:**

- Health breaks (food and refreshments).
- Staff wages.
- Gifts and participation prizes.

**Application Requirements:**

- Quotes for all costs.
- A project description which explains the rationale behind the undertaking of this establishment/capacity building activity.

**Level of Assistance:** Up to 100% of eligible costs to a maximum of \$10,000.

### Section 5: Agri-Land Enhancement

**Objective:** to support agriculture producers in bringing new land into production and in improving the productivity of existing land through:

- More sustainable crop rotations
- Increased land base for the production of crops
- Increased self-sufficiency in the production of livestock feed crops

**Eligible Applicants:** agricultural producers, partnerships and incorporated companies carrying out agricultural operations in New Brunswick.

If an individual is directly involved, as a Director or otherwise, in one or more businesses whether or not the business(es) is(are) incorporated, then each of the businesses as well as the individual are considered one applicant for the purposes of this program.

**Arm's length transactions:** in the case of transactions that are deemed not to be at arm's length, equipment rates shall not exceed those specified under the *Machine Rental Regulation - Crown Construction Contracts Act* (<http://laws.gnb.ca/en/showfulldoc/cr/82-113//20150408>) and labour rates shall be supported by payroll documentation. For the purpose of this Program, Arm's Length is defined as a transaction negotiated by unrelated parties and/or a business not controlled directly or indirectly by the same person, whether that person be an individual or a business entity.

#### Additional Information:

**Note:** Any land development activity begun before the **project start date** as indicated in the letter of offer, is not eligible under this initiative (no retroactivity).

**Land:** Financial assistance provided under this initiative is available for land that is suitable for the intended crop and

- is owned by the applicant, or
- is under an Agricultural Development Board (ADB) Land Lease program, or
- is leased under a written, long term lease agreement (at least 5 years) a copy of which may be required, or
- is accessible to the applicant under a Licence of Occupation, or
- is potentially accessible to the applicant (Site Suitability Assessment element only), and
- does not have a registered subdivision plan.

In the case of un-cleared land, it is the responsibility of the applicant to provide the necessary information, upon request, to the Department of Agriculture, Aquaculture and Fisheries (DAAF) to determine the land's suitability for the intended crop's production.

In the case of cranberry development, the Applicant must have either an approved EIA Determination, or a document from the Department of Environment and Local Government (DELG) indicating that the proposed cranberry development does not require an EIA, in order to be eligible for any site development activities.

**Environmental Considerations:** Any project funded under this initiative must meet all requirements of applicable federal and New Brunswick environmental legislation. These may include but are not limited to:

- *Wellfield Protected Area Designation Order – Clean Water Act* and the *Watershed Protected Area Designation Order – Clean Water Act*. For example: Areas to be cleared from a PID located within a Zone C of a designated drinking water watershed are limited to 5% per year.
- *Watercourse and Wetland Alteration Regulation – Clean Water Act*. For example: Any proposed alteration within 30 metres of a watercourse or regulated wetland requires a valid WAWA permit or other approval from the DELG.

**Note:** DELG has expanded the definition of a watercourse to include not only watercourses identified on the GeoNB hydrographic network layer, lakes and ponds, but also the bed, banks and sides of any incised channel greater than 0.5 metres in width that displays a rock or soil (mineral or organic) bed not depicted on this aforesaid GeoNB layer, in which case water/flow does not have to be continuous but may be absent during any time of year.

- *Heritage Conservation Act*. For example if any person discovers an archaeological object, burial object or human remains, work should stop immediately in the vicinity of the find and the Manager – Regulatory Unit, Archaeological Services Branch of the Department of Tourism, Heritage & Culture is to be contacted immediately at (506) 238-3512. .

**Project Review, Planning, Approval and Monitoring:** Projects will become eligible for funding in chronological order of receipt. Project applications must therefore be date and time stamped upon receipt at a DAAF office. In the event that more applications are received than funding is available in any given fiscal year, applicants will be notified by DAAF staff when funding becomes available for their project.

For the **Land Clearing, Land Consolidation, and Land Levelling/Land Forming** elements, the assigned DAAF Project Officer will carry out a site inspection of the PID(s) proposed for work and submit a completed Preliminary Site Inspection form to the CAP Administrator. If as a result of this pre-inspection, the Project Officer deems that the land is not suitable for production of the proposed crop, this will be noted and the application may be declined.

A letter of agreement will be issued to confirm activities approved for funding. This letter must be signed and returned within 45 days.

Upon completion, each project under the aforementioned elements will be inspected by the Project Officer to ensure it was completed to an acceptable standard and that the actual costs are reasonable.

The applicant will submit through the Project Officer, copies of detailed paid invoices or receipts from the contractor or other service provider for eligible project costs. When equipment from on-farm is used, details must include dates and hours for equipment used, applicable make, model, horsepower, 4x4, bucket size, to include a list of attachments used etc. The Project Officer will certify the applicant's Claim for Reimbursement and submit it for reimbursement.

### **Applicant's Responsibilities:**

- Submit a properly completed application form and supporting documentation including project details, cost information and contractors' quotes/estimates.

**Note:** Include the following in Step 5 of the Project application, for each field where work is to be carried out: PID number, type of land development work, and area of work to be completed. Also include the type of farm operation. If quotes are not submitted, include an estimation of costs (/acre, /ha, /ft, /rock pile, etc.) of the work to be done.

- Assist the Project Officer with regards to the pre-inspection of the area in question, by clearly indicating the area(s) to be cleared and providing details and location(s) of any other land consolidation or land levelling work to be carried out as part of the project.
- Provide, in the case of un-cleared land, and when requested, the necessary information to DAAF to determine the land's suitability for the intended crop production.
- Ensure that the project meets all applicable regulations and to obtain all permits necessary to satisfy environmental, zoning, building, electrical, fire safety and other legal requirements.
- Sign and return the letter of offer within 30 days.
- Notify the assigned Project Officer immediately upon becoming aware of unforeseen circumstances that may increase the submitted project's budgeted costs or delay a project's completion past the approved completion date.
  - If costs in excess of the approved eligible costs are incurred prior to notifying the Project Officer, these additional costs may be denied.
  - If the applicant does not notify the Project Officer prior to the project's completion date of the unforeseen circumstances, then an extension to the completion date may be denied.
- Notify their Project Officer when the project has been completed, so that the final site inspection may be scheduled and the claim submitted in a timely manner.
- Provide project site access to DAAF staff and persons authorised by DAAF, for inspection, evaluation, demonstration, audit and public information purposes, upon request.
- Provide to DAAF staff, on request, any necessary information related to the implementation of the project.
- Continue to use the land for agriculture for a minimum of 5 growing seasons following the year during which the land work was funded on it. If not, future applications to this program by the applicant may be denied.

- If the applicant sells the land for non-agricultural development within 5 years of the year during which land work was funded on it, future applications to this program by the applicant may be denied.
- If the applicant registers a subdivision plan on the land within 5 years of the year during which land work was funded on it, future applications to this program by the applicant may be denied.

### **General Ineligible Activities:**

- Legal costs.
- Land acquisition costs (purchase of lands or any interest therein).
- Leasing costs (land, buildings, equipment).
- Activities considered normal operational and maintenance activities (e.g. annual or routine rock picking, pH adjustment using lime or wood ash).
- Refundable portion of the Harmonized Sales Tax and interest charges.
- Most on-farm labour costs.
- Unspecified "miscellaneous" costs.
- Permitting costs.
- Engineering services (Except under Site Suitability Assessment).
- Costs associated with the commercially viable harvest and movement of merchantable timber and biomass.
- EIA registration fees (Except under Site Suitability Assessment).
- Expenses associated with roads, such as off-farm transportation corridors that are not of primary benefit to the Sector.
- Purchase and/or implementation of items which are considered normal or ongoing farm operating expenses.
- Any land development activity begun before the project approval date as indicated in the letter of agreement (no retroactivity).

**Note:** DAAF reserves the right to limit eligible project costs.

### **1. Land Clearing**

**Objectives:** To provide an expanded land base to support beneficial production techniques such as lengthened crop rotations for potatoes or to promote increased or improved crop production on an expanded or renewed land base by removing trees, stumps, roots, brush, rock and other debris and by preparing the newly cleared land for cultivation. To provide an expanded land base to support beneficial production techniques as well as to promote increased or improved blueberry production on an expanded, or renewed land base by removing trees, stumps, roots, brush, rock and other debris.

#### **Eligible Activities:**

- Removal of non-merchantable trees, stumps, roots, brush, stones, rock and other debris.
- Chipping/mulching and spreading or removal/disposal of resulting biomass.
- Grinding off of stumps and wood debris flush with the soil surface.
- Pulverization of rock and wood debris down to a depth of eight (8) inches.



- Pulverization of rock and the preparation of the newly cleared or re-cleared land for blueberry production.

The land clearing site should be suitable for the intended crops, and meet federal, provincial and municipal regulations. Projects on land with a slope greater than 7% will not be eligible unless the Project Officer or other DAAF staff has recommended otherwise, based on the proposed crop and pre-inspection of the PID in question.

**Level of Assistance:** Up to 30% of eligible expenses to a maximum combined assistance across Elements 1, 2 and 3 of \$5,000 per year per applicant.

## 2. Land Consolidation

**Objectives:** To remove rock piles, bedrock outcrops and line fences that are impediments to efficient and sustainable modern mechanized agricultural practices.

**Eligible Activities:**

- Removal of rock piles, bedrock outcrops, fence lines and other obstacles
- Costs associated with road work that is incidental to the rest of the project may also be eligible.

**Level of Assistance:** Up to 30% of eligible expenses to a maximum combined assistance across Elements 1, 2 and 3 of \$5,000 per year per applicant.

## 3. Land Levelling/Land Forming

**Objectives:** To improve land productivity or production efficiencies by the levelling or forming of fields to improve the ease of mechanized production. To improve land productivity or production efficiencies for wild blueberries by the levelling of fields to allow for or improve the ease of mechanized production techniques (harvesting, pruning).

**Eligible Activities:**

- Movement of soil within a field as well as land forming and land levelling costs.
- Removal of stumps, rock and other obstacles.
- Flattening and filling in of surface irregularities through tracking with an excavator or other technique suitable to minimize ground surface damage.

**Level of Assistance:** Up to 30% of eligible expenses to a maximum combined assistance across Elements 1, 2 and 3 of \$5,000 per year per applicant.

#### 4. Site Suitability Assessment Element

**Objectives:** To support the identification and assessment of suitable crop and livestock lands by supporting the professional assessment of lands for the production of existing, new and emerging crops.

**Eligible Activities:**

- Preliminary assessment for mapping, site layout plan including details on the location and layout of future phases The site assessment should include:
  - An orthographic map to indicate site location
  - A colour aerial photograph of the site
  - A scaled sketch of the planned site layout showing intended production location, acreage and source of water (if applicable).
- The assessment may include:
  - An estimate of water drainage or water use requirements for the site
  - All watercourses and wetlands on or adjacent to the site may also have to be identified.
  - In some environmentally sensitive areas, a wetland delineation, rare plant survey, archaeological survey or migratory bird survey may be required.
- Pre-engineering for soil/water and subsurface analysis and topographic survey work. The pre-engineering or site assessment work may include:
  - testing of soil, sand and water
- This could also include:
  - A soil profile analysis
  - Testing sand for particle size
  - Testing of native soils onsite for drainage characteristics.
- A comprehensive study of the water supply could include:
  - A determination of the watershed size
  - Prediction of drainage flows, run-off and actual flow measurement of surface water sources.
  - This data is essential for determining the suitability of the site for the intended crop or livestock activity.
- Work using or developing computer models, acquiring GIS layers to assist in establishing support information required to finalize plans for agricultural development areas within the province will also be an eligible expense.

This sub-program will also help support the development of documents for standard operating practices related to environmental sustainable production and site development.

If required, activities by the Department of Agriculture, Aquaculture and Fisheries or the applicant associated with First Nations engagement or consultation are also within the scope of site evaluation.

**Level of Assistance:** Up to 50% of eligible expenses up to a maximum total assistance per project of \$35,000 over the life of the CAP program. Higher levels of assistance (e.g. higher % assistance or higher maximum contributions) may be considered where strong rationale and significant benefit back to the sector as a whole can be demonstrated.

## Section 6: Administration

### Program Duration:

The Canada / New Brunswick *Canadian Agricultural Partnership* (CAP) policy framework is a five year federal, provincial and territorial Initiative which will operate from April 1, 2018 to March 31, 2023, unless otherwise announced. Program applications are welcome on an ongoing basis until funding is exhausted.

Approved projects must be completed within the fiscal year for which they were approved (April 1 to March 31). Multi-year projects will only be approved for one fiscal year at a time and subject to satisfactory progress. Unless otherwise notified in writing, costs incurred prior to the date of the written project approval will not be eligible for funding. Upon project decision, the applicant will be notified in writing. The name of the designated Project Officer will be included on each letter of offer.

### Application Process:

Clients are responsible to submit a completed application form and attach any additional required documentation (as described in the program guidelines) and submit to any Department of Agriculture, Aquaculture and Fisheries (DAAF) regional office or directly to the CAP Administrator, Industry Financial Programs, Department of Agriculture, Aquaculture and Fisheries, P.O. Box 6000, Fredericton, NB E3B 5H1, or by e-mail to [CAP.ADMIN@gnb.ca](mailto:CAP.ADMIN@gnb.ca)

### Administration of Project:

If approved as part of the project, administration charges not exceeding 10% of the approved contribution may be paid to cover administration costs. The eligible administration costs are based on expenses invoiced to and paid directly by the applicant and claimed as eligible expenses through the project. Eligibility is limited to associations and groups and not applicable to on farm projects.

### Applicant Responsibilities:

Upon approval, applicants will receive a **Letter of Offer** which identifies the eligible activities, assistance offered, and the terms and conditions to which assistance is approved. **The Letter of Offer must be signed and returned within 30 days or funding will be forfeited.**

The Applicant must agree to provide access to records and/or premises to staff of DAAF and persons authorized by DAAF for inspection, evaluation, demonstration, audit and public information purposes upon request; provide DAAF any necessary information related to the evaluation of the project and demonstrate a significant contribution to the project. Successful applicants agree to participate in follow up surveys, either by mail, phone or electronically following completion of the project. Consolidated information will be used for program evaluation and policy development.

No current or former public office holder, public servant, Member of the Legislative Assembly or Member of the House of Commons who is not in compliance with applicable conflict of interest guidelines and legislation shall derive any benefit from this initiative.

### **New Entrants:**

Agriculture producers considered New Entrants are eligible for an additional 10% cost share on top of the approved cost share for a particular program. The total cost share will not exceed 100%. New Entrant is defined as an individual who has owned a farm for 5 years or less. The Department of Agriculture, Aquaculture and Fisheries may ask for documentation to determine eligibility as a New Entrant.

### **Advances:**

Upon request, advances may be provided to the successful applicant. Initial advances on project costs may be obtained for up to 50% of the approved project amount. Dependent upon the nature of the project, a subsequent advance for up to 50% of the remaining approved project amount may be provided at the discretion of the project officer.

### **Travel Costs:**

**Airfare:** 50% of return economy airfare to destination.

**Note:** A quote from the Airline Company or travel agent for the approximate value of an economy ticket for the proposed travel dates must be included with the application.

**Mileage:** \$0.20/km to a maximum of 50% of equivalent economy airfare to destination.

**Outgoing Mission Per Diems:** Per Diem rates for one person to cost share accommodation, travel and meal expenses may be offered as follows:

- \$100 CDN per day with Canada (includes accommodations, meals, ground transport, parking, etc.). **Hotel invoice required for proof of stay.**
- \$150 CDN per day in the United States (includes accommodations, meals, ground transport, parking, etc.). **Hotel invoice required for proof of stay.**
- \$200 CDN per day in Other Countries (includes accommodations, meals, ground transport, parking, etc.). **Hotel invoice required for proof of stay.**

**Incoming Buyer Per Diems:** \$100 CAD per day. Maximum of 3 days. For costs incurred in NB only.

**Submission of Claim:**

Upon project completion, the completed Claim for Reimbursement form must be forwarded to the designated Project Officer. These forms must be submitted together with a detailed invoice and proof of payment, which may include the following: an original receipt, image of cancelled cheque (front and back), or statement from financial institution showing transaction.

The claim must be signed and submitted by the claim deadline as identified in the Letter of Offer. Costs included in the claim must be approved and incurred within the approved project dates as identified in the Letter of Offer.

**Reimbursement of Claim:**

Claims will be made payable to the name of the Applicant as indicated on the application form. Clients are encouraged to apply for direct deposit as a payment option to expedite reimbursement. Clients may contact Service New Brunswick Accounts Payable ([http://www2.gnb.ca/content/gnb/en/departments/government\\_services/procurement/content/direct\\_deposit.html](http://www2.gnb.ca/content/gnb/en/departments/government_services/procurement/content/direct_deposit.html)) or their Project Officer to complete this form.

**Tax Form:**

Any Amount a client receives through CAP is funding considered declarable income to the client. DAAF will issue the appropriate tax form to the client.

**Set Off:**

Any funds eligible for reimbursement to the client will be applied to amounts outstanding owed to the Government of New Brunswick first, and remaining amounts (if any) disbursed to the client. Funds applied to outstanding debts will be reflected on the client account statement.

**HST:**

The non-reimbursable portion of HST may be provided as an eligible cost for certain organizations (i.e. Not-for-profit organizations). Appropriate documentation showing the applicant's eligibility for HST reimbursement must be provided at the time of the application. Any amounts for HST reimbursement requested must be included in the project application.

**Arm's Length Transactions:**

Unless otherwise stated in the program guidelines, all businesses from which eligible goods and services are purchased should be at arm's length from the applicant. A person or entity is considered to be at arm's length if they are not related to the applicant, and are not affiliated or controlled by another member of the applicant's business. Related individuals are defined as those that are connected by blood relationship, marriage, common-law partnership or adoption.

**Project Reporting:**

Project reporting may be required as part of an approved project. In these cases, applicants are required to submit an interim report and/or final report following project completion. A portion of the approved funding may be held back until the required final report, satisfactory to the project officer, has been submitted and is complete. Failure to submit an acceptable final and/or interim report may impact future funding approval decisions and may result in a holdback of reimbursement on project claims. Unless otherwise specified in a written agreement, the results from the project may be published.

***The Department of Agriculture, Aquaculture and Fisheries, reserves the right to terminate this program or to modify these Guidelines at any time without notice.***