

Category A – Business Development and Market Enhancement

To enable the agriculture sector to become proactive in business development resulting in improved business management, knowledge and skills thus increasing the adoption of best management practices. This initiative will provide funding to assist in building the business management capacity within the business. Projects funded should assist business managers in improving management practices, identifying and developing new markets and opportunities and effectively managing risks and resources.

Eligible Items	Cost Share (%)		Federal Maximum
	Provincial	Federal	Cap
Business Plan Development • Consultative services for development of business plan, marketing plan, human resource plan, communication plan, product plan, succession plan, financial plan/assessment/analysis, risk management/emergency planning	25	50	\$10 K
Opportunity Assessment and Planning • Consultative services for development of feasibility and marketing studies related to the assessment of and planning for identified agribusinesses and/or value added opportunities	25	50	
Training - Business Owner • registration, travel costs and an overnight accommodation allowance (incurred expenses up to a maximum of \$100/night) for business management training (university credit courses not eligible for provincial cost share)	25	50	
Training - Business Employees • Registration costs (non-university courses only), ground transportation/mileage (provincial rate) and accommodation allowance (incurred expenses up to a maximum of \$100/night). • Investigative travel to examine new markets or new technologies not currently available in Atlantic Canada: transportation costs and an overnight accommodation allowance (incurred expenses up to a maximum of \$100/night) • New conference/trade show travel**: transportation, registration fee and an overnight accommodation allowance (incurred expenses up to a maximum of \$100/night) Travel assistance relates to a maximum trip duration of 7 nights and for up to two representatives actively involved in the farming operation	50	N/A	N/A
New Product Development and Marketing • Consultative services to develop communication/advertising material • Initial advertising costs (print/radio) • First run and plate costs of product labels to meet regulatory requirement • Initial printing of market information, communication/advertising of promotional materials (printed stationery), labels, signs, packaging, etc. • Market and product research and analysis * • Market and product joint venture initiatives * • Distribution and logistics planning and implementation *	50	N/A	
Farm Transfer Activities • Farm transfer activities - associated legal and accounting costs to assist the current owner(s) to completely divest themselves of control and ownership of the farming operation	50	N/A	

* Funding for eligible items will be subject to assessment and approval by the administration.

** Conference/trade show travel: Repeat attendance to an annual conference or trade show may qualify for reduced financial assistance. Assistance is available for the length of the conference/trade show only.

Contact Information:

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