

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Market Development

Program Guide

Version 2.0





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Section 1 - Program Description

The Market Development program will advance the agriculture, agri-food and agri-product sector's innovation and business capacity to maintain existing markets and capture emerging market opportunities. The program will provide financial assistance to eligible applicants for market development activities that enhance interprovincial trade and export capacity of individual businesses and improve overall domestic and international trade access for the sector.

Section 2 - Program Eligibility

The Market Development program is open to:

- Agri-food processors
- Agri-product processors
- Abattoirs
- Brand owners
- Indigenous government, businesses, communities, and organizations


Eligible applicant must:

- be registered with the Manitoba Companies office in Manitoba.
- be directly involved in or affiliated with activities that contribute to the transformation of agri-food and agri-products into end products. Products can be involved in further value-added processing or be a finished product and they must be sold directly to customers.
- have a significant portion of business sales revenue in wholesale trade, including sales to service establishments, retail stores and wholesale distributors (versus direct sales to consumers).
- provide a copy of:
 - their most recent balance sheet and income statement if their business has been in operation more than one year, or
 - pro forma balance sheet and income statement if their business has been in operation one year or less.
- have a Manitoba Premises Identification Number if they operate an Abattoir.
- ensure that they meet all:
 - program eligibility requirements, and
 - Manitoba and Canada government laws and regulatory requirements.

A business with multiple divisions, operating names, or units, will count as one business.

Government of Manitoba employees, who are the majority shareholder (50 per cent or higher) in a business, are not eligible to apply for funding.

Current or former members of the Legislative Assembly of Manitoba who hold an ownership interest in a business are ineligible to apply for funding.



Additional factors may be considered in determining the eligibility of the applicant, including:

- the provision of false or misleading information by the applicant under other Sustainable Canadian Agricultural Partnership (Sustainable CAP) programs.
- amounts due and owing by the applicant under other Sustainable CAP and Manitoba programs.

Section 3 - Cost Share Funding

Activities are cost shared between the government and applicant; the cost share ratio is up to a maximum of 50:50. The minimum project size that will be accepted is \$3,000 in eligible expenses. There is a maximum program funding cap of \$30,000 per applicant per intake.

Eligible Expenses

Eligible expenses must be directly related to the execution of an approved project. The applicant must provide expense details for each program funding stream activity in the Application Worksheet.

The following expenses are **eligible** for reimbursement:

- Facility and equipment rentals
- Knowledge transfer
- Professional fees
- Materials and supplies
- Subcontracted services
- Travel for market development and export training, participating in retail marketing programs in-store and in-market domestic and international Business-to-Business (B2B) market development activities or events outside of Manitoba
- Provincial sales tax (PST)

The marketing of fish and seafood products to new or existing international markets will be considered an eligible expense under this program. All other activities which involve fish and seafood products will be considered ineligible under this program.

The applicant is solely responsible for all project expenses, including all ineligible expenses and any project deficits or over-runs.

Ineligible Expenses

The following expenses are **ineligible** for funding:

- Where a project is approved, no eligible expense will be reimbursed unless a Funding Agreement is signed
- Any expense, including a tax, which is eligible for a rebate, credit, or refund such as Goods and Services Tax (GST)
- In-kind contributions such as staff labour, use of capital asset and equipment, materials, consulting, technical and professional services (e.g. in-house product and process research and development, testing, laboratory testing and analysis, nutritional labelling, and review)
- Expenses incurred outside of the dates listed in the Funding Agreement
- Expenses not directly associated with the eligible expenses approved in the Funding Agreement
- Regular and on-going operating expenses associated with conducting business operations
- Regular and on-going maintenance expense (e.g. repairs, upgrades, and replacement of existing capital assets and accessories)
- Extended warranties
- Expenses associated with lobbying
- Financing charges, loan interest payments, bank fees and charges
- Any compensation to any government employee for organizing or delivering parts of the project
- Purchase of any capital assets and accessories
- Capital investments (e.g. building, land) related to establishing a commercial business
- Expenses for office renovations
- Multi-use items (e.g. computers, tablets, phones, cameras, batteries, clothing and footwear, tools, tents/canopies)
- Project-related activity that generates revenue during the execution of the project
- Travel expenses incurred by professional service providers related to conducting primary market research and developing market intelligence reports and studies and participating in retail marketing programs in-store outside of Manitoba
- Purchase of labels, packaging, and promotional materials
- Printing expenses (e.g. marketing intelligence reports and studies, labels, promotional materials)
- Regular and on-going subscriptions, listings and registration fees related to market intelligence and marketing activities
- Regular and on-going website use and maintenance fees
- Trade Show expenses related to paid advertising and promotional activities such as demonstrations, product showcase, show guide advertising, badge inserts, trade show online advertising, decals, show inserts, social media or influencer campaigns, marketing material giveaways and sponsorship of events or initiatives

- Ingredients, semi-finished, or finished product(s) for product development, enhancement, scale-up, sensory analysis, and shelf-life studies
- Label, bar code or quick response (QR) code acquisition and printing
- In-market marketing activities that do not have a significant wholesale focus and that are mainly consumer focused (e.g. farmers markets, flea markets, festivals, fairs)
- Expense related to attending a trade show without exhibiting
- Trade show booth design and labour to set-up and dismantle including booth signage
- Signage design and labour for set-up and dismantling
- Network focused activities and events
- Trade show samples
- Trade show insurance
- Rental of telecommunications and Wi-Fi
- Trade show booth cleaning
- Vehicle rental insurance and parking
- In-market market development activities that are subsidized by another business and government (e.g. Canadian Pavilion Program)
- Professional fees for consulting, agencies and firms associated with identifying, contacting, and securing in-market leads and negotiation sales
- Expenses associated with a hospitality or sponsorship of an activity or event
- Expenses incurred:
 - more than one day before and after a domestic trade show, mission and B2B meeting
 - more than two days before and after an international trade show, mission and B2B meeting

Funding from Government

The applicant must adhere to the stacking limit. The stacking limit refers to the maximum level of total Canadian government funding (federal, provincial, territorial, and municipal) a successful Applicant can receive towards total approved eligible expenses of a project.

The maximum level of total government funding must not exceed:

- 100 percent of total approved eligible expenses; or
- If the Applicant is a for-profit business or organization, 75 per cent for capital items that are approved eligible expenses.

Section 4 - Funding Streams

The Market Development program will support growth and expansion of Manitoba's agriculture, agri-food, and agri-product sectors through four funding streams. Projects must be completed by March 31, 2025, and specific project start, and end dates will be stated in the Funding Agreement.

Program funding Streams include:

- Market Information and Research
- Market Development, Planning and Training
- Product Commercialization
- Domestic and International Development Activities

Market Information and Research Funding Stream

The Market Information and Research funding stream supports increasing marketplace knowledge and identifies the viability of a product's successful entry into a new market or expansion in an existing market.

Eligible Expenses

- Professional fees for consulting, agencies, or firms associated with conducting primary research and developing market intelligence reports and studies.
- Purchase existing marketing intelligence reports and studies.

Market Development, Planning and Training Funding Stream

The Market Development, Planning and Training funding stream supports building business market development and export capacity that will address non-tariff related market access barriers and support business growth domestically and internationally.

Eligible Expenses

- Registration fees associated with market development and export training (e.g. workshops, webinars, courses).
- Purchase of educational materials that are directly related to market development and export training.
- Travel expenses, including economy airfare and/or ground transportation, hotel, and meal(s) that are:
 - directly related to participating in market development and export training outside of Manitoba.
 - associated with applicants directly participating in retail marketing programs in-store outside of Manitoba (capped at \$2,000 of eligible expenses per city per intake)
- Professional fees for consulting, agencies, or firms associated with:

- creating long-term marketing and export plan to export products outside of Manitoba.
- developing marketing materials including designing a business logo, branding, point-of-sale (POS) materials and set-up fees for production.
- developing and enhancing a website.
- creating a social media strategy.
- expenses associated with participating in retail marketing programs in-store.

Product Commercialization Funding Stream

The Product Commercialization funding stream supports the pre-commercialization, commercialization, and enhancement of new and existing innovative products.

Eligible Expenses

- Professional fees associated with product development, enhancement, production scale-up, shelf-life studies and the design and acquisition of required information from a service provider to ensure label compliance including Nutrition Facts Table (NFT), ingredient listing, allergen declaration, nutritional claims, language translation and label and package information review.
- Facility and equipment rental fees associated with the product development, enhancement, and production scale-up of a product.
- Professional fees related to performing product analysis including micro testing, pH, water activity and sensory analysis.
- Creation of printing plates and set-up fees for printing labels or packaging.
- Purchase of a commercial printer for bar codes, best before dates and lot codes.

Domestic and International Development Activities Funding Stream

The Domestic and International Development Activities funding stream supports business expansion in new and existing domestic and international markets.

Eligible Expenses

- B2B trade show and mission expenses directly associated with exhibiting outside of Manitoba including:
 - registrations, membership (only if mandatory to exhibit), rental of booth space, equipment, accessories, electrical, freezer and cooler space, contract catering services to prepare food samples and shipping fees related to shipping trade show booth, equipment, accessories, samples, signage, marketing materials to the trade show and mission and back to Manitoba, if applicable
 - participating in trade show B2B and buyer program including registration fee and language translator

- travel, including up to two economy airfares and/or ground transportation, hotel, and meal(s).
- B2B meeting expenses associated with meeting directly with new potential buyers and existing buyers from jurisdictions outside of Manitoba to build brand awareness, business relationships and negotiate sales including:
 - including conference room rental, language translator, exhibit, demonstration equipment and accessories, contract catering to prepare food samples and shipping fees related to shipping an exhibit, demonstration equipment and accessories, samples, signage, and marketing materials to the B2B meeting and back to Manitoba, if applicable.
 - Travel, including up to two economy airfare and/or ground transportation, hotel, and meal(s).

See Appendix A, B and C for additional information of program parameters and eligible expenses.

Section 5 - Application Worksheet Assessment

Application Worksheets will be assessed according to the following criteria:

- Project description
- Project deliverables and outcomes
- Alignment with Program objectives, such as:
 - the creation of new jobs or increased payroll value
 - an incremental increase in processing value or volume
 - an increased use of Manitoba agri-inputs
 - the production of goods which displace imports from outside of Manitoba
 - an increase in domestic or international sales revenue
 - an increase in the value or volume of production of plant and animal proteins
- Capital and financial capacity
- Management capacity
- Production capacity
- Marketing plan

Section 6 - How to Apply for Funding

The Applicant Information Form and Application Worksheet are available on the Manitoba Agriculture website. Go to <https://www.manitoba.ca/scap/> and click on Market Development and Trade.

Manitoba Agriculture will publish deadline dates through their newsletter, website, and social media channels.

The Applicant must complete all applicable questions within the Applicant Worksheet; incomplete Application Worksheets may result in the delay or rejection of an application.

Project funding sources and amounts must be declared on the Application Worksheet. Failure to disclose all funding sources for a project may nullify the funding request.

The Applicant Information Form and Application Worksheet must be submitted to the program administrator by the Market Development programs specified deadline. Late Application Worksheet submissions will not be accepted.

The Applicant Information Form and Application Worksheet can be emailed to Manitoba Agriculture at agriculture@gov.mb.ca.

Applicant must acknowledge and agree to any terms and conditions contained in the Application Information Form, Application Worksheet, Program Guide and Program Terms and Conditions.

Only the applicant may sign the Applicant Information Form, Application Worksheet, and other program documents.

Applicants must comply with all Manitoba and Canada government laws and regulations applicable to their projects and to their business operations. Applicants must also accept and agree to all of the terms and conditions of the program.

In the case of sole proprietors, partnerships and corporations, a designated person with legal authorization must sign the Applicant Information Form, Application Worksheet, and other program documents. The program administrator may require proof of authorization.

Funding for projects will be subject to the appropriation of funds by the Government of Canada and Manitoba.

Project activities must be completed, and all reports submitted on or before March 31, 2025, or no payment will be issued, unless otherwise stated in the Funding Agreement.

Definitions

Abattoir: a facility where live animals are harvested and dressed for further processing.

Agri-business: a person or entity involved in for-profit commercial activity in the agricultural sector.

Agri-food Processor: person or entity that transforms agricultural commodities or ingredients into value-added goods that are food products or ingredients; may be a good for further value-added processing or a finished good.

Agri-product Processor: person or entity that transforms agricultural commodities into value-added goods that are not food or ingredients; may include bio-products created from primary commodities or waste products from production or processing.

Agri-processor: a person or entity actively engaged in agri-product and agri-food processing.

Applicant: a person or entity who satisfies all the eligibility requirements set out in the terms and conditions and who submits an Applicant Information Form and Application Worksheet under this program.

Brand Owner: a person or entity that owns intellectual property such as a brand identity, product formulation and/or process.

Business-to-Business (B2B) Activities or Events: activities or events in which businesses promote their goods and services to other businesses through trade shows, missions, and meetings.


For-profit Business: a legal entity that operates to make a profit.

Funding Agreement: an agreement issued to applicants indicating an application decision and the next steps required for project implementation.

Government Funding: any financial assistance in the form of provincial or federal grants, loans, or other assistance.

Hospitality Event: a pre-arranged event, such as an annual conference or an annual general meeting, where a business will invite guests, members, clients, etc. to a venue to discuss on-going business activities related to operations, objectives, priorities, etc. A hospitality event may or may not include food and beverages.

Incremental Expenses: expenditures that can be directly attributed to the project outlined in the Application Worksheet and are over and above regular business expenses.



Indigenous: individuals who self-report an Indigenous identity, either First Nations, Metis, and/or Inuit, or a combination of those.

In-kind Contributions: non-monetary goods and services that are not reimbursable by the program.

Manitoba Government Employee: any full-time, part-time or term individual employed by the Government of Manitoba, including any special operating agency or Crown corporation.

Manitoba Government Senior Public Servant: the Clerk of the Executive Council; a deputy minister or equivalent or an assistant deputy minister; a chairperson, president, vice-president, chief executive officer or deputy chief executive officer of a Crown agency; a person who is designated or who occupies a position that is designated under section 31.1 of The Legislative Assembly and Executive Council Conflict of Interest Act; and includes a person who, on a temporary basis, occupies a position described here.

Metrics: a quantitative measure used for assessing, comparing, and tracking business and project outcomes.

Minister: refers to the Minister of Agriculture for the Government of Manitoba, and includes any person authorized to act on the minister's behalf.

Non-profit Business: a legal entity organized and operated for a collective, public, or social benefit that commits all profits to support the business operations and objectives earn profits.

Person: includes an individual, partnership, association, or corporate body (entity).

Program: refers to the Sustainable CAP program.

Program Activity: a specific action under Sustainable CAP program where applicants can apply for funding; may involve one or more funding streams.

Program Administrator: Manitoba Agriculture, or where applicable, any person engaged by the Government of Manitoba, to carry out administrative activities in connection with the program.

Sponsorship Event: an event where support is related to brand awareness, advertising and exposure and the funder may be compensated with complementary event passes, booth space, speaking engagements, promotional event materials, prizes, food, gifts, honorariums, etc.

Stacking Limit: the maximum level of total Canadian government funding (federal, provincial, territorial, and municipal) that a successful applicant can receive.

Sustainable Canadian Agricultural Partnership (Sustainable CAP): is a five-year agricultural policy framework by Canada's federal, provincial, and territorial governments

to encourage market development, innovation and research, environmental sustainability, value-added processing, improved public trust and risk management across Canada's agriculture, agri-food, and agri-product sectors.

Terms and Conditions: Sustainable CAP program rules that applicants must follow as conditions for receiving funding; can be occasionally revised, altered or amended from time to time.

Appendix A - Program Parameters

Market Development	
Funding streams	<ul style="list-style-type: none"> • Market Information and Research • Market Development, Planning and Training • Product Commercialization • Domestic and International Development Activities
Maximum funding per Applicant per intake	Up to a maximum of \$30,000
Minimum project size accepted	\$3,000 in eligible expenses
Cost share (government:applicant)	50:50
Maximum project length	Project start and end dates will be stated in the Funding Agreement should the project be approved for funding. Approved project activities must be completed by March 31, 2025.
Number of interim payments	One (1)

Appendix B - Eligible Business-to-Business (B2B) Domestic and International Development Activities

Eligible Expense Description	Limit Explanation
Renting turnkey trade show booth	None
Rental of trade show booth space, equipment and accessories	None
Rental of conference room	None
Rental of electrical hook-up	None
Professional on-site translator	Maximum one (1) translator per activity
Rental of cooler and freezer space (including expenses associated with moving of product in and out of the cooler and/or freezer)	Maximum one (1) freezer and one (1) cooler space per activity
Subcontracted services related to catering for product preparation	None
Program or registration fee	Maximum of two (2) persons per activity
Trade show membership fee (only if required to exhibit at a B2B trade show)	Maximum of one (1) membership fee per business, per event, per year, up to a maximum funding cap of \$1,000
Hotel	Maximum \$300 per person, per night, per room, maximum of two (2) hotel rooms per activity
Shipping	None

Eligible Expense Description	Limit Explanation
Meals	<p>Per meal limits will follow the General Manual of Administration rates for meals within Manitoba and the National Joint Council rates for meals outside of Manitoba.</p> <p>Eligible meal expenses do not include any alcohol, gratuity, and GST.</p> <p>Meals are limited to one (1) breakfast, lunch, and supper per day, per person, up to a maximum of two (2) persons per activity.</p> <p>For the 2024-25 fiscal year, the meal rates are:</p> <p><u>Within Manitoba:</u></p> <p>Breakfast: \$8.64</p> <p>Lunch: \$10.84</p> <p>Dinner: \$18.37</p> <p><u>Outside of Manitoba:</u></p> <p>Breakfast: \$24.35</p> <p>Lunch: \$24.65</p> <p>Dinner: \$60.45</p>

Eligible Expense Description	Limit Explanation
Mileage	<p>Mileage rates will follow the General Manual of Administration rates for mileage within Manitoba and the National Joint Council rates for mileage outside of Manitoba.</p> <p>Fuel is only eligible if the vehicle has been rented and the purchase of fuel is supported by an invoice and proof of payment.</p> <p>Fuel for personal or business vehicles is ineligible as the mileage rate includes fuel.</p> <p>The applicant will be required to provide a summary of each trip including:</p> <ul style="list-style-type: none"> • Start point • End point • Total kilometers • Reason for trip <p>For the 2024-25 fiscal year, the mileage rates are:</p> <p>Within Manitoba: \$0.47 per kilometer</p> <p>Outside of Manitoba: \$0.56 per kilometer</p>
Economy airfare	Maximum two (2) economy airfares per activity
Ground Transportation	None

Appendix C - Eligible Expense Explanation

Expense Category	Explanation
<p>Facility and Equipment Rental</p>	<p>Items which are required for the successful completion of the project, but ownership is not retained. Examples vary across program activities but may include:</p> <ul style="list-style-type: none"> • Venue and facility rentals • Equipment rentals (including audio and visual) <p>Items must be supported by a rental agreement which outlines the specific start date, end date and total cost of the temporary use of the item.</p> <p>Note: a lease is not the same as rent and is considered an ineligible expense.</p>
<p>Knowledge Transfer</p>	<p>Communication tools and products which are used to share information to industry stakeholders. Examples vary across programs but may include:</p> <ul style="list-style-type: none"> • Manuals, brochures, and factsheets • Transitional planning guides • Instructional videos • Social media items • Communication materials • Printing, postage, envelopes • Advertising (e.g. radio, newspaper and online) • Website design • Retailer fees for in-store marketing programs • Educational materials • Market intelligence reports and studies

Expense Category	Explanation
Materials and Supplies	<p>Incremental, small value items which are used as part of the project implementation. This category differs from Capital Assets and Equipment as the value would be less than \$10,000. Examples vary across programs but may include:</p> <ul style="list-style-type: none"> • Small equipment (valued at less than \$10,000) • Consumables • Lab supplies
Professional Fees	<p>Eligible activities which are performed by consultant, agency or firm who holds a valid designation and is hired specifically to ensure that the project is delivered. Eligibility will vary across programs, but examples include:</p> <ul style="list-style-type: none"> • Consultant wages • Project Management fees <p>Terms of the work (including travel if applicable) would be captured in an agreement between the applicant and the consultant, agency or firm who is providing the work.</p>
Subcontracted Services	<p>Eligible activities which are subcontracted out by the applicant to a third-party business or individual. Examples include:</p> <ul style="list-style-type: none"> • Custom work • Casual labour • Shipping of materials and supplies (by a third-party) <p>Terms of the work (including travel if applicable) would be captured in a subcontracted agreement between the applicant and the third-party who is providing the work.</p> <p>Note: items must be shipped directly to and from the applicant's home location and the event location.</p>

Expense Category	Explanation
<p>Travel Expenses – Seminars, Conferences, Trade shows and Workshops</p>	<p>Incremental travel expenses which are related to bringing a speaker to an event or sending an eligible applicant (or representative) to an event. Depending on the activity, the knowledge transfer event must have outcomes related to, research, public trust, market development, large-scale equipment use training, etc. Examples vary across programs but may include:</p> <ul style="list-style-type: none"> • Travel and accommodation for speakers or representatives of the applicant, who participate in the delivery of the project, examples include: <ul style="list-style-type: none"> ○ Hotel accommodations ○ Airfare ○ Meals ○ Transportation (e.g. taxi, Uber, subway, train, vehicle rental) ○ Fuel (for a rented vehicle) ○ Mileage (for a personal or business vehicle) ○ Registration fees ○ Membership fees <p>Note: travel expenses related to trade shows, missions and B2B meetings are subject to the following eligibility criteria:</p> <ul style="list-style-type: none"> • Domestic Travel: <ul style="list-style-type: none"> ○ Departure to the event must occur no more than one (1) day before the event. ○ Return trip must occur nor more than one (1) day after the event. • International Travel: <ul style="list-style-type: none"> ○ Departure to the event must occur no more than two (2) days before the event. ○ Return trip must occur nor more than two (2) days after the • Travel must occur directly to and from the applicant’s home location and the event location.