

Cranberry Industry Development Program 2021 - 2022 Guidelines

1) Objective:

- 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).

2) 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 different 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 beds for these new varieties will also be an essential component of future cranberry development.
- Innovative technologies and equipment will allow the industry to be more competitive and profitable.

3) Eligibility:

A) 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 the Canneberges NB Cranberries.

4) 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 I), 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, 2021 and May 30th, 2021 for non-rooted cuttings (vines).
- 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 two (2) 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 \$ 4,000 per acre to a maximum of three (3) acres. Eligible costs include the vines, royalty fees, brokerage fees and shipping. Vines must be planted at a minimum of 2 tonnes 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:
<ul style="list-style-type: none">○ 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 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, 2021 will not be eligible for assistance.

Application Deadline: June 28, 2021

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 time line 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 maximum of \$6,000 per acre to a maximum of 3 acres, provided sanding depth meets the minimum 8” guideline and the grower can demonstrate the other required work has been completed.

Department of Agriculture, Aquaculture and Fisheries 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.

Application Deadline: August 30, 2021

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 \$10,000 per applicant. The number of bins must be verified for identification purposes by NBDAAF 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 project approval are not eligible for assistance under Element C.

Element C - Application deadlines: January 21, 2022

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

The maximum contribution under the Cranberry Industry Development Program will be \$30,000.00 per year per applicant.

Projects will be reviewed on a first come first serve basis until funds are exhausted

5) Application Process and Administration:

Program Duration:

The Canada / New Brunswick 'Canadian Agricultural Partnership' 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

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% contribution provided the contribution does not exceed the established maximums under each program. The total contribution from all government sources will not exceed 100% for the eligible costs. New Entrants are defined as individuals who have 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.

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](#) or their Project Officer to complete this form.

Tax Form:

Any Amount a client receives through Canadian Agricultural Partnership 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.

Appendix 1

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

<i>Varieties</i>
Crimson Queen
Demoranville
Scarlet Knight
Haines
Mullica Queen