

BC Agriculture and Food Export Program Guide

2025/2026



Funding for the BC Agriculture and Food Export Program is provided by the governments of Canada and British Columbia through the Sustainable Canadian Agriculture Partnership, a joint federal-provincial-territorial initiative.

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Glossary

The following glossary defines key terms used within this guide.

Activity Outputs	Direct immediate results associated with an Activity Type. See Appendix 1 for details.
Activity Types	Actions associated with delivering project goals. See Appendix 1 for details.
Applicant	Organizations that submit Applications for funding in response to the funding call opening.
Applications	Project proposals submitted by Applicants in response to the funding call opening.
Application Portal	The online portal in which an Applicant must register and submit an Application.
Funding Agreement (“Agreement”)	An Agreement executed between Program Administration and the Recipient outlining the terms and conditions in which the awarded funding will be disbursed. The Agreement will include the project timeline, eligible expenses, and reporting requirements. The process and conditions under which the Agreement can be modified or nullified will also be detailed. Once an Agreement has been executed, the Recipient may begin accumulating eligible expenses for reimbursement consideration.
Funding Stream	A category under which an Eligible Applicant can apply.
Eligible Activities	The activities eligible for funding through the BC Agriculture and Food Export Program as defined in Section 2.3.
Eligible Applicants	The list of organizations eligible for funding under the BC Agriculture and Food Export Program as defined in Section 2.1.
Industry Associations	A Funding Stream that includes industry associations, boards and councils as defined in section 2.1.
MNP LLP (“Program Administration”)	The service provider contracted to manage and administer the BC Agriculture and Food Export Program.
Producers and Processors	A Funding Stream that includes primary agriculture and seafood producers, as well as agriculture, food and beverage, and seafood processors or cooperatives as defined in Section 2.1.
Program Administration	The title used to describe the role of MNP LLP in relation to the BC Agriculture and Food Export Program.
Project Budget	A breakdown of proposed project expenses submitted as part of the Application.
Project Start Date	The date on which a successful Recipient enters a Project Funding Agreement with MNP LLP.
Recipient	A successful Applicant that is awarded funding through the BC Agriculture and Food Export Program.



Executive Summary

This guide provides an overview of the BC Agriculture and Food Export Program (the Program) including the program objectives, intakes, eligibility criteria, application process, funding agreements and program reporting. The Program is one of the key elements of the Sustainable Canadian Agricultural Partnership (Sustainable CAP) to help strengthen and grow the agriculture and food sector.

The fiscal year 2025 / 2026 funding call will open on **January 6th, 2025** and interested applicants are required to submit an Application by **16:00 Pacific Time on February 3rd, 2025**. Both funding streams, *Producers, Processors and Cooperatives (Funding Stream 1)* and *Industry Associations, Boards and Councils (Funding Stream 2)*, will be open for applications during this funding call. Submissions received after this deadline will not be eligible for funding consideration under this funding call. Submission of an application under a funding call does not guarantee funding under the Program. To be considered, submissions must meet the mandatory requirements as laid out in this guide. Applications meeting the mandatory requirements will also be evaluated against desired criteria and amongst other applications submitted during the open funding call. Priority may be given to projects outlined in Section 3.3 of the guide.

All successful decisions will be conditional upon execution of a Funding Agreement between the successful applicant and MNP LLP. Until both parties execute a funding agreement, no expenses will be reimbursed and any costs incurred up until then will be the sole responsibility of the applicant.

Proponents are required to review and comply with the information contained in this Program Guide and to consult any additional information as outlined in this document.

For additional information, please contact admin@bcagricultureandfoodexportprogram.ca.

Information about the program can be found at www.bcaagricultureandfoodexportprogram.ca

Note: *If there is a discrepancy between this program guide and www.bcaagricultureandfoodexportprogram.ca the website will take precedence. All organizations are required to register through the Program's online portal and are requested to complete an eligibility screening prior to completing and submitting an application form.*

1. Program Overview

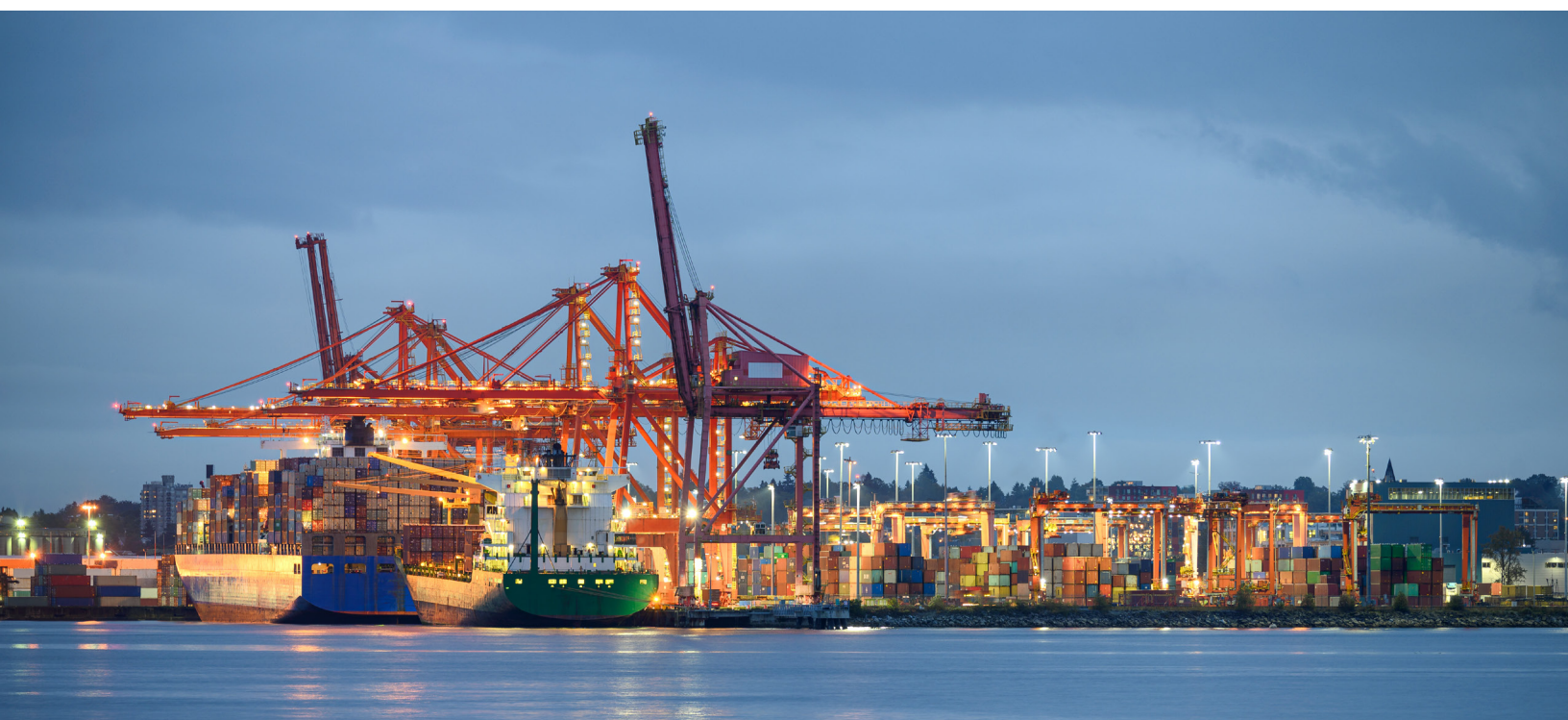
The BC Agriculture and Food Export Program (the Program) is funded under the Sustainable Canadian Agricultural Partnership – a five-year (2023 to 2028) investment by federal, provincial and territorial governments to strengthen and grow the agriculture and food sector. The Program aims to increase sales, reduce market risk, and enhance long-term sustainability for B.C.'s agriculture, food and beverage exporters by providing cost-shared funding to undertake market development activities outside of B.C. that enable sector businesses and associations to maintain, expand and/or diversify export markets.

The Program is administered on behalf of the British Columbia Ministry of Agriculture and Food by MNP LLP ('Program Administration').

The Program aims to achieve the following outcomes:

- **Immediate Outcomes:** B.C. agriculture, food and beverage sector businesses are marketing their products and building business networks domestically and internationally to support their marketing objectives through the support of programs/services;
- **Intermediate Outcomes:** B.C. agriculture, food and beverage sector businesses are increasing domestic and international market diversification by pursuing market development opportunities; and
- **Long Term Outcomes:** B.C.'s agriculture, food and beverage businesses are reducing market risk and enhancing long-term sustainability by maintaining, expanding and diversifying domestic and international markets through the support of market development activities, resulting in the following:
 - Increased purchases of B.C. products;
 - Increased interprovincial and international exports of B.C. products; and
 - Reduced market risk due to market diversification.

Applications for this funding call through the Program will be accepted starting on **January 6th, 2025** and ending at **16:00 Pacific Standard Time on February 3rd, 2025**, with successful projects expected to start by **April 1st, 2025** and be completed by **March 1st, 2026**.



2. Eligible Applicants and Activities

2.1. ELIGIBLE APPLICANTS

Organizations will be required to apply for one of two funding streams based on their organization type:

1. *Producers and Processors* which includes:
 - a. Primary agriculture producers;
 - b. Agriculture, food and beverage, and/or seafood processors; and
 - c. Agriculture, food and beverage cooperatives.
2. *Industry Associations* which include:
 - a. Agriculture, food and beverage and or seafood industry associations, boards and councils that represent B.C. agrifood and seafood sector businesses/ organizations.

Please note that fishers and seafood harvesters are not eligible to receive cost-share funding under the Program.

Please note that seafood producers/processors/processor cooperatives/industry associations are not eligible for Sustainable Canadian Agriculture Partnership funding for interprovincial-focused activities. Seafood processors/cooperatives/industry associations may access funding for market development activities in other provinces as long as the entire focus of those activities is focused on developing markets outside of Canada (e.g., participation in Salon International de l'alimentation Canada tradeshow to promote seafood to international buyers would be considered eligible).

To be considered eligible for cost-shared funding through the Program, organizations must meet the following criteria:

- ☑ Be a primary agriculture producer; an agriculture, food and beverage and/or seafood processor; an agriculture, food and beverage cooperative; or, a recognized agriculture, food and/or beverage and/or seafood industry association, board or council;
 - a. IF the organization is a processor: be processing food, beverage, or agricultural and seafood products which are processed and packaged in B.C. with more than 85% of the product's main ingredients produced in B.C. (note: in cases where the main ingredients are not reasonably available in B.C. in sufficient quantities, the food must be processed and packaged entirely in B.C.)
 - b. IF the organization is a cooperative: be producing fresh food, beverage, or agricultural products which are 100% grown or raised in B.C.
- ☑ Have a head office in B.C. or be entitled (including being appropriately registered, licensed or certified, as appropriate) to do business in B.C.;
- ☑ Be selling or marketing a product that is grown or processed in B.C.;
- ☑ Have the ability to provide, and commit to providing, a minimum percentage of the total Project budget in cash, towards eligible Project costs as follows:
 - a. 50% for producers, processors and cooperatives;
 - b. 30% for industry associations, boards, or councils; and
- ☑ Have a minimum of \$100,000 in annual gross revenue for the two most recent consecutive years (only applies to producers, processors and cooperatives).

Please note that starting in 2024, producers, processors and cooperatives that have previously received 50% Ministry / 50% Recipient funding from the Program can expect to receive 35% Ministry / 65% Recipient funding for projects that are offering to take on the same activities in the same locations in the previous year that they received funding.

2.2. MAXIMUM FUNDING FOR ELIGIBLE EXPENSES

For producers, processors and cooperatives, funding is available from a **minimum of \$5,000** to a **maximum of \$50,000 per year or 30% of the previous year's annual revenues (whichever is lower)**.

For industry associations, boards and councils, funding is available from a **minimum of \$5,000** up to a **maximum of \$75,000 per year**.

2.3. ELIGIBLE ACTIVITIES AND EXPENSES

For a project to be funded through the Program, an application must include one or more of the three activities ('Activity Types') listed below. More detailed information on Eligible Activity Types and Outputs can be found in Appendix 1. All eligible expenses must be incurred after the date that the Funding Agreement is signed between Program Administration and the applicant. Expenses are paid for upfront by the funding recipient and reimbursed by Program Administration following the submission of a final project report at the conclusion of the project. More information on this reporting can be found in Section 4.3 of this guide.

EXPORT MARKET TRADESHOWS, FOOD FAIRS AND SALES EXHIBITIONS

Exhibiting in interprovincial/international tradeshows, food fairs, and sales exhibitions to connect with commercial buyers, including associated costs related to booth rentals, booth accessories and services, translators (if event primarily includes non-English speakers), meeting buyers on the margins of the event, or shipping product samples to and from the event.

Note: Expenses related to consumer-focused tradeshows or events are not eligible to receive project funding.

Note: Costs associated with buyers' meetings are only eligible if the meeting(s) are to be held in the same region as a tradeshow that the Recipient is approved to attend as part of the program. For instance, if you are approved to exhibit at a trade show in Singapore, you may be eligible to request reimbursement for costs associated with a meeting to be held in a neighbouring country in South East Asia. Similarly, if attending a trade show in Seoul you may be eligible to seek reimbursement for costs associated with buyers' meetings to be held in other cities within South Korea.

CONSUMER-FOCUSED PROMOTIONAL ACTIVITIES IN EXPORT MARKETS

Conducting consumer-focused retail or food service promotions (such as in-store demonstrations and tastings for consumers) in export markets, including associated costs such as hiring brand ambassadors, renting pop-up booths, purchasing serving utensils, or shipping samples to and from the retail or food service establishment.

Note: Only expenses related to the direct implementation / conducting of consumer-focused promotions are eligible. Costs associated with presentations to retail or food service buyers or costs paid to ambassadors for in-store merchandising services are ineligible under this category.

EXPORT FOCUSED MARKETING COLLATERAL AND ADVERTISING OR SOCIAL MEDIA CAMPAIGNS

Developing export-focused marketing materials, including videos, brochures, rack cards, posters, banners, recipe cards or point-of-sale signage for retail or food service promotions (e.g., shelf talkers, menu inserts, etc.).

Delivering paid advertising campaigns (print, radio, TV, digital) to promote specific products.

Hiring a third-party social media contractor in a specific export market for community management, social outreach, content curation and analytics to promote specific products in export markets.

Translating online or print communications to a foreign language to promote a specific product(s) in export markets.

Note: Search Engine Optimization (SEO) related activities including Google Search Ads are not eligible for funding under the Program.

Note: Seafood processors/cooperatives/industry associations are not eligible for cost-shared funding support for interprovincial-focused market development activities for any of the above eligible activities. All eligible activities taken on by seafood processors/cooperatives/industry associations must focus on and/or target international markets.

2.4. INELIGIBLE ACTIVITIES AND EXPENSES

The following activities and costs are not eligible under the Program. The list below is not exhaustive and applicants are encouraged to reach out to Program Administration if they are unsure if an activity is eligible.

- Meals and per diems.
- Buyers' meetings as a standalone activity (i.e., not directly related to tradeshow exhibition).
- Accommodation and travel expenses exceeding basic room rates and taxes. Room service, mini-bar, movies, spa treatments, business & first-class flights, hotels exceeding 3-star rates are not eligible expenses.
- Activities that take place before the approved project start date or after the project completion date. Deposits paid for tradeshows prior to receiving funding approval may be considered eligible. Having made a deposit does not mean that the project or activity will receive funding. Deposits paid shall be made at the Applicant's own risk.
- Any costs associated with obtaining product certifications, licenses or related fees required to be deemed as 'market ready'.
- Cost of producing/packaging product samples.
- General administrative and operational costs such as: Salaries (including project management, coordination, or project delivery, including social media, by salaried staff), Packaging materials, equipment, office expenses, business cards, rent and other ongoing costs related to day-to-day business incurred by the applicant, or firms represented by the applicant (hiring staff, holding a conference or annual meeting, etc.).
- Costs associated with giveaways or promotional products, including those planned for re-sale such as branded glasses, coasters, buttons, bags, clothing, aprons, etc.
- Expenses for attending consumer-focused tradeshows or events.
- General industry events that are not focused on market development such as annual general meetings.
- Costs associated with developing and submitting applications.
- Any activities that may be considered to denigrate other products, commodities or regions (e.g. farmed vs. wild salmon; organic vs. conventional agriculture).
- Costs where the payee is a government (i.e. government of BC, Canada, etc.).
- All product-related expenses and brand development such as labels and coupons.
- Costs incurred if the Project or element of the Project is abandoned.
- Legal Fees.
- Normal operating costs associated with or expanding a business' current operations (including planning and delivery of annual events, tours, purchasing of office supplies).
- Building and implementing an e-commerce tool or website.
- Funds to sponsor a third-party activity.
- Cannabis-related activities.

3. Applications

3.1. IMPORTANT PROGRAM DATES

The funding call for cost-shared funding under the the Program will **open on January 6th, 2025 and close at 16:00 Pacific Standard Time on February 3rd, 2025**. Applications for the funding must be made through the application portal on www.bcagricultureandfoodexportprogram.ca

A webinar on the Program funding call will be held on January 9th, 2025 by the Ministry and Program Administration. Organizations that are considering opening an application are encouraged to attend and ask questions regarding the program.

Important: We encourage applicants to register their organization in the portal and access the application well before the application window closing date (February 3rd, 2025).

The key application dates of each stream for the 2024-25 fiscal year are as follows:

PRODUCERS, PROCESSORS AND COOPERATIVES			
Intake	Intake Window	Anticipated Project Start Date	Project Completion Date
2025-01	Jan 6th - Feb 3rd, 2025	April 1st, 2025	March 1st, 2026

INDUSTRY ASSOCIATIONS, BOARDS AND COUNCILS			
Intake	Intake Window	Anticipated Project Start Date	Project Completion Date
2025-01	Jan 6th - Feb 3rd, 2025	April 1st, 2025	March 1st, 2026

3.2. APPLICATION PROCESS

Confirm Your Eligibility for Funding

Prior to applying, ensure you have completed a self-assessment to determine if your organization is eligible to receive BC Agriculture and Food Export Program funding. Program Administration will be available to answer questions on eligibility of project activities as well as technical support prior to an application being submitted.

Consult Program Guide

Once you have determined your eligibility, please read through the Program Guide to ensure you understand the objectives of the program and what activities and expenses your organization is eligible for. Review the list of eligible and ineligible costs (see Sections 2.3 and 2.4) to ensure that your project meets funding criteria and is ready for assessment.

Gather Quotes for Large Budget Items

Activities that are included in the project with costs over \$5,000 require supporting quotes. Quotes may expire before the project begins; however, they are still required to confirm the details of your project costs. Quotes are not required for budget items less than \$5,000.

Complete an Application Form and Project Budget

To apply, it is required that the organization create an account through the Portal. If your organization has previously submitted an application to either the BC Agriculture and Food Export Program or the Buy BC Partnership Program using the [MNP Application Portal](#) (launched May 2023), then you are required to login using your previously registered account. If your organization did not previously submit an application to either program, then your organization will need to register first through the [MNP Application portal](#). After registering, the organization must select the funding stream under which they are applying and complete an application form that details the project activities, objectives, and timelines.

The submission of a Project Budget is required with all applications. You will be asked to list all individual expenses, outputs and corresponding activities you would like to claim for. More information on the different eligible activities and outputs can be found in the Appendix of this Program Guide. The Project Budget is a standalone document that you will need to complete, and upload to the [MNP Application Portal](#), prior to the submission of your application. A sample completed Project Budget can be found in Appendix 2 of this Program Guide and a downloadable Project Budget template can be found in the MNP Application Portal once you open a new application under the program.

Completed application forms must be submitted through the portal by **16:00 Pacific Standard Time on February 3rd, 2026**. Late submissions will not be accepted. **Once submitted for review, the application form and project budget cannot be changed.**

3.3. MERIT EVALUATION CRITERIA

Eligible project applications will be evaluated based on the following criteria:

ALIGNMENT WITH PROGRAM OBJECTIVES AND DESIRED OUTCOMES (15%)	<ul style="list-style-type: none">Project aligns with the program outcome to reduce market risk and/or enhance long-term sustainability by maintaining, expanding and diversifying export markets through interprovincial and international market development activities that aim to result in increased sales, exports, and market diversification.Applicants whose project demonstrates market diversification away from a single market source will be awarded additional merit.
PROJECT ACTIVITIES (15%)	<ul style="list-style-type: none">Project activities are comprehensive, clear and well defined (i.e., reasonable timelines, service providers, deliverables, etc.).Project activities that are supported by previous market research and/or align with a broader marketing plan will receive additional merit.
PROJECT BUDGET AND TIMELINE (30%)	<ul style="list-style-type: none">Budget and timeline are reasonable, the size of the project/budget is realistic based on the size/capacity of the business, supported by quotes for amounts over \$5k, includes only eligible costs.

<p>PROJECT IMPACT (10%)</p>	<ul style="list-style-type: none"> ▪ Applicant has clearly demonstrated how impact will be measured for each activity at the end of the project, including clearly defined targets that are realistic to the budget, timeline, and type of activity supported.
<p>PAST PROJECT REPORTING AND PERFORMANCE (30%)</p>	<ul style="list-style-type: none"> ▪ Applicants that have not received funding through the BC Agriculture and Food Export Program previously will be awarded the full 30% for this criteria. ▪ Previous recipients of the program will have their future applications assessed against the below criteria. <ul style="list-style-type: none"> ◊ Past projects have been within budget with timely reporting. ◊ Applicant has been responsive and professional in their previous communications with Program Administration. ◊ Past projects have met or surpassed targeted results.
<p>BROAD BENEFIT TO THE SECTOR</p> <p><i>Applicable only to Agriculture, Food and Beverage Cooperatives, Associations and Boards</i></p>	<ul style="list-style-type: none"> ▪ Applicant has clearly demonstrated how the project contributes to the program outcomes of enabling sector businesses to maintain competitiveness in existing markets, and/or diversify and grow into new and existing markets <u>reducing market risk for multiple agriculture, food and beverage companies.</u>

4. Notifications and Obligations

4.1. FUNDING NOTIFICATIONS AND CONTRACTS

Complete applications will be reviewed and adjudicated by Program Administration between February and March, 2025.

All complete Program applications received will be evaluated based only on the information submitted and will not be considered if they do not meet application eligibility criteria or if they are incomplete.

All submitted applications will be reviewed through a competitive process (merit-based). Eligible applications will be allocated available cost shared funding for projects that best align with the Program criteria.

If an application is selected for available funding, Program Administration will inform the applicant of the details of the decision and any associated terms and conditions via email. The applicant will then be invited to enter into a Funding Agreement with Program Administration which outlines the obligations of each party for the approved project.

If an application is not selected, the applicant will be notified of the decision and will be offered feedback should they wish to request it.

4.2. PREVIEW OF COMMUNICATIONS MATERIALS

Funding recipients will be responsible to ensure all project related communication and marketing materials appropriately acknowledge BC Agriculture and Food Export Program funding. Recipients are required to ensure that all materials contain the appropriate funding acknowledgement and that all materials are reviewed by Program Administration before being publicly released.

Examples of communication materials that require funding acknowledgement include but is not limited to:

- print/broadcast/online advertisements
- videos
- flyers
- posters
- brochures
- rack cards
- banners
- shelf-talkers
- point-of-sale materials
- website updates
- newsletters
- event invitations
- press releases and announcements
 - ◊ **Note:** press releases are not funded under the Program, but press releases announcing project funding must still be reviewed
- related marketing, promotional and communication materials

If a Recipient does not submit their communications materials to Program Administration for approval before they are produced/distributed, they risk losing reimbursement funds.

4.3. REPORTING REQUIREMENTS

Program Administration will provide reporting and expense claim templates to funding recipients. Reports submitted will be required to include immediate outcomes and performance indicators for each funded activity as outlined in Appendix 1. Reports and expense claims must be filled out and submitted to Program Administration by the

reporting deadline(s) outlined in the Funding Agreement. Project invoices and proof of payment are also required to be submitted along with the expense claim. It is important that all project reports are submitted on time and with all required information.

Reimbursement will be based on actual expenses incurred and must correspond to those listed in the fully executed Funding Agreement.

Recipients will have two opportunities to submit for reimbursement, via an expense claim, throughout the duration of their project. Recipients will submit a progress report and expense claim for reimbursement at a pre-determined mid-term point of their project, followed by submission of a final report and expense claim for reimbursement at the end of their project. The exact dates for report submission and reimbursement will be outlined in all Funding Agreements.

4.4. CHANGES TO FUNDING AGREEMENTS

Amendments to a project, its corresponding activities, or budget are generally not accepted once a Funding Agreement has been fully executed.

Exceptions may be made for situations that arise outside of the recipient's control (e.g. a cancelled event). A change in the company's marketing strategy or operations does not constitute a valid reason for amending a fully executed agreement. Recipients will forfeit any funding tied to activities that are not completed within the project's agreed upon timeline.

Changes to projects must be approved in writing by Program Administration. Activities undertaken that have not been approved are not eligible for funding.

Appendix 1: Eligible Activity Types and Outputs

EXPORT FOCUSED MARKETING COLLATERAL AND ADVERTISING OR SOCIAL MEDIA CAMPAIGNS <i>Developing export-focused marketing materials for retail or food service promotion, delivering paid advertising campaigns to promote specific products, hiring a third-party social media contractor in a specific export market, or translating online or print communications to promote (a) specific product(s) in export markets.</i>	
Outputs	<ul style="list-style-type: none"> ▪ Digital ads ▪ Mailing ads ▪ TV ads ▪ Radio ads ▪ Print ads ▪ Videos ▪ Brochures / Rack Cards ▪ Posters / Banners ▪ Recipe Cards ▪ Point-of-Sale Signs ▪ Shelf-Talkers ▪ Menu Inserts ▪ Pull Up Banner
Immediate Outcomes	<ul style="list-style-type: none"> ▪ Sector businesses are marketing their products in new or existing export markets or market channels, resulting in increased buyer and consumer awareness.
Key Program Performance Indicators	<ul style="list-style-type: none"> ▪ Number of communication products created to promote products in markets (divided by new and existing markets and market type).

CONSUMER-FOCUSED PROMOTIONAL ACTIVITIES IN EXPORT MARKETS <i>Conducting consumer-focused retail or food service promotions in export markets.</i>	
Outputs	<ul style="list-style-type: none"> ▪ In-Store Demos ▪ Brand Ambassadors ▪ In-Store Signage / Promotional Materials
Immediate Outcomes	<ul style="list-style-type: none"> ▪ Sector businesses are marketing their products in new or existing export markets or market channels, resulting in increased buyer and consumer awareness.
Key Program Performance Indicators	<ul style="list-style-type: none"> ▪ Number of in-store promotions/demonstrations held in new markets (domestic and international). ▪ Number of in-store promotions/demonstrations held in existing markets (domestic and international) ▪ Number of new sales deals generated (by new or existing market, market type). ▪ Number of new sales deals anticipated (by new or existing market, market type). ▪ Dollar value of new sales agreements signed (by new or existing market, and market type and channel type). ▪ Number of new products introduced (by new or existing market, market type and channel type).

EXPORT MARKET TRADESHOWS, FOOD FAIRS AND SALES EXHIBITIONS

Exhibiting in interprovincial/international tradeshows, food fairs and sales exhibitions to connect with commercial buyers.

Outputs	<ul style="list-style-type: none">▪ Booth Rentals (tables, chairs, podiums, etc)▪ Booth accessories and services▪ Shipping Product Samples▪ Translators (if event includes non-English speakers)
Immediate Outcomes	<ul style="list-style-type: none">▪ Buyers in export markets are exposed to BC products.▪ New business relationships are established with export buyers.
Key Program Performance Indicators	<ul style="list-style-type: none">▪ Number of new markets entered due to market development activities.▪ Number of existing markets diversified due to market development activities.▪ Number of trade leads collected per activity.▪ Number of new sales deals generated (by new or existing market, market type).▪ Number of new sales deals anticipated (by new or existing market, market type).▪ Dollar value of new sales agreements signed (by new or existing market, and market type and channel type)▪ Number of new products introduced (by new or existing market, market type and channel type).

Appendix 2: Sample Completed Project Budget

NAME OF APPLICANT:								
Activity Type (drop down menu)	Output (refer to outputs on the Activity Types & Outputs Tab)	Units	Unit Cost/ Purchase Price	Details	Quote #	Cost	BC Agriculture and Food Export Program Cost-Share (%)	BC Agriculture and Food Export Program Funding Request (\$)
Export Focused Marketing Collateral and Advertising or Social Media Campaigns	Digital Ads	5	\$1,000.00	Designing 5 unique ads to run on Meta from August to November. These ads will target consumers in Market X and Market Y.	1	\$5,000.00	50%	\$2,500.00
Export Market Tradeshows and Food Fairs and Sales Exhibitions	Booth Rentals	1	\$3,000.00	Renting a booth at the XYZ Tradeshaw (Market X) on June 1st, 2024.		\$3,000.00	50%	\$1,500.00
Export Market Tradeshows and Food Fairs and Sales Exhibitions	Travel	2	\$1,000.00	Airfare (economy) for two team members to travel to Market X for the XYZ Tradeshaw.		\$2,000.00	50%	\$1,000.00
Export Market Tradeshows and Food Fairs and Sales Exhibitions	Accomodation	2	\$400.00	Hotel stay for two nights (May 31st to June 1st) for two team members attending the XYZ Tradeshaw.		\$800.00	50%	\$400.00
Consumer-Focused Promotional Activities in Export Markets	In-Store Demos	7	\$1,000.00	Conducting in-store demonstrations in Market Y from August 2024 to February 2025	2	\$7,000.00	50%	\$3,500.00
Consumer-Focused Promotional Activities in Export Markets	In-Store Signage	1	\$2,000.00	Designing and producing in-store signage to be displayed during in-store demonstrations in Market Y		\$2,000.00	50%	\$1,000.00
Total						\$19,800.00		\$9,900.00

When budgeting for an advertisement campaign, please include the dates of the campaign as well as the target markets.

All line items for Activity Types should be broken up by Activity Output. A specific cost (such as for a Booth Rental) should never be lumped in with other costs (such as travel and accomodation). Each must have its own line.

If you are planning to attend multiple tradeshows, each tradeshow must have its own line item for each output. Multiple tradeshows cannot be placed in one line and must have their costs broken out accordingly. The Applicant must specify the tradeshow they are wanting to attend and when it is to take place in order for the expense to be considered.

All costs that are equal to or exceed \$5,000 must be accompanied by a quote.

Requests for accommodation for Tradeshows must specify the dates and amount of team members attending the show.

Line item details should make reference to the target market and the timeline of the Activity.