

# Sustainable Canadian Agricultural Partnership

Competitive. Innovative. Resilient.

## Promoting Agriculture Awareness & Public Trust Program

### GUIDELINES



Canada

## 5.2 AGRICULTURE AWARENESS SUB-PROGRAM

### PROGRAM DESCRIPTION

The Agriculture Awareness Sub-Program is designed build awareness and promote public trust in agriculture on PEI.

#### NOTE:

Projects focusing on educational activities should aim to be explicitly inclusive of one or more of the underrepresented groups including:

- a. Mi'kmaq and other Indigenous Groups;
- b. Newcomers to Canada;
- c. Refugees;
- d. Children (pre-school);
- e. Students (K-12);
- f. University/College Students;
- g. Women;
- h. Urban residents;
- i. Rural residents;
- j. Senior citizens (55+);
- k. Individuals with a disability;
- l. Individuals with a low income; and/or
- m. Others may be considered upon request.

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# SUB-PROGRAM GUIDELINES

## Eligible Recipients

- Mi'kmaq First Nations and other Indigenous groups;
- Agriculture industry organizations, clubs, and associations;
- Municipal and provincial governments;
- Non-profit organizations with a registered charity number, business number, and/or incorporated number;
- Agriculture producers\*;
- Agri-businesses\*;
- Agri-processors\*;
- Others may be considered upon request.

**NOTE\*:** Agricultural Producers, Agri-businesses, and Agri-processors must include letters of support from a related agricultural organization to be eligible.

## Eligible Activities/Expenses

- Activities to promote trust and understanding of agriculture among the public;
  - Development and coordination of promotional events and campaigns;
  - Development and delivery of resources, programming and communication materials;
  - Development and delivery of training activities that increase agriculture awareness, education, or literacy;
- Activities linking industry with schools and the general public in an effort to promote agriculture.

## Ineligible Activities/Expenses

- Provincial branding activities;
- Certificate or post-secondary education scholarships/bursaries;
- Activities that solely promote private or corporate interests;
- Research activities;
- Fundraising activities;
- BRM-type activities;
- Normal and on-going operating and maintenance activities;
- Activities that do not provide a direct benefit to the Sector;
- Activities related to aquaponic food production, or to aquaculture, seaweed, fish and seafood production and processing (except international marketing and traceability activities for fish and seafood);
- Activities which provide tax credits or rebates; and
- Development and enforcement of regulations.

## Funding

- 50% of eligible expenses up to a maximum of \$10,000;
- Funding will be cost shared, between eligible recipients and the Department. The level of support and total contribution will be determined by the Agriculture Awareness Review Committee.



## CLAIMS PROCESS

Recipients shall maintain an accurate record of expenditures incurred and shall submit, upon completion of the project, the following:

- a claim form summarizing expenditures;
- copies of all paid invoices with verification of payment;
- a brief report on the project and its results in terms of project objectives; and
- copies of material produced (or when applicable, photos of material funded).



## TERMS AND CONDITIONS

- Recipients must meet the eligibility criteria and submit a complete application to the Department of Agriculture;
- Applications will be assessed on a **first come-first serve basis for merit and impact**;
- If the project is not approved, all incurred costs are the responsibility of the recipient;
- Approved projects must be completed within the timeframe outlined in the funding agreement;
- Assistance will be available until funds are totally allocated within that year; and
- Projects may be funded below the maximum contribution rate upon assessment and availability of funding.

## HOW TO APPLY

Completed applications may be submitted to the attention of the Program Officer via regular mail or email.

### Email Applications:

Applications may be submitted via email to

[agawareness@gov.pe.ca](mailto:agawareness@gov.pe.ca)

Please include the program name in the subject line.

### Regular Mail Applications:

Applications may be submitted via regular mail at:

PEI Department of Agriculture

11 Kent Street

PO Box 2000

Charlottetown PE C1A 7N8

(902) 368-4880 (telephone)



## **PUBLIC TRUST**

Projects approved for funding under the Sustainable CAP which have demonstrable links to increasing public trust may be eligible for additional project funding.



## **REGIONAL COLLABORATION**

Projects that are assessed to demonstrate benefits and impacts to more than one Atlantic province may be eligible for funding on a regional basis.



## **EVALUATION AND CONTROL**

A complete evaluation of this program is planned to ensure that the objectives and results are achieved and to assess the relevance of its renewal. Program metrics are collected and reported on an on-going basis.



## **GUIDING PRINCIPLE**

Sustainable CAP programs are available to all Canadians who are eligible to participate in those programs. Wherever possible, the needs of under-represented groups, including Indigenous Peoples, women, youth, and persons with disabilities, were considered during program development.