

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Cranberry Industry Development Program





Program Description/ Objectives:

- To provide assistance to New Brunswick cranberry growers for the establishment of cranberry varieties with improved yield or marketability.
- To assist with the adoption of new cranberry production technologies and/or purchase of specialized equipment that will improve cranberry production practices in New Brunswick (NB).



Rationale:

- In order for the cranberry industry to be competitive and profitable, investment is needed in new cranberry varieties that are more productive and/or will allow producers to target various markets. Planting of healthy, genetically improved cranberry plant material of certified genetic makeup which produce higher yield and higher quality berries will be critical to the future prosperity of the New Brunswick cranberry industry.
- Proper renovation of older beds for these varieties will be an essential component of future cranberry development.
- Innovative technologies and equipment will allow the industry to be more competitive and profitable.

Eligibility:

Eligible Applicants:

- Established New Brunswick cranberry growers with one acre or more of cranberry beds.
- Activities must be carried out within the province of New Brunswick.
- Must be a member in good standing of Canneberges NB Cranberries.



Program Elements:

ELEMENT A:

Assistance for the establishment of higher yielding cranberry varieties or those with improved marketability into renovated beds

Eligible Items:

- Rooted cranberry varieties sold as plugs (foundation level virus indexed - as listed in Appendix 1), shipping fees, royalty fees and brokerage fees.
- Unrooted cranberry varieties sold as cuttings (vines), that have been verified to be true to variety.

Eligibility Criteria:

- The applicant must submit a cranberry bed plan for the planting site that includes a list of cranberry varieties being planted (as selected from the list in Appendix 1), and a written description of the activities that will be performed. The cranberry plants (plugs) must be rooted and sourced from virus indexed stock certified at the foundation level. If varieties to be planted are not included on the list (Appendix 1) or if they are not virus indexed rooted plugs, a strong rationale explaining why these varieties should be eligible for funding must be provided. The cranberry vines must be of guaranteed true to variety by the supplier.
- Growers must agree to honor intellectual property (U.S.) or Plant Breeders Rights (Canada) requirements of the variety rights holder.
- To be eligible, rooted cranberry plugs must be planted in their permanent location by August 15th, 2025, and for non-rooted cuttings (vines) May 30th, 2025.
- The applicant must submit an estimate, in terms of dollar value, of how much the funding is expected to contribute to the growth and sustainability of the operation.

Level of Assistance:

For a renovated bed to be planted with rooted plugs, the applicant will be eligible for 50% of the eligible costs of the plugs, to a maximum of \$9,000 Canadian per acre to a maximum of five (5) acres. Eligible costs include the plugs, royalty fees, brokerage fees and shipping. Rooted cranberry plugs must be planted at a minimum density of 43,560 plants per acre.

For a renovated bed to be planted with non-rooted cuttings (vines), the applicant will be eligible for 50% of the eligible cost of the vines, to a maximum of \$ 5,000 per acre to a maximum of five (5) acres. Eligible costs include the vines, royalty fees, brokerage fees and shipping. Vines must be planted at a minimum of 2 tons per acre.

Proof of payment for plugs and cuttings (vines) will be required.

Growers are responsible for demonstrating that they have complied with the following requirements related to site preparation:

- Killing existing rooted cranberry plants if present
- Breaking up or removal of root mass
- Sand depth (8" minimum)
- Installation of drainage pipes every 10' - 18', depending on texture of sand
- Levelling of the bed
- Upgrading irrigation equipment if required
- Removal of the weeds
- Planting of rooted cranberry plugs by August 15th and May 30th for vine cuttings
- Fertilizing the cranberry plants
- Controlling pests
- Irrigating the plants as required

Complete Table 3 in the application form which provides information regarding the requirements listed above.

Department of Agriculture, Aquaculture and Fisheries (DAAF) staff will verify the plant density and health of the cranberry rooted plugs or vine cuttings before claims are processed. Growers must follow recommended cultural practices for the establishment of new cranberry plants (e.g., proper planting procedures, irrigation, fertilizers and weed control).

Costs incurred prior to April 1st, 2025, will not be eligible for assistance.

Application Deadline: June 30th, 2025

ELEMENT B:

Assistance for the renovation of existing beds

Eligible Items:

Renovation expenses including the destruction of existing plants, breaking up of and removal of root mass, sanding and bed levelling and contouring.

Eligibility Criteria:

- The applicant must submit a cranberry bed plan for the renovation site that includes a list of cranberry varieties being planted, a written description of the activities (Table 3 in application form) that will be performed, and a timeline as to when the beds will be replanted.
- The applicant must submit an estimate, in terms of dollar value, of how much the funding is expected to contribute to the growth and sustainability of the operation.
- Items not eligible: drainage, irrigation equipment, fertilizer, weed and pest control, irrigating the plants.

Level of assistance:

For bed renovations, the applicant will be eligible for 50% of eligible costs up to a maximum of \$8,000 per acre to a maximum of 5 acres.

DAAF staff will verify that the beds have been renovated following recommended practices.

Costs related to renovation incurred prior to the date of project approval are not eligible for assistance unless indicated in the letter of offer.

Application Deadline: August 30, 2025

ELEMENT C:

Assistance for the adoption of new technologies and/or purchase of specialized equipment that will improve cranberry production practices in New Brunswick

Eligible Items:

Monitoring technologies, innovative small-scale equipment, harvesting totes. Other innovative specialized technologies related to cranberry production may be considered if sufficient rationale is provided.

Eligibility Criteria:

All applicants must provide a written explanation as to how these improvements or pieces of equipment will increase the productivity and/or efficiency of their operation. A copy of quotation or invoice (whichever applicable) must be submitted with the application.

Level of assistance:

Assistance will be provided for up to 50% of eligible costs to a maximum of \$20,000 per applicant. The number of bins must be verified for identification purposes by DAAF staff before funding will be provided. All bins must have clearly visible permanent marking that identifies the year purchased. Proof of payment will be required.

Costs incurred prior to April 1st, 2025, are not eligible for assistance.

Cost incurred before the project is approved will not be eligible for assistance unless indicated in the letter of offer. Application deadlines: January 21, 2026

The maximum contribution under the Cranberry Industry Development Program will be \$45,000.00 per year per applicant.

Priority will be given to Element A items – Higher yielding cranberry varieties or those with improved marketability.

All applications for Element A will be reviewed after the application deadline (June 30th, 2025). If the total number of eligible acres requested in approved projects exceeds the annual funding allotment for the program, funding will be prorated.

Appendix 1

List of cranberry varieties eligible for this program. Must be foundation level virus indexed.

If the variety to be grown is not on this list, please provide a strong rationale explaining why these varieties should be eligible for funding.

Varieties
Demoranville
Scarlet Knight
Haines
Mullica Queen



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.

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 link:

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

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
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