

Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

Industry Development Initiatives

Program Guide

Version 3.0 (updated for October 2025 intake)

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For any questions, you may contact the Program Administrator:

Sustainable CAP
agriculture@gov.mb.ca
1-800-811-4411

This Program Guide has been updated for the October 2025 intake.

Program guidelines have changed since the previous intake.

Section 1 - Program Description

The Industry Development Initiatives program will advance the agriculture, agri-food and agri-product sector's capacity and competitiveness by providing funding to support incremental group learning activities, knowledge transfer and resource development. The program will provide financial assistance to eligible applicants for activities that enhance the sector.

Section 2 - Program Eligibility

The Industry Development Initiatives program is open to:

- Associations
- Boards
- Commissions
- Indigenous governments, communities, and organizations
- Industry organizations
- Non-profit organizations

Eligible applicants:


- Must be actively engaged in the agriculture, agri-food or agri-product industry and work to further the competitiveness of Manitoba's agriculture sector.
- Must be registered with the Manitoba Companies Office or another legally recognized body and have been operating a minimum of one year.
- 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 ensure that they meet all eligibility requirements.

Please note that only one application per applicant will be accepted.

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

Current and former Government of Canada employees are ineligible to apply for funding.

Current Manitoba government employees, who are the majority shareholder (50 per cent or higher) in a business or operation, are ineligible 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.



Current or former members of the Legislative Assembly of Manitoba, current or former members of the Executive council, or current or former Manitoba government senior public servants are not eligible. Current or former federal public office holders are eligible as long as they follow conflict of interest policies and procedures.

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 Sustainable Canadian Agricultural Partnership programs
- Amounts due and owing by the applicant under other Sustainable Canadian Agricultural Partnership and Manitoba programs

Section 3 - Cost Share Funding

Activities are cost shared between government and the applicant at a cost share ratio of 50:50 (government: applicant).

There is a funding limit of \$25,000 per eligible applicant over the life of the Sustainable CAP framework.

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

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

If work is started on a project before formal written approval of program funding is received, the applicant does so at their own risk.

All expenses must be supported by an invoice and a valid proof of payment.

Project Length

- All projects shall start April 1, 2026 or later.
- All projects must be completed with all reporting and claim documents submitted by December 31, 2027.
- Multi-year projects are encouraged.

All Sustainable CAP projects are administered on a fiscal year of April 1 to March 31. Projects completed within one fiscal year will require a final report and financial claim up-on project completion. Projects completed over multiple fiscal years will require a report (interim or final) and financial claim in each fiscal year.



Funding from Government

The applicant must adhere to the stacking limit. The stacking limit refers to the maximum level of total Canadian government funding (federal, provincial/territorial, and municipal) a successful Applicant can receive towards total approved eligible expenses of a project.

The maximum level of total government funding must not exceed:

- 100 percent of total approved eligible expenses; or
- If the Applicant is a for-profit business or organization, 75 per cent for capital items that are approved eligible expenses.

Section 4 – Focus Areas and Funding Streams

Focus Areas

When applying for funding, applicants are encouraged to focus on one of the following areas:

- **Economic and workforce development** - initiatives to address labour shortages and improve workforce retention and development within the agriculture and agri-food sector to enhance its long-term competitiveness and sustainability.
- **Technical and business skills development** - initiatives that support skill development that enhance performance, productivity, and efficiency of operations to improve the competitiveness and sustainability of the agriculture and agri-food sector.

Funding Streams

The Industry Development Initiatives program supports two funding streams:

- Training
- Resource Development

Training

This activity focuses on sharing skills, research and information through incremental group learning and knowledge transfer events, such as conferences and workshops. The goal of this activity is to improve the capacity and competitiveness of primary producers, processors, agribusinesses, industry organizations, service providers, etc. by ensuring they have the latest information available.



Applicants can apply for funding for:

- **In-Person Training:** Traditional training where participants attend a training institution or facility and engage with an instructor in a particular field. As part of this formally registered group, the learner has the opportunity to exchange information and experiences that may require testing at the end to confirm an acceptable level of knowledge retention/ understanding. Resulting grades and/or certificates upon completion may also be involved (e.g., workshops, seminars, in-class training).
- **One-on-one training:** Informal interactions/activities where a participant receives one-on-one knowledge transfer, either in-person, over the phone or provided electronically from an expert/trainer/professional.
- **On-site training:** Training that occurs at a place of business and involves more than one participant (e.g., field demonstrations, field tours).
- **Conferences/trade shows:** A participant attends a large-scale exposition off-site specifically as a knowledge transfer/training opportunity, as opposed to a sales or marketing opportunity.
- **Web-based training (including webinars):** Training delivered via the internet where an instructor controls a virtual curriculum and interactions, or the learner sets their own learning pace. Participation is virtual and the training may be either live or pre-recorded. Participation is usually at the participant's convenience, not necessarily a defined date and time, and may include testing at the end to confirm an acceptable level of knowledge retention/ understanding. Web-based training may also include testing, grades and/or certificates upon completion.

Training held in conjunction with regular business events (e.g. conferences, meetings, annual general meetings) may be eligible if training activities/costs are separate from regular business and identifiable.

Eligible Expenses

- Communication expenses (including printing, postage, newspaper, and online advertising)
- Facility and equipment rentals (e.g. venues and audio-visual systems)
- Speaker fees and travel expenses (see Appendix A for details)
- Subcontracted services
- Supplies and materials (including the purchase of education and training materials)
- Registration fees associated with a training event (e.g. workshop, webinar, course, etc.)
- Overhead (up to 10% of total approved eligible expenses) (e.g. internal administration, use of own materials and supplies, use of own equipment, etc.)



Resource Development

This activity helps industry organizations produce digital and print materials to provide accurate information and resource materials.

Applications for funding can be made to develop the following materials:

- Instructional videos
- Manuals, brochures, and factsheets
- Strategic, transition, and planning guides (e.g. communication plans, marketing plans, etc.)
- Website and social media items


Eligible Expenses

- Subcontracted services - expenses related to the development, design and distribution of communication and extension materials.
- Professional fees and travel expenses (**see Appendix A for details** of eligible expenses)
- Materials and supplies
- Overhead (up to 10% of total approved eligible expenses) (e.g. internal administration, use of own materials and supplies, use of own equipment, etc.)

Ineligible Expenses

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

- Where a project is approved, no eligible expense will be reimbursed unless the Funding Agreement is signed
- Any expenses incurred before, or after, the dates listed in the funding agreement
- Any expense, including a tax, which is eligible for a rebate, credit, or refund such as Goods and Services Tax (GST) and Harmonized Sales Tax (HST).
- In-kind contributions
- Any expenses not required for the execution of the project.
- Normal operating expenses associated with carrying out business operations.
- Expenses associated with lobbying.
- Financing charges, loan interest payments, bank fees and charges
- Any compensation to any government employee for organizing or delivering parts of the project.
- Multi-use items (e.g., computers, tablets, printers, phones, cameras) which are either not essential or not exclusively used for the project. Eligibility determination is at the discretion of the Program Administrator.
- Purchase of labels, packaging, and promotional materials
- Regular and ongoing subscriptions, listings and registration fees related to market intelligence and/or marketing activities.

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- Regular and ongoing website use/maintenance fees
 - Promotional activities including participating in trade show marketing programs including demonstrations, product showcase, show guide advertising, badge inserts, trade show online advertising, decals, show inserts, social media or influencer campaigns and marketing material giveaways.
 - Travel expenses for internal staff or volunteers
 - Food and refreshments
 - Gifts or honorariums
 - Any project-related activity that generates revenue during the implementation of the project
 - Expenses incurred for other projects
 - Any item purchased before April 1, 2026
 - Any other expense deemed ineligible by the program administrator.

Section 5 - Application Worksheet Assessment

Application Worksheets will be assessed according to the following criteria:

- Applicant eligibility
- Project description
- Project deliverables and outcomes
- Collaboration between multiple organizations
- Incorporation of one (or more) of the following priorities:
 - Resiliency of the food chain
 - Proactive risk management
 - Plant and animal health and welfare through a One Health perspective
 - Assurance systems
 - Public trust
 - Mental health and worker health and safety
 - Environmental sustainability
 - Enabling economic and workforce development
 - Building sector capacity and competitiveness
 - Diversity and inclusion

Section 6 - How to Apply for Funding

The Applicant Information Form and Application Worksheet are available on the Manitoba Agriculture website. Go to <https://www.gov.mb.ca/scap/resiliency/industry-development-initiatives.html>.

Manitoba Agriculture will publish deadline dates through the newsletter, website, and social media channels.

The Applicant must complete all applicable questions within the Application Worksheet. Incomplete application forms may result in the delay or rejection of an application.

The Application Worksheet and Applicant Information Form must be submitted to the Program Administrator at agriculture@gov.mb.ca by **October 30, 2025**. Late applications will not be accepted.

Applicant must acknowledge and agree to any terms and conditions contained in the application forms, Program Guide and Program Terms and Conditions.

Only the applicant may complete the Applicant Information Form, Application Worksheet, or other program documents.

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

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

Funding for 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 Worksheet. Failure to disclose all financial sources for a project may nullify the funding request.



Definitions

Applicant: a person or entity who satisfies all the eligibility requirements set out in the terms and conditions and who submits an Applicant Information Form and Application Worksheet under this program

Funding Agreement: an agreement 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 that can be directly attributed to the project outlined in the Application Worksheet and are over and above normal business operational expenses.

Indigenous: individuals who self-report an Indigenous identity, either First Nations, Metis, and/or Inuit, or a combination of those

In-kind Contributions: non-monetary goods and/or services that are not reimbursable by the program.

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 using all money earned or donated to pursue the organization's objectives and support its operations

Overhead: expenses which are required for project completion but cannot be directly attributed to any specific project activity, product, or service. Overhead will be capped at 10% of total approved eligible expense. Examples include internal administration, accounting and legal expenses, use of own equipment, office supplies, utilities, internal materials and supplies, etc.

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

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



Program: refers to the Sustainable Canadian Agricultural Partnership

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

Provincial Government Employee: any full-time, regular, part-time or term individual employed by the Manitoba government, including any special operating agency or Crown corporation.

Stacking Limit: the maximum level of total Canadian government funding (federal, provincial/ territorial, and municipal) that a successful applicant can receive.

Subcontracted Services: Eligible activities which are subcontracted out by the applicant to a third-party organization, business, individual (e.g. sign language interpreter).

Sustainable 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 agriproduct sectors.

Terms and Conditions: Sustainable Canadian Agricultural Partnership program rules that applicants must follow as conditions for receiving funding; can be occasionally revised, altered or amended from time to time.

Appendix A –Travel Expense Eligibility

Expense Category	Eligible Expense Details
Travel Expenses (for Speakers and Professionals)	<p>Eligible Travel Expenses may include:</p> <ul style="list-style-type: none"> • Economy airfare • Transportation (non-airfare) <ul style="list-style-type: none"> ○ Vehicle rental, including fuel must be supported by an invoice and proof of payment to be eligible. ○ Mileage (for own vehicle) • Meals • Accommodation, limited to a maximum of \$300 per night, per room.
Mileage	<p>Mileage rates for use of a personal vehicle will follow the General Manual of Administration rates for mileage within Manitoba and the National Joint Council rates for mileage outside of Manitoba. Fuel is included within the mileage rate.</p> <p>The current mileage rates are:</p> <ul style="list-style-type: none"> • Within Manitoba: \$0.46 per kilometer. • Outside of Manitoba: \$0.56 per kilometer • North of the 53rd Parallel: \$0.504 per kilometer <p>The applicant will be required to provide a summary of each trip including:</p> <ul style="list-style-type: none"> • Start point • End point • Total kilometers • Reason for trip
Meals	<p>Per meal limits will follow the General Manual of Administration rates for meals within Manitoba and the National Joint Council rates for meals outside of Manitoba.</p> <p>Costs of alcohol, gratuities, and GST must be excluded. Meals are limited to one (1) breakfast, lunch, and dinner per day, per eligible traveller.</p> <p>Current meal rates within Manitoba are:</p> <ul style="list-style-type: none"> • Breakfast: \$8.64 • Lunch: \$10.84 • Dinner: \$18.37 <p>Receipts and proof of payment must be provided for meal expenses.</p>