

DEADLINE: All applications must be received by MAY 15, 2022.

PROGRAM INFORMATION

The purpose of the program is to promote the development and expansion of small to medium-sized enterprises by supporting agri-business product development and marketing of value-added products.

ELIGIBLE APPLICANTS:

- Agriculture value-added processors that operate and file taxes in Saskatchewan;
- Applications must include value-added processing of Saskatchewan-grown agricultural products; and,
- Make a physical transformation or upgrade a raw/primary agricultural product(s) or any agricultural by-product or waste into a new or upgraded product.

FUNDING LEVEL:

Funds will be provided at 50 per cent of the approved eligible project expenses (subject to determined funding limits) to a maximum program payment of \$100,000 per eligible company per year.

FUNDING LIMITATIONS:

Prototype and Product Development Stream:

- Product development - approved cost.
- Market readiness - approved cost.
- Promotional/marketing activities for new product - approved cost.
- Website to introduce a new product - maximum of \$1,000 per project.

Market Development Stream

- Trade show participation:
 - International - maximum of \$1,500.
 - Domestic (outside of Saskatchewan) - maximum of \$750.
- Trade show registration - approved cost.
- Promotional and marketing activities in new markets.
 - Paid advertising, marketing material distribution and design/translation - approved cost.
 - Website development - maximum of \$1,000.
 - Product brand conceptualization, design or redesign - maximum of \$5,000.

P2M Program guidelines are available at Saskatchewan.ca/CAP.



Note: it is recommended that this application form is saved to your computer before entering in your information.

Part 1 - APPLICANT INFORMATION

BUSINESS NAME

CONTACT LAST NAME

CONTACT FIRST NAME

MIDDLE NAME(S)

MAILING ADDRESS (RURAL ROUTE, STN, SITE, BOX, ETC)

CITY/TOWN

PROVINCE

POSTAL CODE

BUSINESS PHONE (999-999-9999)

CELLULAR PHONE (999-999-9999)

BUSINESS NUMBER (FIRST NINE DIGITS OF GST, CRA, BN, TREATY/BAND)

EMAIL ADDRESS

ADDRESS OR LAND LOCATION OF FACILITY (IF DIFFERENT FROM ABOVE)

(OPTIONAL) **ALTERNATE CONTACT LAST NAME**

FIRST NAME

PHONE (BUSINESS, CELLULAR, HOME) (999-999-9999)

EMAIL ADDRESS

Does your proposed project include a physical transformation or upgrade of a Saskatchewan raw/primary agricultural product(s), or an agricultural by-product or waste into a new or upgraded product? Yes No

Do you file taxes in Saskatchewan? Yes No

Part 2 - PROJECT INFORMATION

Project Title: _____

PROJECT AREA (SELECT ALL THAT APPLY)

Prototype and Product Development

Market Development



Part 2 - PROJECT INFORMATION (CONTINUED)

PROJECT INFORMATION (PLEASE ATTACH):

- Describe the opportunity you are applying for. How is the opportunity unique for your business?
- What is the product or market you wish to develop?
- What Saskatchewan-grown agricultural product(s) will be used in the proposed project?
- If you are developing a new product:
 - Can you commercialize a new product in-house or do you plan on commercializing the new product off-site?
 - Where are you going to process your product and what is your long-term processing plan?
- If you are entering a new market, why are you targeting this market and what is your market promotion strategy? If this project is not in a new market, how are the proposed activities different from your current activities?
- Provide a project timeline outlining major project activities/milestones. Include estimated start and end dates.

APPLICANT BACKGROUND:

- Briefly outline your current business plan. (If possible, attach a business plan. If you do not have a business plan, ensure all elements of the proposed plan are outlined in this section.)
- Demonstrate how the proposed project links with the business plan. How will this project help achieve those goals?
- Provide information on your product(s), which markets you currently access and processing capacity, including how this project will impact processing capacity.
- Provide information on business capacity and resource expertise to successfully execute the project (e.g. technical/business expertise and details of other resources that are available to the project).

PROJECT OBJECTIVES/IMPACTS:

- What are the objectives and goals for this project?
- Describe how success will be evaluated, including examples of targets and measures.
- Describe any potential impacts of this project to the company, agriculture industry and the province, including:
 - Impact on employee numbers, including timeframe of impact;
 - Percentage of total materials that are Saskatchewan-grown agriculture products, including any estimated increases as a result of this project; and
 - Company-specific impacts, such as new clients, relationships, sales, profit or growth.



Part 3 - PROJECT BUDGET

Identify all eligible expenses and contributions supporting the project below. Be as specific as possible and attach quotes when available. Round numbers to the nearest dollar.

Project budget estimates must be based on supporting documentation.

ELIGIBLE ACTIVITIES AND REQUESTED FUNDING			
DESCRIPTION OF ELIGIBLE ACTIVITY		EXPENSE DETAILS/CALCULATIONS	TOTAL ESTIMATED COSTS (\$)
	Example – Trade show display unit	25 hours design and development at \$50 per hour at PrintIt. Display cost of \$400.	1650
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
TOTAL ESTIMATED BUDGET			

ATTACH ADDITIONAL PAGES IF REQUIRED

Part 4 - PROJECT COLLABORATORS

Collaborators are defined as those organizations who will be directly involved in the project by providing additional funds and/or are responsible for completing a specific part of the project.

Are there any organizations collaborating on this project?
If yes, complete the table below.

Yes No

83@6@9D757H76/fi

1		
2		
TOTAL FUNDING FROM OTHER SOURCES		



Part 5 - STATEMENT OF CERTIFICATION

1. I hereby apply to the Product2Market Program (the "Program") administered by the Saskatchewan Ministry of Agriculture (the "Ministry") for payment under the program made pursuant to *The Agriculture Administration Act* for the grant requested in this application.
2. I certify that I am the Applicant or that I am authorized to sign on behalf of the Applicant, (attach documents establishing the authority to sign on behalf of the Applicant). I agree that all references to "I" in this Statement of Certification shall be deemed to read the "Applicant", with the necessary grammatical changes required; and, that by my signature and delivery of this document to the program, I agree to be legally bound to adhere to the program policies as outlined in the attached guidelines.
3. I declare that I am an agriculture value-added processor operating and filing taxes in the province of Saskatchewan and who physically transform or upgrade raw/primary agricultural product(s) or any agricultural by-product or waste into a new or upgraded product.
4. I consent to and authorize the release of any information to the Program administrators relating to my/our business operations from any government ministry, agency, or third party, for the purpose of verifying information under this application.
5. I authorize the Ministry to request information from any federal or provincial government ministry or agency, or from any third party, to disclose that information to the Ministry, and consent to disclose any information contained in this application or pertaining to payment, to such ministry, agency, or third party, for the purpose of administering the Program.
6. I consent to and authorize the Ministry to disclose information relating to my application or payment to any review committee that may be established for the purposes of this Program, in the event that a review is requested.
7. I authorize the Ministry, or its designated representatives, to enter the premises identified on the application or any other premises related to the expenditures identified in this application for the purposes of verifying the eligibility of the application and associated expenditures claimed for payment;
8. I certify that no other application or claim has been made or will be made under this Program or any similar program in Saskatchewan or in another province, with respect to the same expenditures claimed under this application.
9. I agree to provide the Ministry with a program evaluation survey, original receipts, proof of payment for costs claimed and photos of the completed, eligible project on request.
10. I consent to and authorize the release of any information to the Ministry relating to my/our business operations from any government ministry, agency, or third party, for the purpose of verifying information and eligibility of this application.
11. I understand that there is no liability with respect to the Ministry, or other government agencies, regarding the construction of an approved project. Neither the Ministry, nor the Government of Saskatchewan, shall be liable to indemnify the Applicant for any liabilities the Applicant incurs in the performance of the work undertaken by it in this project. The Applicant shall hold the Minister, the Government of Saskatchewan, and all government employees, agents and representatives, past or present, harmless from and against all claims, liabilities, losses, damages, costs, expenses and causes of action, including claims:
 - (a) arising out of any breach or failure by the Applicant to perform of any of its obligations under this program;
 - (b) relating to injury (including death) to persons, or loss of or damage to property, arising out of the negligence or willful misconduct of the Applicant, its contractor, officers, agents or employees; or
 - (c) arising out of the work undertaken by the Applicant related to this project including, but not limited to, claims for builders' liens, workers' compensation, employment insurance, holidays, back pay or any rates or charges.
12. I agree that the Ministry or its designated representatives are authorized to enter the premises identified on the application or any other premises operated by the Applicant in order to conduct an inspection of the eligible project that is subject of this application.
13. I acknowledge that I am responsible for any cost overruns or expenditures in excess of the amounts contributed by the Ministry under the Program.
14. I acknowledge that the provision of false, misleading or fraudulent information may result in this application and any other past, current or future applications being deemed ineligible and any payments issued being deemed an overpayment.
15. I understand that the Ministry has the right to offset all or any portion of a payment against any debt I have owing to the Government of Saskatchewan.
16. I certify that the information included in this application is true and correct in every respect.

I acknowledge and accept the terms and conditions as set out above.

Dated: _____

Applicant Signature _____

If submitting by email, type your name above.
If submitting by mail, sign the printed form.

By email: agprogrms@gov.sk.ca
For more information: 1-866-457-2377
Saskatchewan.ca/cap

By mail: Product 2 Market Program
Ministry of Agriculture, Programs Branch
329-3085 Albert Street Regina SK S4S 0B1

The personal information in this application is collected under the authority of *The Agriculture Administration Act* and is protected by and is subject to the provisions of *The Freedom of Information and Protection of Privacy Act (FOIP Act)* and *Federal Privacy Act*. Saskatchewan Agriculture (SA) will use the information from this form to determine your benefit under the Product 2 Market Program. SA will also use your information for the administration of all other programs delivered by SA, to advise you about SA programs and services, for policy and program development and evaluation, and for research and statistical purposes. SA may share your information with Agriculture and Agri-Food Canada for the administration of other agriculture programs, for policy and program development and evaluation, and for research and statistical purposes. If you have any questions about the collection or use of this information, please contact the Privacy Officer, SA at 306-787-5141 or 226 - 3085 Albert St., Regina SK, S4S 0B1.