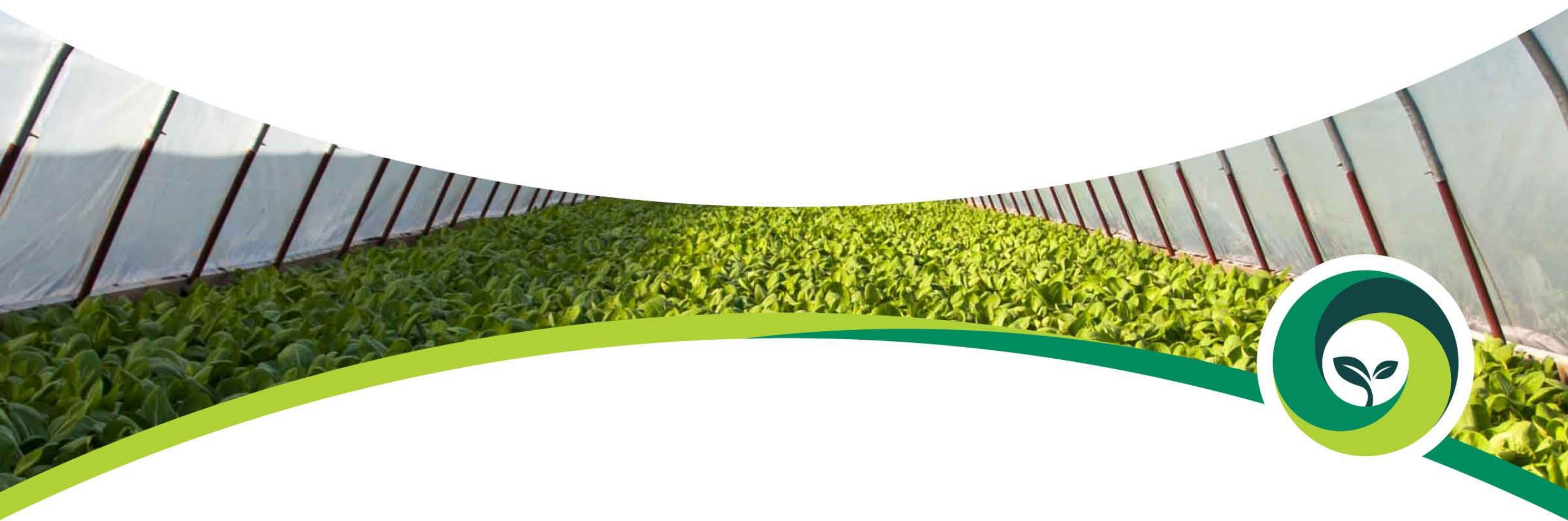


Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

AgriAssurance Program



AgriAssurance Program Under Sustainable CAP

- **Objective**
 - To support industry to develop, verify and integrate assurance systems to address market and regulatory requirements (e.g. food safety, plant and animal health surveillance, animal welfare, environmental sustainability, traceability, market attributes and quality standards) and enable industry to make credible, meaningful and verifiable claims about the health, safety, and quality of Canadian agriculture products.
- **Funding**
 - \$64.05 million over 5 years (for both components)
- **Description**
 - The AgriAssurance Program will be delivered through two components:
 - The National Industry Association Component, which will support not-for-profit industry organizations to develop or improve national assurance initiatives.
 - The Small and Medium-sized Enterprises (SME) Component, which will support businesses to adopt assurance systems and supporting tools to make verifiable claims in order to meet export market requirements or domestic markets for Indigenous groups.

AgriAssurance SME Applications

- As of March 2024, 16 applications have been received.
- 7 projects approved with signed Contribution Agreements.
- AgriAssurance-SME is expecting that:
 - An average project amount will be around \$25,000 and will not exceed the maximum contribution of \$50,000.
 - Previously (under CAP) projects included obtaining certification for the British Retail Consortium (BRC), International Featured Standards (IFS), Safe Quality Food (SQF), Hazard Analysis and Critical Control Point (HACCP). The program expects projects will be looking to obtain the same and similar certifications.



- More applications from SME's are expected, 40 projects were approved under CAP

AgriAssurance Program – SME Parameters

	SME - Small and Medium-Sized Enterprises
Eligible Applicants	<ul style="list-style-type: none"> • < 500 FTEs • sales <= \$100M • Underrepresented groups such as Indigenous-led and Women-owned organizations
Maximum Contribution	Up to \$50K per project or \$100K over 5 years
Cost-Share Ratio	50:50
Stacking Limit	85%
Repayability	Non-repayable
In-Kind	N/A
Application deadline	Applications accepted until September 30, 2027, or until funding has been fully committed or until otherwise announced by the programs. The program ends March 31, 2028.

AgriAssurance Program – SME Parameters

Expanded Eligibility Criteria for SME:

Domestic certification is eligible for Indigenous-led businesses.

Eligible Activities:

Support activities required to adopt assurance systems and supporting tools to address international market requirements to expand export opportunities, or domestic markets for Indigenous Peoples. These activities include:

- contracting **professional services** to obtain the certification for agricultural and agri-food products required to access a specific export opportunity or domestic market.
- paying the **salary** of individuals dedicated to working on the development of documents and/or training for such certification.
- **travel** to enable the certification
- **lab testing** required to obtain the certification or recognition.

Ineligible Costs:

- Payments to any Government of Canada department
- core business of the organization
- alcohol, awards ceremony, or entertainment
- minor assets and capital items not specifically required for the project

Examples of SME Projects:

D'Angelo Pasta Ltd.	Port Moody, British Columbia	HAACP	This project aims to develop assurance systems that address food safety, quality, and traceability. Once assurance systems such as SQF or BRC have been developed and implemented, the company will look to CFIA for licenses to export their pasta products to the US market. The company will be focusing on exporting to two markets within the US - food services and specialty retailers.
Eatable Foods Inc.	Concord, Ontario	NSF Supplier Assurance Food Manufacturing, Kosher, and Gluten-free certifications	This project aims to obtain National Sanitation Foundation (NSF) Supplier Assurance Food Manufacturing, Kosher and Gluten-free certifications to increase sales to the US.
CRO Quail Farms Inc.	Saint Anns, Ontario	Safe Quality Food (SQF) certification	This project aims to obtain Safe Quality Food (SQF) certification to allow for expansion into export markets and to enter agreements with Costco US to be the private label provider for quail eggs for the Kirkland brand.
Yumasoy	Vancouver, British Columbia	NSF for Whole Foods US	This project aims obtain the Safe Quality Food certification to export to Wholefoods US.
Shires Bakery	Hamilton, Ontario	Brand Reputation Compliance Global Standard (BRCGS)	This project aims to obtain BRC accreditation to meet the export needs to expand to international markets.
Wolfe Honey Ltd. (Honey Bunny Inc.)	Guy, Alberta	True Source Certified (Honey)	This project aims to obtain True Source Honey Certification to export to the US.
Nothern Nutraceuticals	Spalding, Saskatchewan	GFSI	This project aims to obtain GFSI Certification to export to the South Korea.

Contact Us

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