

# Cranberry Industry Development Program



**Sustainable Canadian  
Agricultural Partnership**

Competitive. Innovative. Resilient.

**(Office use only)**

Date received	Application received by
Project Number	Previous Project Number

New application	New entrant	Continuation of previous approved project
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**Language preference for correspondence:** English / Anglais      French / Français

## Step 1 - Basic Eligibility Requirements

**I confirm that all of the following conditions are met:**

- ✓ The applicant is eligible under the *Sustainable Canadian Agricultural Partnership*.
- ✓ The applicant is in compliance with all Requirements of Law and agrees to remain in compliance with all Requirements of Law for the duration of the project. "Requirements of Law" means all applicable requirements of law, as may be set out in statutes, regulations, by-laws, codes, rules, ordinances, official plans, approvals, permits, licences, authorizations, decrees, injunctions, orders and declarations, or any other similar requirement of law.
- ✓ The project does not support normal operating costs associated with carrying out a business.
- ✓ The project does not support basic research (experimental or theoretical work undertaken primarily to acquire new knowledge without a commercial or other specific application in view).
- ✓ The project does not, and the project activities do not, directly influence and/or lobby any level of government.

## Step 2 - Applicant Contact Information (Communication and disbursements will be addressed to applicant name)

<b>Applicant Name (Business Name or Individual Name)</b>		
<b>Contact Name</b>		
<b>Secondary Contact</b>		
<b>Email</b>	<b>I prefer documents be communicated to me by email</b>	
<b>Phone Number</b>		
<b>Address</b>		
<b>City/Town</b>		
<b>Province</b>	<b>Postal Code</b>	<b>Country</b>
<b>CRA Business Number or GST/HST Number</b>		

**Step 3 - Project Location** (Identify where project work is taking place if different than above – attach additional information if required)

Primary Location	Secondary Location
<b>Project Contact Name</b> (if different than above)	
<b>Phone Number</b>	
<b>Address</b>	
<b>City/Town</b>	
<b>Province/Postal Code</b>	
<b>Property Identification Number</b> - PID (if applicable)	

(This step is optional)

**Step 4 - Is your company/organization majority owned (50% or more) by one or more of the following groups?**

(Select all that apply)

- |                    |         |                                     |                     |
|--------------------|---------|-------------------------------------|---------------------|
| Indigenous Peoples |         | Women                               | Not applicable      |
| First Nations      | Metis   |                                     |                     |
| Inuit              | Unknown | Youth<br>(40 years old and younger) | Decline to identify |

(This step is optional)

**Step 5 - Select any of the following groups who will directly benefit from the project's activities**

(Select all that apply)

- |                    |         |                                     |                     |
|--------------------|---------|-------------------------------------|---------------------|
| Indigenous Peoples |         | Women                               | Not applicable      |
| First Nations      | Metis   |                                     |                     |
| Inuit              | Unknown | Youth<br>(40 years old and younger) | Decline to identify |

**Step 6 - Recipient Type** (Applicant chooses one of the following options)

- |   |                           |             |
|---|---------------------------|-------------|
| Primary Producer                                | Processor                 |             |
| Industry Organization                           | Research Body/Institution |             |
| Retailer/Wholesaler                             | Service Provider          |             |
| Provincial / Territorial / Municipal Government | Indigenous                |             |
|   | community                 | association |
|   | organization              | individual  |

**Step 7 - Commodity or Sector - What commodity or sector does the project activities benefit?**

<b>Commodity or Sector</b>	
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## Step 8 - Project Title and Description

<b>Project Title</b> (10 words or less)
<b>Project Description</b> - Provide the following information on the project; description of the project; challenges and issues; opportunities and benefits; expected outcome; attach additional information such as business plan as needed.

## Step 9 - Work Plan

List each high level activity/key milestone necessary to successfully complete the proposed project, in chronological order of estimated completion date. Attach additional sheets if necessary.

Proposed Project Start Date		Proposed Project End Date	
Activity or Milestone			Estimated Completion Date
1.			
2.			
3.			

## Step 10 - Additional Information

### 1. Indicate amount of funding requested:

\$ \_\_\_\_\_ \*Note - approval is on an annual fiscal year basis, April 1 to March 31

### 2. Are you a member in good standing of the Canneberges New Brunswick Cranberries?

Yes

No

Must be a member in good standing of Canneberges New Brunswick Cranberries (CNBC).

### 3. Site inspection.

Sites will need to be inspected by a representative of the New Brunswick Department of Agriculture, Aquaculture and Fisheries (NBDAAF) before the cranberry plugs or vines are planted (Element A) and after bed renovation is completed (Element B). Please call your Project Officer at least one week ahead to arrange for site inspection.

### 4. Element A - Assistance for the establishment of higher yielding cranberry varieties or varieties with improved marketability into renovated beds.

#### Project Details - Information required:

- Please supply a written description of the activities that you will be performing to renovate existing cranberry bed(s). Information will include such things as a sand analysis report (depth of current sand and how much additional sand will be applied), changes or improvement to your irrigation and drainage system. Also required is an expected planting date for the cranberry plants (plugs and vines). See Appendix 1 (in guidelines) for variety selection.
- A list of all cranberry varieties planted and provide cost details (Table 1 and Table 2).
- An estimate, in terms of dollar value, of how much the funding is expected to contribute to the growth and sustainability of your operation \$ \_\_\_\_\_. Indicate (  ) what specific areas this value is coming from: increased productivity per acre ( \_\_\_\_\_ ), production of higher value varieties ( \_\_\_\_\_ ), access to new market ( \_\_\_\_\_ ) or other ( \_\_\_\_\_ ) \_\_\_\_\_.

**Table 1:** List of varieties and density of cranberry plugs or vines to be planted.

Farm Location and Bed #	Variety	Number of cranberry plants to be purchased	Density (cranberry plugs per acre or tonnes of vines per acre)	Dimension of area to be planted	
				width & length (feet)	acres
e.g. 1200 Route 105 Bed 16	Haines	52,000	43,560	150' x 347'	1.19

**Table 2:** Cost details (HST is not eligible for reimbursement)

Eligible Costs Cranberry Plugs or Vines	Variety	Quantity of cranberry plants	Total Cost	
			US\$	Canadian \$ Conversion*
Cost per cranberry plug (US \$0. ____)	Variety 1			
Royalty Fee	Variety 1			
Cost per cranberry plug (US \$0. ____)	Variety 2			
Royalty Fee	Variety 2			
Cost per tonne of cranberry vines (CAN US \$____)	Variety 3			
Royalty Fee	Variety 3			
Shipping Cost				
Brokerage Fee				
<b>Total</b>				<b>\$</b>

\* Conversion rate as of date of approval.

- If the actual exchange rate paid by the applicant is lower than on the date of approval, the actual exchange rate will be paid. Conversion fee charged by the bank will be covered.

**The maximum contribution per acre is \$9,000 Canadian per year for cranberry plugs and \$5,000 per acre for cranberry vine cuttings.**

<b>Grand Total Requested from the Sustainable Canadian Agricultural Partnership</b>	\$ _____ Canadian
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**Costs related to the cranberry plug or vine purchase incurred prior to approval are not eligible for assistance. Provide a quotation from a supplier for the cranberry plugs or vines and other eligible expenses.**

## 5. Element B – Assistance for the renovation of existing beds

**Please include:**

A written description (attach) of the steps taken in order to renovate the cranberry beds.

**Table 3:** Renovation (HST is not eligible for reimbursement). See Eligibility Criteria in Guidelines.

Site Preparation	Total Cost \$	Funds Requested (50% of total eligible cost)
<b>A. Renovation costs for cranberry beds.</b>		
Killing or removing existing vine		
Sand purchase and application _____ inches (minimum 8")		
Bed levelling and contouring		
Other		
<b>Total A</b>		
<b>B. Cost of planting and establishing the cranberry plants. (Grower Contribution only)</b>		
Planting the rooted cranberry plants (labour, equipment rental, equipment operating costs)		
Fertilization of new rooted cranberry plants		
Irrigation to establish rooted cranberry plants (fuel, electrical, labour costs)		
Pest control		
Other		
<b>Total B - Grower Contributions</b>		
<b>Total Cost A + B</b>		
<b>Funds requested (Maximum of \$8000 per acre)</b>		

Cost estimates when calculating your equipment operating costs [Machine Rental Rates - Transportation \(gnb.ca\)](#)

**6. Element C: Assistance for the adoption of new technologies and/or purchase of specialized equipment that will improve cranberry production practices in New Brunswick.**

**Please include:**

A written description (attach) of how the specialized equipment and/or innovative technology requested will improve your cranberry operations productivity or efficiency.

A complete list /description of eligible items and cost details for Element C.

An estimate of the potential \$ value or revenue that the new technologies and/or specialized cranberry production equipment will contribute to the growth or sustainability of your farm operation \$ \_\_\_\_\_. Indicate (  ) what specific areas this value is coming from: increased quality (    ), increased volume (    ), reduced loss (    ), reduced labour costs (    ) or other items (    ) \_\_\_\_\_.

Eligible items and cost details for Element C (HST is not eligible for reimbursement)  
Costs incurred prior to project approval are not eligible under Element C

Eligible Items	Information	Quantity	Item Cost \$	Total Cost \$	Total Funds Requested (Item cost x 50%)
<b>Quotes or Invoices must be attached if applicable</b>					
Small Scale Innovated Technology					
Harvesting Totes					
Monitoring Technologies					
Other Innovative Specialized Technologies					
<b>Total</b>					

**The maximum contribution per applicant for Element C is \$20,000.**

**7. Other**

Applications must be received no later than **July 31st, 2024 for Element A, August 30th, 2024 for Element B and January 21st, 2025 for Element C.**

Priority will be given to Element A – Higher yielding cranberry varieties or those with improved marketability.  
All applications for Element A will be reviewed after the application deadline (July 31st, 2024). If the total number of eligible acres requested in approved projects exceeds the annual funding allotment for the program, funding will be prorated.  
The maximum contribution under the Cranberry Industry Development Program will be \$45,000.00 per year per applicant.

Claim for reimbursement must be submitted no later than **January 31, 2025.**

## Declaration and Signature

The applicant certifies that the information and representations contained in this application are true and correct to the best of his/her/its knowledge and belief.

The applicant hereby gives his/her/its consent to the Minister of the Department of Agriculture, Aquaculture and Fisheries of the Province of New Brunswick and to the employees, agents, successors and assigns of the said Minister to seek and obtain further and other information to whatever extent and from whatever sources or records as may be deemed or considered appropriate.

The applicant consents to the disclosure of applicant contact and project information to Canada and New Brunswick for disclosure of financial, investment and qualitative information related to the funding of a project. Financial information disclosed may be funding under a priority area, activity area and recipient type. Investment information may be disclosed for the purpose of analyzing impacts of Federal/Provincial/Territorial investments in the sector. Qualitative information may be disclosed to evaluate the results achieved from spending on programs under Sustainable CAP.

The applicant consents to New Brunswick or Canada publishing the amount of funding the applicant has received under Sustainable CAP.

<b>Applicant Signature</b>	<b>Date</b>

Completed applications can be submitted as follows:

- ✓ in person or mailed to your regional Department of Agriculture, Aquaculture and Fisheries office,
- ✓ emailed to [Sustainable.CAP@gnb.ca](mailto:Sustainable.CAP@gnb.ca)
- ✓ mailed to Sustainable CAP Program Administrator:

Department of Agriculture, Aquaculture and Fisheries  
PO Box 6000; Fredericton NB; E3B 5H1