

***Operational Guidelines  
for  
Salt Fish Industry Development Initiative***

*October 31, 2005*



**Agriculture and Fisheries**

**and The Office of Economic Development**

# **Salt Fish Industry Development Initiative**

## ***Purpose***

Recognizing the current challenges the Nova Scotia Salt Fish Industry is facing such as competition from low cost suppliers, aging consumer base and competition for raw materials, Nova Scotia is investing \$250,000 (\$100,000 for generic marketing materials and market research; \$150,000 toward this industry development program) in an industry development partnership with the salt fish sector. These funds, available only for the 2005/06 fiscal year, will help industry efforts to develop new markets, products and international business initiatives, while improving the efficiency, profitability and overall value that the salt fish industry represents to the Nova Scotia economy. This new spending will allow the salt fish industry to further develop their sector in the areas of industry, market and product development and to fund business projects identified by government and industry.

## ***Program Objectives***

Lay the foundation for a longer term industry plan for the future by:

- Developing sustainable domestic and export market opportunities for Nova Scotia salt fish products
- Encouraging strategic alliances within the salt fish sector for market and product development
- Researching and introducing new processing and packaging technologies available to the salt fish industry
- Investigating and introducing new and value-added salt fish product opportunities
- Addressing barriers to the development and commercialization of salt fish products, technologies and services

## ***Eligibility***

- Eligible applicants include individual or groups of two or more separately owned salt fish companies with established sales over the past two years
- Any seafood association representing Nova Scotia salt fish companies
- Any government agency or universities may be eligible, provided that industry support/contribution and partnership is demonstrated.
- All applicants must be legal entities

### ***Eligible areas include:***

- Industry-wide business development initiatives including planning initiatives, alliances and partnerships, and training as it relates to product or market diversification and/or growth
- Market investigation, research, analysis and planning
- Domestic and international travel as it relates to industry development and new opportunities
- Market information, communication, education and promotion
- Development of new products, new packaging, new labelling, pilot runs, test marketing, and service opportunities
- Incoming and outgoing buyer missions, trade show participation and attendance fees
- Business costs associated with the development of strategic alliances among salt fish companies that expand market and product

### ***Non eligible areas include:***

- Reprints of promotional material
- Promotional material not tied to a targeted salt fish marketing campaign
- Assistance does not apply to normal business overhead, operating expenses, capital purchases, computer software or hardware, existing staff salaries or HST/GST
- plant infrastructure and equipment
- Processing license buyout

# **Financial Assistance**

- Applicants can receive funding on approved projects as per the following table.
- All project work, a detailed report and invoices must be completed and received by March 31, 2006
- Applicants must clearly demonstrate that the funding requested is for new initiatives directed for the Nova Scotia Salt Fish Industry.

<b>Funding Schedule</b>	
<b>Industry Associations</b>	<b>up to 100%</b>
<b>2 or more separately owned Salt Fish Companies</b>	<b>up to 75%</b>
<b>Individual Salt Fish Companies</b>	<b>up to 50%</b>

# **Application Process**

- For application and additional info, or to submit an application complete with an attached proposal describing project details and costing; please contact **George Carmichael, Product & Quality Development (424-0339)**
- Applications must be received by the Product & Quality Development Division prior to the commencement of project purchases and activities. Project expenses incurred after the receipt of the application and up to the date of approval are at the applicant's risk
- **Applications must be received at the Nova Scotia Department of Agriculture and Fisheries by December 1, 2005, to be considered for funding**

## ***Completed Application***

A completed application must contain:

- Complete contact information; name of company or companies and project lead as per the application form
- Project objectives and anticipated impact
- Detailed description of activities, time lines, and expected outcomes
- Itemized budget, broken down by activity and associated cost
- Applicant signature and date
- Ensure all necessary information is included in the proposal; incomplete proposals will delay approval

## ***Approval Process***

- Departmental committee shall review and approve proposals
- Project Officer will be assigned to each project
- Letter of Offer will be sent to clients for approved projects
- Clients will be advised if proposal is not approved
- Approvals will be made by December 16, 2005



Agriculture and Fisheries

**Contact Information:**

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