

EANS Newsletter

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Local Fair Vital Part of Your Community - Canadian Fairs and Exhibitions Economic Impact Tops \$1B

From the CAFE Website

On April 30, 2009, the Canadian Association of Fairs and Exhibitions (C.A.F.E.) released an economic, social and educational impact study which shows that the combined economic impact of all the fairs/exhibitions in Canada is over \$1 billion dollars.

Federal Agriculture Minister Gerry Ritz awarded \$500,000 through Agriculture and Agri-Food Canada's Advancing Canadian Agriculture and Agri-Food Program to facilitate The Economic, Social and Educational Benefits Study of Fairs and Exhibitions in Canada. During the summer of 2008, Enigma Research Corporation of Toronto surveyed 20 fairs and exhibitions that varied in size from large, medium and small.

"Fairs and exhibitions are an important part of raising awareness of Canadian agriculture, keeping Canadians informed about the importance of the agricultural industry," said Adele Moore, President of the Canadian Association of Fairs and Exhibitions.

Aggregate Report Highlights:

- The combined economic impact of all the fairs/exhibitions in Canada is over \$1B
 - The eight largest fairs combined contribute \$386M to their local economies
 - The 12 medium fairs combined contribute \$51M to their local economies
 - The 759 small fairs combined contribute \$569M to their local economies
- About three-quarters of attendees at the fair/exhibition think that agricultural education is an important component of the programming
- Over 90% of attendees believe that the fair/exhibition is an important tradition
- There is a high demand among fairgoers for locally-produced food
- Fairs/Exhibitions support local employment and bring tourism to the area

For the full Aggregate Reports and Executive Summaries, visit www.canadian-fairs.ca.

Established in 1924, the Canadian Association of Fairs and Exhibitions is a non-profit organization that represents the Canadian event industry including fairs, exhibitions, agricultural societies, provincial associations, and industry service providers. The mission of the Canadian Association of Fairs and Exhibitions is to provide leadership in the growth and development of the Canadian fair and exhibition industry and deliver programs and services that benefit members for their long-term success.

Canadian
Association of Fairs
and Exhibitions



Association
canadienne des
foires et expositions

Agri-Food Industry Development Fund – Guidelines for Applicants

Eligible Applicant:

Eligible applicants include agri-businesses and agricultural industry associations that primarily represent identifiable Nova Scotia agri-food products and services. These entities must clearly demonstrate a direct partnership and beneficial economic impact to the Nova Scotia primary agricultural industry. In addition, government agencies and universities may be eligible, provided that industry support/contribution and partnership is demonstrated.

Applicants must clearly demonstrate that they are a separate and legal business entity.

Financial Assistance:

Provincial Funding Limits:

Applicants may qualify to receive up to a maximum of \$20,000 per program year on approved projects. All funding is on a cost-shared basis. Percentage level of assistance offered on approved projects depends on category and eligible activity. All project work must be completed in the current program year (Prior to March 1st, 2010). Unused funds cannot be carried forward from one program year to the next.

Items NOT eligible for assistance include:

- Capital infrastructure (Categories A-D);
- Retail outlets, roadside stands and roadside signage;
- Reprints of promotional material;
- Promotional material not tied to a targeted marketing campaign;
- Input (raw) food or product costs;
- Equipment, including computer hardware or software (except Category B);
- Meals during investigative travel;
- Speaker or conference participant gifts, door prizes, honorariums, per diems;
- Current staff resources/salaries;
- HST/GST;
- Operating expenses;
- In-kind contributions; and
- Used equipment.

Repeat initiatives may not be given cost-shared assistance, or may receive a lower level of funding. Repeat applicants **MUST** clearly demonstrate that the funding requested is for new initiatives that differ from previous applications.

Federal Funding Limits

Category A - Business Management and Market Enhancement

Applicants can receive up to \$20,000 per year in federal funding for selected approved projects in this category.

Category B - Traceability

Applicants can receive up to \$10,000 per year in federal funding for selected approved projects in this category.

Category C - Regulatory Compliance: Food Safety and Occupational Health and Safety

Applicants can receive up to \$2,500 per year in federal funding for selected approved projects in this category.

Category D - Food Safety and Quality Initiatives: Provincially Inspected Slaughter Facilities and Meat Processing Facilities

Applicants can receive up to \$5,000 per year in federal funding for selected approved projects in this category.

Application Process:

The Agri-Food Industry Development Fund is subject to annual budget approval by government. Numbers of applications and budget limitations may necessitate fund closure on short notice. Completed applications will be reviewed in sequence based on the date that the application was deemed complete by the Programs and Business Risk Management (PBRM) administration. All completed applications are assessed by the Agri-Food Industry Development Fund Review Committee for funding decisions. Applications are to be submitted to the PBRM office by mail, fax or in person. A *Letter of Agreement* is generated for approved applicants. Once the original *Letter of Agreement* has been generated, project changes may be submitted in writing only once within 30 days of the date noted on the original *Letter of Agreement*. In addition to the application form, some projects may require assessments prior to funding approval.

Agri-Food Industry Development Fund – Guidelines for Applicants (Cont'd)

Complete Applications:

A complete application MUST include:

- Complete contact information;
 - Applicant project objectives, impact, and demonstrate how proposed projects are consistent with the program objectives;
 - Detailed description of activities, economic impact and time lines to be considered for funding;
 - Itemized budget, broken down by activity and associated cost, including other funding partners
- (Note: Applicant is responsible for ensuring the accuracy of budget information);
- Applicant signature and date.

Note: Applications must be deemed complete by the PBRM office prior to the commencement of project purchases or activities. Any project activities initiated prior to receipt of completed application do not qualify for financial assistance. Project expenses incurred after receiving the application up to the date of approval are at the applicant's risk.

Claiming Process:

Upon approval, applicants will receive a *Letter of Agreement* which identifies the eligible project activities, assistance offered and the terms and conditions of assistance for categories A - D. Payments will be made based on date of eligible project Activity, **NOT** invoice date.

Information Required for Claiming:

- All claims for Categories A - D must be postmarked by the post office or received in the PBRM Office by **March 1st, 2010**. Late claims will **NOT** be processed;
- Signed copy of the *Letter of Agreement*;
- Submission of a completed *Agri-Food Industry Development Fund Claim Form*, based on the amount of the original approval or the actual project costs, whichever is less;
- Copies of all invoices and proof of payment (i.e., cancelled cheques or invoices marked paid and signed by supplier) to support completed approved project activities;
- Food Safety and Quality Initiative Projects - copy of provincial operating license for new establishments or letter of support from provincial food inspection staff.

NOTE: All eligible activities relating to the Food Safety and Quality Initiative: Provincially Inspected Slaughter Facilities and Primary Meat Processing Facilities must be reviewed by a provincial meat inspector prior to release of payment.

A project report **MUST** be included for final payment.

The project report is to:

- outline each completed project(s) activity;
- state the objectives of each completed project(s); and
- provide detailed discussion on the economic impact: were the objectives met, current economic benefits realized and/or projected economic benefits.

NOTE: Interim claims may be submitted any time after project completion and prior to the March 1, 2010 deadline for all final claims.



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We're on the Web!

See us at:

<http://www.eans.ca>

**Agri-Food Industry Development Fund – Guidelines for Applicants
(Cont'd)**

Project Categories

- **Category A – Business Development and Market Enhancement**
Facilitates the building of business management capacity and developing new markets and opportunities.
- **Category B – Traceability**
Assists in the purchase and installation of traceability infrastructure and staff training to implement traceability systems for plants, animals and products.
- **Category C – Regulatory Compliance: Food Safety and Occupational Health and Safety**
Assists agri-businesses with direct costs of addressing food and safety compliance issues.
- **Category D – Food Safety and Quality Initiative: Provincially Inspected Slaughter Facilities and Meat Processing Facilities**
Assists processors in developing a facility that meets provincial inspection criteria.
- **Category E – Specified Risk Materials (SRM) Handling Preparedness**
Provides an economically sustainable waste management strategy for slaughterhouse operators and other livestock commodities.
- **Category F – Strategic Infrastructure Investment Fund (SIIF)**
Assists in developing and enhancing agriculture infrastructure through increased industry partnership and collaboration.
- **Category G – Direct Marketing Community Development Trust Fund (DMCDT)**
Supports direct marketing initiatives and provides opportunities for enhanced competitiveness through innovation, diversification and collaboration

For more information on the AFIDF, go to:

<http://www.gov.ns.ca/agri/prm/programs/afidf.shtml>