

## **2021-2022 Fruit and Vegetable Industry Development Program**

*The projects will be evaluated and selected based on program guidelines and merit. Project merit will be assessed according to the following criteria: 1) the comprehensive project description and justifications (application form, business plan and/or questionnaire), 2) its suitability to the immediate situation of the applicant, 3) project impact on the operation and on the sector 4) proposed budget, 5) whether the project involves other producers and 6) the experience of the applicant.*

*The project proposal will be evaluated based on the information included in the application and in the following questionnaire.*

### **Please provide answers to the following questions**

#### **Section 1: Business information**

1. Provide a description of your business.
2. How many years have you been in commercial production?
3. How many acres are in production? Acres available? Crops grown? Crops to be grown?  
Do you own the farmland? What is the PID (s) of the farmland? If rented, do you have a land use agreement with the owner? Is the owner a family member?
4. Value of sales from previous 3 years (if available) and did your sales meet your sales projections?
5. What market does your business operate in? How and where is your produce sold? What is your competition? Wholesale vs retail?
6. Biography of key personnel, making sure to highlight the competencies, experiences, education and training in farming and business management including the names of consultants, mentors or textbooks.
7. Describe your strengths and weaknesses associated with the production and marketing of your fruit and vegetable crops.

#### **Section 2: Financials**

1. List the farm assets that you own.
2. Describe the next investments in infrastructure and equipment (include \$ value of investments) that will be required in the next three years to support your business development and what will your business look like in three years.
3. Provide financial projections for your business for the next 3 years. Highlight the added potential income/profit generated by the technologies or equipment requested on your application.

#### **Section 3: Project objectives and outcome**

1. Describe the project objectives and what are you hoping to achieve. Will the project increase your capacity to grow more, grow new crops, increase sales, modernize existing equipment, capture new markets and/or improve efficiencies? Please explain.
2. What are the crops you plan to grow the most (from most important to least important crop)?