

# Advancing Canadian Agriculture and Agri-Food (ACAAF) Program

## APPLICATION FORM



**The New Brunswick Agricultural Council**  
**Le Conseil Agricole du Nouveau-Brunswick**



For internal use only	
Date received:	
Application #:	

APPLICANT INFORMATION			
1	Name of Organization		GST or Canada Revenue Agency Number
2	Mailing Address		
3	Phone & Facsimile	Tel:	Fax:
4	E-mail & Web Address	E-mail:	Website:
5	Contact Person	Name:	Title: E-mail:
6	<b>Provide a brief profile and history of your organization/farm.</b> Please provide the following: - date organization formed - number of employees - mandate - membership - type of business/sector		
7	<b>What type of organization do you represent?</b>  A) _____ Canadian For Profit      _____ Canadian Not for Profit      _____ Individual  B) _____ Processor      _____ Producer      _____ Community Group      _____ Consultant      _____ Cooperative      _____ Sole Proprietor  _____ Marketing Board      _____ Industry Association/Group      _____ Educational Institution      _____ Other (please identify)	<b>Applicant must submit copies of legal documents such as a letter of incorporation</b>	
Please mark only one "X" in area A) and at least one in area B).			

PROJECT INFORMATION			
8	Project title		
9	Anticipated Start Date	Anticipated Completion Date	
10	Describe the project ( <i>its main activities, deliverables, when and where it will take place</i> )		
11	Describe the project objectives ( <i>why is this project needed, outline the challenges and opportunities the sector faces, how this project will help address them and demonstrate what the benefits will be for the industry sector</i> )		
12	Demonstrate how your partners and the industry are involved or support the project. ( <i>Attach any copies of endorsement letters from industry with rationale for support.</i> )		
13	Describe your capacity and ability to undertake this project ( <i>i.e. previous experience in similar activities, financial management experience, knowledge of industry, product, network contacts, technical, financial and human resources, etc.</i> ).		
14	Describe your project team and any committees, their responsibilities and how they will be accountable.		

**PROJECT INFORMATION (continued)**

15	<p><b>ACAAF is not to provide ongoing support but is intended to provide short-term assistance in initiating action. If applicable, explain your longer-term funding strategy independent of ACAAF funding.</b></p>	
16	<p><b>Describe any challenges or risks that may influence the successful completion of the proposed project. Describe any strategy to mitigate these risks or challenges.</b></p>	
17	<p><b>In light of environmental regulations, describe any potential positive or negative environmental implications of the proposed project.</b></p>	

Taking into consideration the description of each ACAAF pillar below, please answer the respective questions under the pillar which best fits your project. Additional information can be obtained by contacting:

The New Brunswick Agricultural Council

Tel: (506) 450-3891 Fax: (506) 450-7197

E-mail: [acaafpascaa@nb.aibn.com](mailto:acaafpascaa@nb.aibn.com)

## **Pillar I - Industry-led Solutions to Emerging Issues**

Pillar I projects will position Canada's agriculture and agri-food sector at the leading edge to seize new opportunities by implementing national, multi-regional or regional projects that test new ideas and approaches that will address emerging issues which could set the direction for future policy approaches by government, will advance progress towards goals or objectives of one or more of the following APF elements (Food Safety and Food Quality, Science and Innovation, Environment and Renewal).

If your project fits into Pillar I, please answer the following questions.

<b>Pillar I</b>	
18	Describe how your project addresses a new or emerging issue for your sector.
19	Describe how your project complements the objectives of one or more of the APF elements? (Food Safety and Quality, Science and Innovation, Environment or Renewal)

## **Pillar II - Capturing Market Opportunities by Advancing Research Results**

The objective of Pillar II is to help create market opportunities within the agriculture and agri-food sector by supporting the transfer of research results generated from governments, industry and education institutions. Pillar II is aimed at leveraging research results into market/economic opportunities within the Canadian agriculture and agri-food sector, strengthening commercialization capacity of the sector's stakeholders to commercialize research results, and encouraging business growth and improving international competitiveness through adoption of research results.

If your project fits into Pillar II, please answer the following questions.

<b>Pillar II</b>	
20	Who is the originating source of the research on which your project is based and when was the research conducted?
21	Please provide a brief summary of the research results (e.g. name, year, title, publications, city, number of pages, etc.) and attach any supporting documentation you feel would be appropriate in assessing your proposal.
22	Has the research been further developed and if so, how and by whom?
23	Who owns the intellectual property rights of this research?

<b>Pillar II (continued)</b>		
24	<p>Which of the following pre-commercialization phases are you seeking funding for?</p> <p>Please mark an "X" to all that apply.</p>	<p><input type="checkbox"/> Adaptive Research      <input type="checkbox"/> Technical Analysis      <input type="checkbox"/> Market Assessment &amp; Venture Assessment</p> <p><input type="checkbox"/> Technical Feasibility      <input type="checkbox"/> Marketing Study      <input type="checkbox"/> Economic Feasibility      <input type="checkbox"/> Engineering Prototypes</p> <p><input type="checkbox"/> Strategic Market plans &amp; Strategic Business Plans      <input type="checkbox"/> Production Prototype      <input type="checkbox"/> Demo Product Features</p> <p><input type="checkbox"/> Other (please explain)</p>
25	<p>What market opportunity are you trying to capture?</p>	
26	<p>Estimate how many years before this new product/process/technology goes to market.</p>	
27	<p>What is the target market(s)? (size, competing products, demographics, etc.)</p>	
28	<p>If you are a for profit organization, please identify the number of full time equivalent positions.</p>	

## **Pillar III - Sharing Information to Advance the Sector**

**Pillar III projects will focus on helping to ensure that the sector is actively and continuously engaged to contribute to future agriculture and agri-food policy directions, and assist the sector in proactively developing responses based on new information, so that the sector is able to take advantage of both immediate and emerging opportunities. These objectives will be achieved through information gathering, analysis and sharing, and projects and programs that help facilitate these activities. The focus will be on supporting projects that are identified as information needs by the sector, are not considered ongoing activities, and are not covered under existing efforts.**

**If your project fits into Pillar III, please answer the following questions.**

<b>Pillar III</b>	
29	What policy issue is your area of the sector facing and how will you address it?
30	What is the information need that your project will address?
31	How does this project advance the dissemination of information to the sector?
32	What methods of dissemination are being used?
33	If applicable, through your proposed project, will you be engaging other parts of the value-chain and or sectors (e.g. health, environment, transportation, etc.)? If yes, please provide details of why, who and how.

**PERFORMANCE MANAGEMENT FRAMEWORK**

34	<p><b>Main Target Audience / Beneficiaries</b></p> <p>(a) Who are the main target audience / beneficiaries of your project? (b) How many of these main target audience / beneficiaries do you expect to reach?</p>	
35	<p><b>Communication Methods</b></p> <p>How will the main target audience/beneficiaries be informed of the project? Please list all of the methods you will use to inform them, including newsletters, reports, websites, etc.</p>	
36	<p><b>Project Delivery Partners</b></p> <p>Please identify your project delivery partners and how you expect them to participate in the delivery of the project.</p>	
37	<p><b>Intended Benefits</b></p> <p>What benefits do you expect will be achieved from the completion of the project for the Canadian agriculture and agri-food sector, and Canadians?</p>	

**38. Intended Short Term Outcomes: Short Term Outcomes are defined as the impact(s) you expect during and / or at the end of your project.**

<p><b>Section 1: Select up to three Intended Short Term Outcome(s) from the options below for the Pillar under which you are applying. Please include information on other Short Term Outcomes.</b></p>	<p><b>X</b></p>	<p><b>Section 2: Please elaborate on your project's Intended Short Term Outcomes.</b></p>
<p><b><u>For Pillar I Projects:</u></b></p>		
<p>\$ Idea/approach is tested;</p>		
<p>\$ Partnerships and/or alliances are fostered; and/or</p>		
<p>\$ Information is disseminated to the main target audience/beneficiaries.</p>		
<p><b><u>For Pillar II Projects:</u></b></p>		
<p>\$ Progress is made towards a leading edge product;</p>		
<p>\$ Progress is made towards a leading edge process;</p>		
<p>\$ Progress is made towards a leading edge technology;</p>		
<p>\$ Partnerships and/or alliances are fostered; and/or</p>		
<p>\$ Information is disseminated to the main target audience/beneficiaries.</p>		
<p><b><u>For Pillar III Projects:</u></b></p>		
<p><b>Note: Choose either the first or second option</b></p>		
<p>\$ Information on a policy issue or sector need is gathered, analyzed, and shared for the purpose of advancing the policy dialogue; or</p>		
<p>\$ Information, such as market and trends studies, is analysed and disseminated for the purpose of seizing new opportunities;</p>		
<p>\$ Other parts of the value chain are engaged;</p>		
<p>\$ Other sectors (health, environment, transportation, etc.) are engaged;</p>		
<p>\$ Partnerships and/or alliances are fostered; and/or</p>		
<p>\$ Information is disseminated to the main target audience/beneficiaries.</p>		
<p><b><u>Other Intended Short-Term Outcomes:</u></b></p>		

<b>PROJECT WORK PLAN</b>			
<b>Activities</b>			<b>Outputs</b>
<b>Describe each activity and any sub-activities.</b>	<b>Anticipated Activity Start Date</b>	<b>Anticipated Activity Completion Date</b>	<b>For each activity listed, show what will be produced (e.g. a tested idea/approach, product, technology, information, or an organizational form such as a strategic alliance, etc.)</b>
1			
2			
3			
4			
5			
6			

SOURCE OF FUNDING						
Resources					Status of Funding	
Sources of Funding			Cash	In-kind	Date Confirmed	Pending (Expected Date)
Indicate all sources of funding requested or to be requested, and indicate whether the funding is confirmed or pending.	<b>Applicant's Funding</b>		\$	\$		
	<b>Funding Requested from New Brunswick Agricultural Council</b>		\$			
	<b>** Funding Requested from Other ACAAF Sources (Multi-Province)</b>		\$			
Indicate the source of funding, if the funding is in cash or in-kind and if the funding is confirmed or pending a decision.  In-kind: means contributions other than monetary which defray the total cost of the initiative or project including the provision of labour or services, or equipment required in the planning, conducting or managing a project. Applicants will be required to provide proof of in-kind contributions.	<b>Other Sources</b>	<b>Name of Funding Source</b>				
	<b>Other Partners*</b>		\$	\$		
			\$	\$		
			\$	\$		
			\$	\$		
	<b>Provincial/Territorial or Municipal Government Funding</b>		\$	\$		
			\$	\$		
	<b>Other Federal Gov't Funding (excluding ACAAF)</b>		\$	\$		
			\$	\$		
	<b>Total Project Funding</b>			\$	\$	

\* Should some of your partners be receiving funding from any federal, provincial, territorial or municipal government, please provide details in a footnote of which government funding is provided and amounts.

\*\* If funds are requested from other ACAAF councils, a detailed breakdown of funds requested per provincial/territory (based on farm cash receipts, expected benefits or other formula outlined by the applicant) AND how these benefits will accrue to other provinces/territories.

<b>BUDGET</b>	<b>YEAR 1</b>
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Only incremental, eligible costs directly related to the project can be funded and will be considered. Incremental means the increase in expenditures as a direct result of the project being funded. A definition of in-kind contributions is provided on the previous page.

<i>Activities Incremental costs such as labour, consultants, contracts, travel, telecommunications, materials and supplies, translation, interpreter services, etc. should be listed and costed for each activity as described in the work plan.</i>	<i>ACAAF Funding</i>	<i>Industry Cash</i>	<i>Industry In- Kind</i>	<i>Other Government Cash</i>	<i>Other Government In-Kind</i>	<i>Total Activity Cost</i>
#1						
#2						
#3						
#4						
<b>Total</b>						

<b>BUDGET</b>						
<b>YEAR 2</b>						
Only incremental, eligible costs directly related to the project can be funded and will be considered. Incremental means the increase in expenditures as a direct result of the project being funded. A definition of in-kind contributions is provided on page 11.						
<i>Activities</i> <i>Incremental costs such as labour, consultants, contracts, travel, telecommunications, materials and supplies, translation, interpreter services, etc, should be listed and costed for each activity as described in the work plan.</i>	<i>ACAAF</i>	<i>Industry Cash</i>	<i>Industry In-Kind</i>	<i>Other Government Cash</i>	<i>Other Government In-Kind</i>	<i>Total Activity Cost</i>
#1						
#2						
#3						
#4						
<b>Total</b>						

NOTE: for multi-year projects over 2 years, please copy the Budget table above and provide additional pages for each year of funding requested.

## Declaration of the Applicant

**I/we confirm that I/we have read and understood the objectives, principles and criteria of the Advancing Canadian Agriculture and Agri-Food (ACAAF) Program and it is understood that I/we must meet the following conditions in order to be eligible for funding:**

- \$ The organization must demonstrate to the Council(s) that it has adequate human resources, experience and skills required to carry out its responsibilities;
- \$ The organization agrees to comply with ACAAF's objectives, principles and criteria and understands that failure to meet these may result in non-payment and/or reimbursement of payments made;
- \$ The organization agrees to carry out financial functions in accordance with generally accepted accounting principles;
- \$ The organization agrees to provide appropriate recognition for the financial assistance received from the federal government and the council(s);
- \$ The organization agrees to implement a performance management framework and reporting system to measure the performance of its project;
- \$ Should your project be approved for funding, the organization agrees that, unless authorized, costs incurred before the official project approval date are not eligible for reimbursement ;
- \$ The organization is in compliance with federal, provincial/territorial and/or municipal environmental requirements; and

**I/we agree and understand that:**

- \$ Information provided on this application form will be collected and used by Council(s) to determine eligibility of the applicant's organization for funding under the Advancing Canadian Agriculture and Agri-Food (ACAAF) Program;
- \$ Any financial, commercial, scientific or technical information provided in this application will be treated in confidence;
- \$ Information provided about the project may be posted on the Council(s) website in the event that the project is approved for funding;
- \$ Information provided may be disclosed to third parties for purposes of assessing the proposal for funding; and
- \$ This application form creates no obligation on the part of Council(s) to provide funding.

**I/we declare that the information given in this application is to the best of the applicant's knowledge, complete, true and correct. The applicant will be required to enter into an agreement in the event that this application is accepted.**

**SIGNATURE:**

\_\_\_\_\_  
**Authorized Representative**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Name of Organization**

**Please attached the following documents to your application, where applicable:**

- legal documents such as a letter of incorporation
- last two years= audited financial statements
- signed Declaration of the Applicant
- communications plan

**Optional:**

- a business plan
- strategic plan
- annual reports
- brochures / pamphlets
- other supporting documentation (for Pillar II projects)
- copies of endorsement letters from industry with rationale for support

**Lexicon of terms**

**Adaptive research:**      **Transfer and an adaptation of pre-existing research results to provide the basis for a potential market opportunity**

**Applied research:**      **Research aimed at gaining knowledge or understanding to determine the means by which a specific, recognized need may be met**

**Basic research:**      **Research aimed strictly for the advancement of knowledge**