

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Business Planning, Skills Development
and Agriculture Education





Program Description/ Objectives

To support business planning, skills development and awareness in the New Brunswick agriculture sector.



ELEMENT # 1

Skills Development for Agricultural Producers

Eligible Applicants:

- Agriculture producers (individuals or groups)
- Agri-businesses
- Indigenous Peoples or Organizations

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 management, marketing, human resource management, production, value-added, innovation, or technology, which clearly demonstrates increased benefits to the farm business.
- 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.

Ineligible Activities:

- Expenses for training activities in Atlantic Canada that are directly funded under Sustainable Canadian Agricultural Partnership programming or other government programs.
- Expenses for entertainment, capital purchases, software, licencing, and computer applications and any other expenses deemed ineligible by the New Brunswick Department of Agriculture, Aquaculture and Fisheries.

Levels of Assistance:

- Up to 70% of the eligible costs for training to a maximum contribution of \$3,000 per project. Travel costs are not to exceed New Brunswick provincial government rates as prescribed in the Administrative Guidelines.
- Maximum assistance per applicant is \$6,000 in each fiscal year (April 1 - March 31).

ELEMENT # 2

Business Planning for Agricultural Producers

Eligible Applicants:

- Agriculture producers (individuals or groups)
- Agri-businesses
- Indigenous Peoples or Organizations

Eligible Activities:

- Professional fees and services related to development and implementation of the plan.
- Professional fees and services related to benchmarking.
- For a value-added plan, a prior positive feasibility study may be required.
- Initial investment in Financial Information Technology applications that enhance the competitiveness and facilitates the management of business processes and data analysis.
- Other costs approved by the New Brunswick Department of Agriculture, Aquaculture and Fisheries which are considered essential for the successful completion of the project.

Ineligible Activities:

- Expenses for entertainment, capital purchases and any other expenses deemed ineligible by the New Brunswick Department of Agriculture, Aquaculture and Fisheries.

Levels of Assistance:

- Assistance for eligible applicants may be up to 60% of the eligible cost, to a maximum contribution of \$10,000 per applicant; and up to \$10,000 per year.
- Maximum contribution of \$6,000 per year for an eligible business plan project.
- Assistance for eligible initial investment in a financial IT application may be up to 50% to a maximum of \$2,000 per project and per year.



ELEMENT # 3

Skill(s) Development, Planning and Agriculture Education for Agricultural Organizations and Associations

Eligible Applicants:

- Agricultural industry organizations and associations

Eligible Activities:

- Initiatives that create public awareness about the New Brunswick agriculture industry.
- Projects focused on specialized group training for farm owners, managers or their employees relating to marketing, business and human resource management, production, innovation, benchmarking, group investigative travel, technical skills which clearly meets the objectives of the program.
- Annual association meetings, speakers, strategic events and activities which clearly meet the objectives of the program.

Ineligible Activities:

- Nutrition breaks, lunches, entertainment, capital purchases and any other expenses deemed ineligible by the New Brunswick Department of Agriculture, Aquaculture and Fisheries.

Levels of Assistance:

- Up to 80% eligible costs (based on travel rates set in the administrative guidelines) to send approved delegates to training events, limited numbers may apply.
- Up to 80% of eligible costs to host training events including:
 - Rental of facilities and specialized equipment.
 - Consultant or speaker fees.
- Maximum assistance per training project is \$12,500.
- Maximum assistance per applicant is \$25,000 in each fiscal year.
- Up to 100% of the eligible cost of developing and implementing a provincial, interprovincial, regional strategic plan and/or agricultural initiatives to a maximum contribution of \$25,000 over the duration of the program.
- Up to an additional 10% of eligible cost for the administration of the project, and up to 100% of expenses for translation expenses.



Administrative Guidelines

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



Other Requirements

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



Reporting

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



Regional Collaboration

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

How to Apply

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

[**Crop Sector Development \(Branch\) \(gnb.ca\)**](#)

[**Livestock Sector Development \(Branch\) \(gnb.ca\)**](#)

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

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

E-mail Applications:

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

Mail Applications:

Sustainable CAP Program Administrator
Industry Financial Programs
Department of Agriculture, Aquaculture and Fisheries
PO Box 6000
Fredericton, NB
E3B 5H1