
Ag Action Manitoba Program for Agri-Processors

One program. Built with you in mind.



A Program Guide to the Terms and Conditions

2018-2023

Version 4

Ag Action Manitoba

One program. Built with you in mind.

Ag Action Manitoba is a five-year, \$176 million, all-encompassing program offered to farmers, agri-processors, industry organizations, researchers and industry service providers.

Ag Action Manitoba supports a wide variety of activities and strategic investments. This guide focuses on program activities directed towards **agri-processors**.

Agri-processors can apply for funding aimed at:

- new product development
- domestic and international market research
- value-added processing productivity improvements
- skill development associated with new production processes
- risk mitigation strategies
- innovative technologies
- public trust

The Ag Action Manitoba program, funded under the Canadian Agricultural Partnership, is administered by Manitoba Agriculture. Manitoba Agriculture staff are available to advise, support and work with applicants to help them reach their goals and to help the agricultural sector become more profitable, competitive and innovative.

Canadian Agricultural Partnership

The Canadian Agricultural Partnership is a \$3 billion, five-year investment by federal, provincial and territorial governments to help Canada's agriculture and agri-food sectors innovate, grow and prosper.

This investment is cost shared, with 60 per cent of funding provided by the federal government and 40 per cent by the provinces and territories. The provinces and territories deliver the Canadian Agricultural Partnership's programs to ensure they meet regional needs.

About This Guide

This guide provides applicants with further details related to Ag Action Manitoba's cost share funding assistance.

Manitoba Agriculture will update the guide regularly, and it is subject to change without notice. New opportunities may be made available during the term of the Ag Action Manitoba program.

For more information, contact Manitoba Agriculture at:

- **1-844-769-6224**
- **agaction@gov.mb.ca**
- **manitoba.ca/agriculture**

Table of Contents

Section 1	Program Description	2
Section 2	Program Eligibility.....	2
Section 3	Program Activities	3
Section 4	Cost Share Funding.....	4
Section 5	Market Development	5
	Application Assessment	6
Section 6	Capital Assets and Equipment	7
	Application Assessment	8
Section 7	How to Apply for Funding.....	9
Section 8	Funding Decisions	10
Section 9	Appeals	10
Section 10	Payments	11
Section 11	Overpayments.....	12
Section 12	Reporting and Project Communication	12
Section 13	Collection, Use and Disclosure of Personal Information and Protection of Privacy	13
Section 14	False or Misleading Information	14
Section 15	Right of Set-off	14
Section 16	Ownership of Intellectual Property.....	14
Section 17	Changes to the Program Terms and Conditions.....	15
Section 18	No Liability of Governments, Indemnification by Applicant	15
Section 19	Liability Insurance.....	16
Section 20	Conflict of Interest	16
Section 21	Representations, Warranties, Obligations, Joint and Several Liability	17
Section 22	Ministerial Discretion.....	18
Section 23	Termination of the Program	18
Section 24	Definitions.....	19
Appendix A	Ag Action Manitoba Program for Agri-Processors: Cost Share Overview.....	21
Appendix B	Market Development: Trade Show Costs	22

SECTION 1

Program Description

The Ag Action Manitoba program provides financial assistance to agri-processors engaged in:

- pre-commercialization, commercialization and expansion activities that move innovative products to market
- investment in capital equipment that will expand and enhance the competitiveness and sustainability of Manitoba's agriculture, agri-food and agri-product industry

It offers an intensified focus on:

- new product development
- domestic and international market research
- value-added processing productivity improvements
- skill development associated with new production processes
- innovative technologies

SECTION 2

Program Eligibility

Ag Action Manitoba supports a wide variety of activities and strategic investments. This guide focuses on program activities directed towards agri-processors. Each activity contains details about the types of clients that can apply to program activities.

Eligible agri-processors include:

- agri-food processors
- agri-product processors
- abattoirs

Agri-processors:

- should be involved in the transformation of agri-products into end products. This includes value-added activities that result in products for direct sales to consumers, or as ingredients for additional value-added processing, or for cleaning or packaging of agri-products into market ready materials or goods

- must have a permit to operate a food handling establishment before submission of the claim form
- can be from inside or outside of Manitoba, as long as the activities related to the application occur in Manitoba or have a positive outcome for Manitoba
- must provide a copy of the balance sheet and income statement from the previous year
- must have a **Manitoba Premises Identification Number** if applicant is an abattoir
- must ensure that they meet all eligibility requirements, as detailed for each activity

An organization with multiple divisions, operating names or units, will count as one organization.

Government employees, who are the majority shareholder (50 per cent or higher) in a business or operation, are not eligible to apply for funding. A business or operation, which includes a provincial government employee as a minority shareholder, will be eligible 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 Canadian Agricultural Partnership programs
- amounts due and owing by the applicant under other Canadian Agricultural Partnership and Manitoba programs

Be sure to refer to each Ag Action Manitoba program activity for specific eligibility requirements.

SECTION 3

Program Activities

Eligible agri-processors can apply to the following activities under the Ag Action Manitoba program:

- **Capital Assets and Equipment**
- **Market Development**

See sections 5 through 6 for more details of each activity.

SECTION 4

Cost Share Funding

Activities are cost shared between government (the program) and the applicant. Cost share ratios and funding caps vary for each activity and focus area.

Eligible costs

Eligible costs are expenses directly related to the execution of an approved project. The applicant must provide detailed costs for each activity and focus area in the application.

The applicant must provide detailed costs for each activity and focus area as part of the application.

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

Provincial Sales Tax (PST) and the non-recoverable portion of the Goods and Services Tax (GST) are eligible costs.

Funding from government

When including funds from government sources to meet the applicant's share, a stacking limit will apply and must be adhered to.

A stacking limit refers to the maximum level of total Canadian government funding (federal, provincial/territorial and municipal) that a successful applicant can receive towards the total eligible costs of a project.

The maximum level of total government funding must not exceed:

- 75 per cent of total approved project costs for non-profit organizations
- 50 per cent of total approved project costs for all other applicants

Ineligible costs

The recoverable portion of GST is ineligible.

Where a project is approved, no eligible expenses will be reimbursed unless a funding decision letter or contribution agreement is signed.

Refer to each activity for a complete list of eligible and ineligible costs under Ag Action Manitoba.

SECTION 5

Market Development

Market development will create opportunities for agri-food and agri-product processors to maintain existing markets and capture emerging opportunities, expanding their market presence locally, nationally or internationally.

Ag Action Manitoba will support small, medium and large-scale agri-processors in the following seven focus areas:

- **Market research:** supports increasing marketplace knowledge and identifies the potential for successful entry into new markets
- **Market access training:** addresses barriers such as language, translation needs or the development of marketing content tailored to an individual marketplace
- **Tradeshow:** provides processors an opportunity to meet new customers and make sales
- **Product development:** captures unique opportunities to expand markets by adapting an existing product to suit the needs of a new market
- **Scale up production:** increases the production of an existing or new product and meet the demands of the current and expanding market
- **Labelling and packaging:** supports applicants in adapting existing packaging or product labels to appeal to a new market
- **Sensory and shelf life studies:** supports identifying product adaptability and functionality in meeting the needs of a new market

Cost share ratio and funding caps

There is a cost share ratio of 50:50 and an annual \$20,000 funding cap for this activity.

The minimum project size that will be accepted for Market Development activities is \$3,000, which may be eligible for funding of up to \$1,500.

Eligible costs

The following costs are **eligible** for funding:

Market research

- eligible professional fees for consultants, agencies or firms for:
 - research and development of market intelligence reports
 - long term strategic marketing and export planning

Market access training

- registration cost of relevant training event
- purchase of educational materials which are directly associated with a training event
- extension of website capacity for the purpose of accessing new markets, such as language translation, or the addition of content applicable to a new market

Tradeshow

- participation at a trade show or trade/buyer mission outside of Manitoba
- exploratory visit to a Manitoba-sponsored trade show that is new to a client

Product development

- professional fee for consultants, agencies or firms for studies related to product development as well as the implementation of such a study
- implementation of accreditation other than food safety or assurance

Scale-up production

- professional fees for consultants, agencies or firms for studies related to scale-up and one time test run of scale-up plan

Labelling and packaging

- professional fees for consultants, agencies or firms for services related to package or label design and nutritional analysis

Sensory and shelf life studies

- professional fees for consultants, agencies or firms for studies related to sensory and shelf-life studies for existing products to access new markets

Ineligible costs

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

- regular and ongoing technical and consulting services availed by the organization
- existing salaries related to the overall functions of the organization
- the difference between the hotel charge and the standard hotel rate, as per administrative guidelines
- alcoholic beverages
- travel expenses incurred by service providers related to primary research, market intelligence reports and export training
- regular web maintenance fees
- electronic devices that can be used for multiple purposes (e.g., digital cameras and smart phones)
- the purchase of capital equipment associated with attending or participating in a trade show
- the recoverable portion of the Goods and Services Tax
- ingredients, semi-finished, or finished product provided by the client for product development, scale-up production, or sensory and shelf life studies
- salaries or wages for labourers provided by applicant towards a one-time test run of a scale-up plan

Application Assessment

Applications will be assessed according to the following criteria:

- project deliverables and outcomes
- alignment with Manitoba government objectives, such as:
 - the creation of new jobs or increased payroll value
 - an incremental increase in processing value and volume
 - an increased use of Manitoba agri-inputs
 - the production of goods which displaces imports from outside of Canada
 - an increase in exports
 - an increase in the value or volume of production of animal proteins, plant-based proteins or dairy
- production capacity
- market plan

See Appendix B for further details on eligible and ineligible trade show expenses.

SECTION 6

Capital Assets and Equipment

This Ag Action Manitoba program activity will assist with capital investment for modernization activities that enhance efficiency, productivity and environmental sustainability. This can include equipment purchases that support the transformation of raw inputs into value-added goods that bring new technologies or products into the production process, capture value from waste products, and address the treatment and purification of wastewater.

Capital funding is available to agri-processors based on two separate funding levels:

- **Investment under \$1 million:** supports the growth and expansion of small to medium-sized enterprises. These projects relate to scaling up production and improving productivity, through the introduction of new and innovative technology, through process automation, or through skill development and training of employees.
- **Investment over \$1 million:** supports major expansion projects related to scaling up production and improving productivity, the introduction of new and innovative technology, and process automation. This includes projects addressing environmental sustainability initiatives such as wastewater treatment.

Cost share ratios and funding cap

Capital asset and equipment investment under \$1 million: a cost share ratio of 25:75, with a funding cap of \$50,000 per fiscal year or \$100,000 over the life of the program. Subject to availability of funds and project priority.

Capital asset and equipment investments over \$1 million: a cost share ratio of 25:75 on the first \$100,000, then on a 10:90 cost share per dollar thereafter, to a maximum contribution of \$2.5 million.

Minimum project size that will be accepted for Capital Asset and Equipment activities is \$10,000, which would be eligible for a grant up to \$2,500.

Eligible costs

The following costs are **eligible** for funding:

- equipment that supports the transformation of raw inputs by physical or chemical means into a higher value food, beverage or agri-product
- equipment used for preparing, producing or packaging a product, or for package forming, fractionating or decorticating
- equipment that contributes to the commercialization and adoption of new products, technologies, practices or processes
- equipment that contributes to the creation of new value from waste products, by-products, or co-products
- ancillary components of eligible equipment (necessary software, transportation, physical installation, professional installation, and training directly related to operating new equipment)
- company-scale wastewater treatment equipment or systems

Ineligible costs

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

- in-kind contributions
- upgrades to existing plumbing or electrical systems
- training that is not directly related to the acquisition of new equipment or technologies
- equipment that is leased or rented, where ownership is not immediately transferred to the applicant
- facility construction and upgrades

Application Assessment

Applications will be assessed based on the following information:

- project description
- project deliverables and outcomes
- alignment with Manitoba government objectives, such as:
 - the creation of new jobs or increased payroll value
 - an incremental increase in processing value and volume
 - an increase in the use of Manitoba agri-inputs
 - the production of goods that displaces imports from outside Canada
- an increase in exports
- an increase in the value or volume of production of animal proteins, plant-based proteins or dairy
- the compliance with provincial and municipal wastewater regulations
- the creation of value from waste products, bi-products or co-products
- capital and financial capacity
- management capacity
- production capacity
- market plan

SECTION 7

How to Apply for Funding

Applications are available on the Manitoba Agriculture website. Go to www.manitoba.ca/agriculture and click on Ag Action Manitoba.

Manitoba Agriculture will publish deadline dates through [newsletter](#), website and social media channels.

Applications must be submitted to the program administrator no later than the deadline.

Applications and required documentation can be submitted to your local Manitoba Agriculture office or emailed to Manitoba Agriculture.

One application must be submitted for each activity.

Applicants must acknowledge and agree to any terms and conditions contained in the application.

No person, other than the applicant, may sign the program application or other program documents.

Applicants must comply with all Manitoba and federal government laws and regulations applicable to their project and to their business or organization's operations. Applicants must also accept and agree to all of the terms and conditions of the program.

In the case of corporations, partnerships and other business organizations, a designated person with legal authorization must sign the application and other program documents. The program administrator may require proof of authorization.

The project duration for program activities may be single or multi-year. Multi-year projects can be up to three consecutive years.

Project activities must be completed on or before December 31, 2022 or no payment will be issued.

Each program activity must be completed within the following timelines:

ACTIVITY	FOCUS AREA	PROJECT DURATION
Capital Assets and Equipment	Investment under \$1 million	Up to 12 months
Capital Assets and Equipment	Investment over \$1 million	Up to 24 months
Market Development		Up to 12 months

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

Funding amounts received from all sources must be declared on the application. Failure to disclose all financial sources for a project may nullify the application.

SECTION 8

Funding Decisions

The applicant will receive a funding decision letter from the program administrator. The funding decision letter may state that only part of the applicant's proposed project or activity is approved for program funding, or that only specific eligible costs are approved for program funding.

Successful applicants may be required to further enter into a contribution agreement with the Manitoba government, as deemed appropriate by the program administrator.

If work is started on a project before formal written approval of program funding is received, the applicant does so at their own risk. A project may not be approved for funding and/or may not be approved to receive all of the funding applied for. Even where a project is approved for funding, no approved eligible costs will be funded unless and until all agreements and documents required in connection with the applicant's participation in the program are received by the program administrator.

SECTION 9

Appeals

The minister may establish an appeal body and a program appeal process.

SECTION 10

Payments

Payments are issued in accordance with the funding decision letter or the terms of the contribution agreement.

When your project is complete, submit a final report, including itemized receipts or other acceptable proof of payments to:

Manitoba Agriculture
Ag Action Manitoba Program Administrator
810 Phillips Street, Portage la Prairie MB R1N 4A4

If the funds for any particular reporting period are not spent, the program administrator will adjust future payments, based on unexpended funds. This will not include the Training activity.

The applicant must incur, and have paid, all expenses associated with the project before they can be reimbursed.

The calculation of eligible costs will be based on the actual out-of-pocket cost to the applicant, less any rebates, discounts, incentives and credits, whether provided at the time of purchase or a later date.

Any payment to be made under this program is subject:

- to an appropriation of funds by the Parliament of Canada and Legislature of Manitoba in the fiscal year in which the payment is due
- to cancelled or reduced payments if departmental funding levels are changed by the Parliament of Canada or the Legislature of Manitoba

The program administrator does not assume any responsibility for the tax implications of financial support under the program. Any payments made under this program may have income tax implications for the applicant. The applicant is advised to consult their tax advisor as to the income tax consequences of participation in this program.

The contribution agreement will detail program funding requirements, including the payment process, the budget, performance and financial reporting requirements.

SECTION 11

Overpayments

The program administrator shall be entitled to demand immediate repayment from the applicant of the amount of any overpayment, and the applicant shall pay the amount demanded within 30 days of such demand. Any overpayment that is not paid in full, when due, shall be deemed to be a debt due and owing by the applicant to the Manitoba government.

The term overpayment means any one or more of the following:

- any amount of program funding provided to the applicant that exceeds the amount the applicant was entitled to receive
- any program funds used or applied for by the applicant on account of costs or expenses that are not eligible costs under the program
- any program funds advanced to the applicant that are not actually expended on account of eligible costs within the fiscal year for which such program funds were appropriated
- any program funds received contrary to these program terms and conditions, or that are otherwise returnable or repayable to the Manitoba government under these program terms and conditions, or the terms of a contribution agreement

SECTION 12

Reporting and Project Communication

Any communication plans, products and activities developed by the applicant for the program must be submitted for approval by the program administrator.

Communications products and activities may include news releases, pamphlets, papers, posters, bulletins, newsletters and social media.

The program administrator will ensure that the Canadian Agricultural Partnership graphic standard is applied, and that Manitoba and Canada are identified equally.

The contribution agreement will detail the applicant's obligations with respect to communications, publications, advertising and news releases that refer to the project.

The Government of Canada and the Manitoba government may make public announcements or otherwise publicly release the applicant's name, the amount of funding received under the program, and the general nature of the project or activity.

SECTION 13

Collection, Use and Disclosure of Personal Information and Protection of Privacy

The applicant's personal information is being collected under the authority of section 36(1) (b) of The Freedom of Information and Protection of Privacy Act (FIPPA), as it is directly related to and necessary for the purpose of determining eligibility for the program.

The applicant's information will be disclosed to Agriculture and Agri-Food Canada (AAFC), and the program administrator for program administration.

The applicant's personal information is protected under the privacy provisions of FIPPA. If you have questions concerning the collection, use or disclosure of applicant information, please contact Manitoba Agriculture at 204-945-3439.

The collection of personal information is limited to only as much personal information as is reasonably necessary to accomplish the purpose for which it is collected. Only those employees and agents who need to know the information to carry out the purpose for which it was collected, can use personal information.

The applicant's personal information will be used to verify eligibility for Canadian Agricultural Partnership programs, to contact you for further information or clarification, or to communicate any future programs that may be of interest.

By submitting an application under the program, the applicant has consented:

- to supply any other relevant and required documentation to confirm eligibility
- to participate in any surveys, focus groups, interviews or other methods of program evaluation
- to on-site requests to verify program eligibility and monitor the applicant's progress under the program
- to the public release by the Government of Canada or the Manitoba government of the applicant's name, the amount of funding received under the program, and the general nature of the project or activity that is receiving funding
- to authorize indirect collection of personal information from someone other than the applicant to verify program eligibility, or for verification or audit purposes
- to the applicant's information being used and disclosed for the purpose of analyzing program effectiveness

SECTION 14

False or Misleading Information

An applicant who provides false or misleading information under the program:

- foregoes all rights to program payments and any other benefits under the program for which they would be otherwise eligible
- is liable to repay all program payments received
- may be subject to prosecution

The provision of false or misleading information under the program may be taken into account in determining eligibility for other Canadian Agricultural Partnership programs.

SECTION 15

Right of Set-off

In addition to any rights of set-off the Manitoba government may have at law, the minister may set-off any amount payable to the applicant under the program against:

- any amount due and owing by the applicant under the program
- any amount due and owing by the applicant under any other Canadian Agricultural Partnership program

- any other amount due and owing by the applicant to the Government of Canada, the Manitoba government or a government agency

Amounts due and owing by the applicant under the program, may be taken into account in determining eligibility under other Canadian Agricultural Partnership programs.

SECTION 16

Ownership of Intellectual Property

Ownership of intellectual property created by the applicant under the program shall vest in the applicant.

The contribution agreement may include additional terms regarding intellectual property.

SECTION 17

Changes to the Program Terms and Conditions

The minister may revise, alter or amend these program terms and conditions at any time by posting the revised program terms and conditions on the Manitoba Agriculture website. The applicant is responsible to monitor the Manitoba Agriculture website for any such revisions, alterations or amendments.

Applications shall be administered and governed by the program terms and conditions posted on the Manitoba Agriculture website on the date the application is received.

SECTION 18

No Liability of Governments, Indemnification by Applicant

The Government of Canada, the Manitoba government, and their respective ministers, officers, employees and agents shall not be liable for any injury to or loss or damage suffered by the applicant, the directors, officers, employees or agents of the applicant, or any other party, including, without limitation, any injury to persons (including death), damage to or loss or destruction of property, economic loss, consequential damages or infringement of rights caused by or related, either directly or indirectly, to the activities of the applicant under the program or the applicant's participation in the program.

The applicant shall, at all times during and following the applicant's participation in the program, be solely responsible for, and shall save harmless and indemnify the Government of Canada, the Manitoba government, and their respective ministers, officers, employees and agents from and against all claims, liabilities and demands with respect to any injury to persons (including, without limitation, death), damage to or loss or destruction of property, economic loss, consequential damages or infringement of rights caused by, or related, either directly or indirectly, to the activities of the applicant under the program or the applicant's participation in the program.

SECTION 19

Liability Insurance

Applicants are encouraged to discuss insurance requirements that relate to their participation in this program, with a licensed insurance broker.

SECTION 20

Conflict of Interest

No member of the House of Commons or of the Senate shall be allowed to derive any financial advantage under the program that would not be permitted under the Parliament of Canada Act.

No current or former federal public office holder to whom the Conflict of Interest Act, the Conflict of Interest Code for Members of the House of Commons applies, shall derive any advantage or benefit from the program, unless the provision or receipt of such advantage or benefit is in compliance with such legislation, codes and policies.

No current or former Manitoba government employee shall be allowed to derive any financial advantage or benefit under the program, unless the provision or receipt of such advantage or benefit is in compliance with these program terms and conditions and all applicable conflict of interest policies.

SECTION 21

Representations, Warranties, Obligations, Joint and Several Liability

The applicant's participation in the program does not create a partnership, agency, joint venture or similar relationship between the governments of Canada or Manitoba and the applicant, and the applicant will not represent itself as such, including in any agreement with a third party.

The individual(s) signing the application must indicate their official position with the applicant, or their relationship to the applicant. By signing and submitting an application, the individual(s) signing the application represent and warrant that:

- The execution and delivery of the application and such other agreements and documents required in connection with the applicant's participation in the program, are within the proper powers and capacities of the applicant. Also, they have been duly and validly authorized by the applicant, and constitute binding legal obligations of the applicant.
- The applicant has granted them all necessary authority to commit the applicant to the obligations and undertakings in the application, as well as such other agreements and documents that are required in connection with the applicant's participation in the program.

The applicant is solely responsible to ensure that:

- the applicant's activities under the program are completed and performed in compliance with all applicable laws
- the applicant obtains all required environmental and other approvals, licences and permits (whether federal, provincial or municipal), with respect to the applicant's activities under the program

If the applicant is an unincorporated business or a partnership, all owners of the business and all partners of the partnership, as the case may be, will be jointly and severally liable for all the undertakings and obligations of the applicant, under the application and all other agreements and documents related to the program. If the applicant consists of more than one person, each person will be jointly and severally liable for all the undertakings and obligations of the applicant, under the application and all other agreements and documents related to the program.

SECTION 22

Ministerial Discretion

Notwithstanding these program terms and conditions, the minister has the absolute discretion to determine any matter related to the program, including, without limitation, the amount of payments under the program.

SECTION 23

Termination of the Program

The minister has the absolute discretion to terminate the program at any time.

SECTION 24

Definitions

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

Agri-business: a person or entity involved in for-profit commercial activity in the agricultural sector, other than an agri-processor or a farmer.

Agri-food processor: person or entity that transforms agricultural commodities or ingredients into value added goods that are food or ingredients. These goods may be for direct consumption or sold as ingredients for further value-added processing.

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

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

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

Canadian Agricultural Partnership: 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.

Contribution agreement: the articles of agreement and annexes, as well as their amendments, and the general terms and conditions applicable on the effective date of agreement.

Farmer: an individual grower, producer or rancher, partnership, corporation, co-operative or any other association of people who is actively engaged in farming.

Funding decision letter: a letter 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.

Incremental expenses: expenditures, including cash, labour and in-kind contributions that can be directly attributed to the project outlined in the application and are over and above normal business operational expenses.

Industry organization: a non-profit organization (e.g., a commodity organization) that is actively engaged in representing farmers, agri-processors, or agri-business members' interests and working to further the competitiveness of Manitoba's agriculture sector. Industry organizations must be a legally recognized entity, duly registered with the Manitoba Companies Office to carry on business in the province of Manitoba (where required by law).

In-kind contributions: non-monetary goods and services that are not reimbursable by the program, but may be considered by the program administrator as part of the applicant's contribution requirement.

Intellectual property: all materials, concepts, know-hows, formulae, inventions, improvements, industrial designs, processes, patterns, machines, manufactures, compositions of matter, compilations of information, patents and patent applications, copyrights, trade secrets, technology, technical information, software, prototypes and specifications, including any right to apply for protections under statutory proceedings available for those purposes, provided they are capable of protection at law.

Knowledge transfer: the transfer of expertise, learning and skills between parties.

Manitoba government employee: any full time, regular, parttime or term individual employed by the provincial government, 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.

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

Non-profit: a type of organization that does not earn profits for its owners. All money earned by, or donated to, a non-profit organization is used to pursue the organization's objectives and support its operations.

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

Program: refers to the Ag Action Manitoba program.

Program activity: a specific action under the Ag Action Manitoba program where applicants can apply for funding. Activities may have one or several focus areas.

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

Terms and conditions: the Ag Action Manitoba program rules that applicants accept and agree to follow as conditions for receiving funding. Terms and conditions can be revised, altered or amended from time to time.

APPENDIX A

Ag Action Manitoba Program for Agri-Processors: Cost Share Overview

ACTIVITY	FOCUS AREA	ELIGIBLE APPLICANT	COST SHARE RATIO (GOVERNMENT: APPLICANT)	FUNDING CAP
	Investment under \$1M	Agri-Processors	25:75	\$50,000
Capital Assets and Equipment	Investment \$1M and over	Agri-Processors	On a sliding scale 25:75 on the first \$100,000 of project value then 10:90 per dollar thereafter to a maximum contribution	\$2,500,000
Market Development	<ul style="list-style-type: none"> Market Research Market Access Training Tradeshow Product Development Scale-up Production Labelling and Packaging Sensory and Shelf-life Studies 	Agri-Processors	50:50	\$20,000

APPENDIX B

Market Development: Trade Show Costs

ELIGIBLE TRADE SHOW COSTS	LIMIT	COMMENT
Renting turnkey booth	None	Expenses directly related to exhibiting at a trade show that will result in increase business capacity to maintain existing markets or capture emerging market opportunities in the sector.
Rental of booth space	None	
Rental of booth hard walls, equipment, furniture, lighting and accessories	None	
Design, purchase and install of one-time booth signage (not including hanging signage)	Maximum \$250 per trade show	
Electrical hook-up for booth	None	
Onsite marketing (product showcase, show guide advertising, badge inserts, online advertising, decals and show bag inserts)	Maximum \$250 per trade show	
Tents	\$100 per trade show	
Onsite translator	Maximum 1 translator per trade show per day	
Rental of hand washing station	Maximum 1 per trade show	
Rental of freezer or cooler space (including costs associated with moving of product in and out of the freezer)	Maximum 1 freezer or 1 cooler pallet per trade show	
Contract catering services to prepare product samples for the show	Maximum \$100 per trade show per day	
Cost of trade show organized business-to-business meetings	None	
Membership (only if required to exhibit)	Maximum 1 company membership per trade show per year	

APPENDIX B

Market Development: Trade Show Costs (continued)

ELIGIBLE TRADE SHOW COSTS	LIMIT	COMMENT
Hotel	Maximum \$115 per night (includes each trade show day, the day before and after the trade show)	Expense indirectly related to exhibiting at a trade show that will facilitate increasing business capacity to maintain existing markets and/or capture emerging market opportunities in the sector.
Shipping booth display or equipment to the show	Maximum \$500 per trade show	
Shipping samples to show	Maximum \$150 per trade show	
Meal per diem	Max of \$35 per day, up to two employees, receipts must be submitted for each meal, no tips or alcohol purchases will be accepted	
Economy airfare	Maximum 2 economy airfares per trade show	
Checked airline baggage	Maximum of 1 regular baggage fee per person/airfare; up to a maximum of 4 regular baggage fees per show	
Car rental	Maximum of \$35 per day not including insurance; (includes each trade show day, the day before and after the trade show)	
Public ground transportation (e.g., taxi, bus, train)	Must indicate on receipt purpose of trip; start and end locations	
Conference or trade show registration (includes educational sessions)	Maximum 2 employee registrations per show	
Reimbursement of gasoline	When gasoline charges are less than airfare to the event	

APPENDIX B

Market Development: Trade Show Costs (continued)

INELIGIBLE TRADE SHOW COSTS	REASON
Cost of company labour for booth	These expenses are part of normal business activity.
Cost of samples	
Cost of trade show liability insurance	
Design of marketing materials	
Recoverable portion of taxes	
Purchase of equipment associated with attending or participating in a show	
Cost of product testing or lab work (e.g., chemical analysis)	
Cost of lead retrieval scanner	Expense directly related to exhibiting at a trade show but that are unnecessary to increasing business capacity to maintain existing markets or capture emerging market opportunities in the sector.
Cost of telecommunications or WIFI	
Cost of parking a vehicle	
Cost of labour to put together, install or dismantle hanging signage	
Cost of addition meeting space/rooms	
Cost of booth cleaning	
Booth development	A booth can be used at multiple events and can be seen as directly or indirectly related to a trade show, but unnecessary to increasing business capacity to maintain existing markets or capture emerging market opportunities in the sector.



Contact us

- Go to manitoba.ca/agriculture
- Toll free at 1-844-769-6224
- Email us at agaction@gov.mb.ca
- Follow us on Twitter @MBGovAg
- Join the #AgActionMB conversation on social media
- Visit your local Manitoba Agriculture office