

# 2024 BuyBC Partnership Program Guide



BRITISH  
COLUMBIA

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# Glossary

The following glossary defines key terms used within this guide.

<b>Activity Outputs</b>	Direct immediate results associated with an Activity Type. See Appendix 1 for details.
<b>Activity Types</b>	Actions associated with delivering project goals. See Appendix 1 for details.
<b>Applicant</b>	Organizations that submit Applications for funding in response to the intake opening.
<b>Applications</b>	Project proposals submitted by Applicants in response to the intake opening.
<b>Application Portal</b>	The online portal in which an Applicant must register and submit an Application.
<b>BC Ministry of Agriculture and Food (“Ministry”)</b>	The Ministry of the Government of British Columbia through which funding for this program is provided.
<b>Buy BC Partnership Program (“Program”)</b>	The cost-shared funding program that is described within this program guide
<b>Logo Licence</b>	The Buy BC logo licence is administered by the BC Ministry of Agriculture and Food and allows eligible businesses to promote local food and beverage products right away without receiving cost-shared project funding. To be further considered eligible for cost-shared funding, the Applicant must first register and receive a Buy BC logo licence for their food and beverage products by applying directly on the Ministry’s website at <a href="http://BuyBC.gov.bc.ca/join-buy-bc/">BuyBC.gov.bc.ca/join-buy-bc/</a> .
<b>Funding Agreement</b>	An Agreement executed between Program Management 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.
<b>Funding Stream</b>	A category under which an Eligible Applicant can apply.
<b>Eligible Activities</b>	The activities eligible for funding through the Buy BC Partnership Program as defined in Section 2.3.
<b>Eligible Applicants</b>	The list of organizations eligible for funding under the Buy BC Partnership Program as defined in Section 2.1.
<b>Industry Associations</b>	A Funding Stream that includes industry associations, boards and councils as defined in section 2.1.
<b>MNP LLP</b>	The service provider contracted to manage and administer the Buy BC Partnership Program.
<b>Producers and Processors</b>	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.
<b>Program Management</b>	The title used to describe the role of MNP LLP in relation to the Buy BC Partnership Program.
<b>Recipient</b>	A successful Applicant that is awarded funding through the Buy BC Partnership Program.



## Executive Summary

This guide provides an overview of the Buy BC Partnership Program including the program objectives, intakes, eligibility criteria, application process, funding agreements and program reporting. The Buy BC Partnership Program is one of the key elements of the Buy BC Program, and provides cost-shared funding to help promote B.C. food and beverage products while supporting farmers and businesses throughout B.C.

Beginning in 2024, the Program will have two intakes where applications will be accepted for funding. The first intake will accept applications from both funding streams, Producers, Processors and Cooperatives (Funding Stream 1) and Industry Associations, Boards and Councils (Funding Stream 2). The second intake which is expected to launch in the summer of 2024 will only accept applications from Producers, Processors and Cooperatives (Funding Stream 1).

The next intake will open on January 8th, 2024 and interested Applicants are required to submit an Application by **16:00 Pacific Time on February 2nd, 2024**. Submissions received after this deadline will not be eligible for funding consideration under this intake. Submission of an application does not guarantee funding under the Buy BC Partnership 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 intake. 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.

For additional information, please contact [admin@BuyBCPartnershipProgram.ca](mailto:admin@BuyBCPartnershipProgram.ca).

Information about the program can be found at [www.BuyBCPartnershipProgram.ca](http://www.BuyBCPartnershipProgram.ca).

**Note:** If there is a discrepancy between this Program Guide and [www.BuyBCPartnershipProgram.ca](http://www.BuyBCPartnershipProgram.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 Buy BC Partnership Program is a fundamental component of Buy BC programming that provides up to \$2 million in cost-shared funding annually to local producers, processors and associations to support their ability to undertake local marketing activities that increase consumer awareness and sales of local agriculture, food and beverage products.

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

The Buy BC Partnership Program objectives are to:

- Increase Buy BC brand awareness
- Increase consumer awareness of local agriculture, food, and beverage products at point-of-sale
- Increase consumer motivation to purchase more local food and beverage products at grocery stores
- Increase availability of Buy BC products at grocery stores across the province
- Increase purchases and sales of local food and beverage products by commercial food buyers

## 1.1. BUY BC LOGO LICENSING

The Buy BC logo licensing system allows eligible businesses to use the Buy BC logo free of charge to make it easier for consumers to identify local B.C. products at markets and grocery stores across the province. Eligible businesses can apply directly on the Ministry's website for a Buy BC logo licence at [BuyBC.gov.bc.ca/join-buy-bc/](http://BuyBC.gov.bc.ca/join-buy-bc/).

Businesses eligible for Buy BC logo licensing include: B.C. producers, processors, cooperatives, industry associations, boards, councils, distributors, retailers, wholesalers, agricultural fairs, farmers' markets, food hubs, and other processing facilities, and non-profit organizations planning to promote local agriculture, food and beverage products. The Buy BC logo allows eligible businesses to promote local food and beverage products right away without receiving cost-shared project funding.

However, projects seeking cost-shared funding through the Buy BC Partnership Program must register their products for a Buy BC Logo License prior to applying for funding. Should your products require a new Buy BC Logo License, an application must be submitted to the BC Ministry of Agriculture and Food no later than **January 26th, 2024** in order to allow the Ministry ample time to evaluate and issue your license prior to the application deadline for the current intake of the Buy BC Partnership Program.

Industry Associations, Boards and Councils that represent and support BC based producers, processors, and cooperatives can apply for a marketing licence to be used on marketing materials.

Once licensed, Buy BC partners can benefit from broader Buy BC program activities, including promotion through website, social media, retail, ad campaigns, and events.

To find out more, please visit: [BuyBC.gov.bc.ca/join-buy-bc/](http://BuyBC.gov.bc.ca/join-buy-bc/)



## 1.2. BUY BC COST-SHARED FUNDING

Once an organization holds a valid Buy BC logo licence, they can apply to receive Buy BC cost-shared funding. Funding under this Program aims to support organizations looking to undertake sector and/or product specific Buy BC marketing and promotional activities across the province.

The first step is to complete an eligibility self-assessment and if deemed to be eligible, the organization can register for an account through the Application Portal. If your organization has previously submitted an application to either the Buy BC Partnership Program or the BC Agriculture and Food Export 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](#). All organizations will need to register through the MNP Application Portal and complete an Application during an intake.

Applications for the next intake of the Buy BC Partnership Program will be accepted starting on **January 8th, 2024 and ending at 16:00 Pacific Standard Time on February 2nd, 2024**, with successful projects expected to start by **April 1st, 2024** and be completed by **September 30th, 2024 (Producers and Processors)** or **March 1st, 2025 (Industry Associations)**.

Producers, Processors and Cooperatives (Funding Stream 1) will be invited to participate in a second intake of the Buy BC Partnership Program in the summer of 2024 for projects with an anticipated start date of **September 1, 2024** and an end date of **March 1st, 2025**.

**Important:** Past intakes of this program have been oversubscribed and it's expected that high demand will persist. Funding will continue to be allocated on merit basis towards projects that are evaluated to best align with the program's stated objectives. Funding is not allocated on a first come first served basis and submitting an application to the program does not guarantee that it will be successful.



# 2. Eligible Applicants and Activities

## 2.1. ELIGIBLE APPLICANTS

Organizations will be required to apply for one of two funding streams based on which stream they fit under:

1. **Stream 1 - Producers and Processors** which includes:
  - a. Primary agriculture, seafood producers and cooperatives, including growers, harvesters, ranchers, and those producing fresh food, or agricultural and seafood products which are 100% grown, caught, or raised in B.C.
  - b. Processors including businesses that transform raw agricultural, food, beverage, and/or seafood materials into new products, beyond basic washing, grading, and packaging, with at least 51% of the final costs of production originating in B.C.

2. **Stream 2 - Industry Associations** which include:

- a. Industry associations, boards and councils that represent and support B.C.-based producers, processors, and cooperatives.

**Note:** Farmers' markets, agricultural fairs, food hubs, other processing facilities, non-profit organizations, exhibitions, retailers, wholesalers, or distributors are NOT eligible for cost-shared funding; however, they are eligible to apply for a Buy BC logo licence to promote B.C. food and beverage products.

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

- ✓ Be a primary agriculture and/or seafood producer; an agriculture, food and beverage and/or seafood processor or cooperative; or, an agriculture, food and/or beverage industry association, board or council as defined above;
- ✓ Have a head office in B.C. or be authorized (including being registered, licenced or certified, as appropriate) to do business in B.C.;
- ✓ Have been approved for and hold a valid Buy BC logo licence;
- ✓ Have a minimum of \$30,000 in annual revenue for each of the past two years (applicable only for producers and processors stream);
- ✓ Be able to carry the cost of their total project until completion before applying for a reimbursement through the program;
- ✓ Be able to self-fund a minimum percentage of the total project budget as follows:
  - For the producers and processors stream the cost-share ratio is:
    - ◇ 50% Ministry / 50% Applicant for 1st time recipients.
    - ◇ 35% Ministry / 65% Applicant for all returning recipients (starting in 2024).
  - For industry association stream the cost share ratio is 70% Ministry / 30% Applicant.
- ✓ Submit only one application per intake.

## 2.2. ELIGIBLE ACTIVITIES AND EXPENSES

For a project to be funded through the Buy BC Partnership Program, an Application must include one or more of the six activities listed in the table immediately following section 2.3. 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 Management and the Applicant. Expenses are paid for upfront by the funding recipient and reimbursed by Program Management following the submission of a final project report at the conclusion of the project.

Due to the shorter duration of their projects, producers, processors and cooperatives will have one opportunity to submit for reimbursement at the end of their project. Industry associations will submit for reimbursement at a pre-determined mid-term point of their project and at the end of their project. The exact date(s) for report submission and reimbursement will be outlined in all Funding Agreements.

Similar or repetitive activities conducted in previous years may be deemed to be operational in nature and are unlikely to be funded in future funding applications unless substantial modifications or enhancements are being proposed. Applicants are encouraged to consider new and innovative approaches to meeting the program objectives in subsequent applications.

Please be advised, the maximums presented below represent the Ministry portion of cost-shared funding and not the total cost of the Activity.

## 2.3. MAXIMUM FUNDING FOR ELIGIBLE EXPENSES

**For producers, processors and cooperatives,** funding is available from a **minimum of \$5,000 per year** up to:

- A maximum of **\$15,000 per year** for Applicants with an **annual gross revenue less than \$250,000**, and;
- A maximum of **\$30,000 per year** for Applicants with an **annual gross revenue over \$250,000**.

**Note:** The above maximums per year apply to producers, processors and cooperatives that are considering an application under one or both intakes in the year.

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

In addition, funding maximums are in place for the following activities:

- Labelling or packaging products with a Buy BC logo: will be capped at \$10,000 per Applicant, per year.
- Marketing collateral and promotional materials: will be capped at \$5,000 per Applicant, per year, with no more than \$500 per Applicant per year for staff branded apparel.
- Staff wages: will be capped at \$2,000 per year for eligible producers, processors and cooperatives; and at \$10,000 per year for eligible industry associations.
- Social media campaigns that include influencer marketing and/or brand ambassadors will be capped at \$5,000 per applicant per year.



## PAID ADVERTISING

Developing and producing Buy BC-branded digital, radio, print, transit, and/or TV advertisements, as well as purchasing ad space on digital and offline platforms.

Social media campaigns that include influencer marketing and/or brand ambassadors may be considered under this category provided that the influencer and/or brand ambassador are established as a sole proprietor or a corporation. This activity has a funding cap of \$5,000 per applicant per year.

**Note:** Non-boosted social media postings do not qualify as Paid Advertising; however, “boosted posts” and “sponsored ads” for social media do qualify under Paid Advertising as Digital Advertisements.

**Note:** Google Search Ads are not an eligible activity output under the Program.

## LABELLING OR PACKAGING PRODUCTS WITH A BUY BC LOGO

Designing and printing labels and/or packaging with the Buy BC logo (up to a maximum of \$10,000 per Applicant, per year).

Only Buy BC logo licensed products can be labelled and packaged with a Buy BC logo. Please contact [BuyBCLogoLicensing@gov.bc.ca](mailto:BuyBCLogoLicensing@gov.bc.ca) to confirm, add or update a product licence.

**Note:** Funding under this activity is only provided for the first run of labels or packaging materials featuring the BuyBC logo. Subsequent label or packaging printing costs are strictly ineligible.

## MARKETING COLLATERAL AND PROMOTIONAL MATERIALS

Designing, developing, and printing Buy BC-branded marketing collateral and promotional materials for general use such as videos, brochures, rack cards, posters, banners, recipe cards, signs, truck wraps, social media posts, etc. (up to a maximum of \$5,000 per Applicant, with no more than \$500 per Applicant per year for staff branded apparel. This does not include paid advertising and in-store promotional materials).

## B.C. FOCUSED MARKET DEVELOPMENT TRADE SHOWS AND SALES EXPOSITIONS

The organization's first time exhibiting in virtual or in-person trade shows, and/or sales expositions in B.C. that target consumers and/or food service/institutional/retail buyers to promote specific agriculture, food or beverage products within B.C., including registration fees, booth rentals/upgrades, equipment rentals, translation services, chef services, on-site storage, shipping costs for product samples and/or general booth service fees such as garbage collection and electricity costs.

Registration fees for future trade shows scheduled to be held after the Project Completion Date stated in section 3.1, will be considered an eligible expense as of the date of booking and not the actual date(s) of the show. Projects requesting to include registration fees for future trade shows will only be considered if the project also includes other eligible activities that take place during the intake's project timelines stated in section 3.1. All other expenses related to future trade shows should be applied for in a future intake where the Project Completion Date aligns with the dates the trade show is being held. Its important to note however that the two applications will remain unlinked and an approval in an earlier application does not guarantee an approval of the other.

**Note:** Consumer-focused events such as farmers' markets, artisan markets, holiday markets, craft fairs, festivals, flea markets, and agri-fairs are not included under this Activity Type and are not eligible to receive funding.

## B.C. FOCUSED IN-STORE DEMONSTRATIONS AND PROMOTIONS

Conducting in-store product demonstrations and promotions within B.C., including hiring brand ambassadors to promote Buy BC licensed products within grocery retailers and/or food service establishments, offering product sampling within B.C. grocery retailers and/or food services establishments, and/or developing and promoting products within grocery retailers and/or food service establishments through the production and use of signage and promotional materials with the Buy BC logo.

## STAFF WAGES

All staff wages directly related to implementation of project activities (up to a maximum of \$2,000 for eligible producers, processors and cooperatives per year or up to a maximum of \$10,000 for eligible industry associations per year).

**Note:** For examples of eligible activities, please refer to Appendix 1. Translation and interpretation fees to target the above activities to non-English speaking audiences in B.C. are considered eligible expenses.

## 2.4. INELIGIBLE ACTIVITIES AND EXPENSES

The following activities and costs are not eligible under the Buy BC Partnership Program. The list below is not an exhaustive list and Applicants are encouraged to reach out to Program Management to confirm if an activity is eligible.

- Expenses incurred outside of Canada
  - Expenses over the maximum funding caps outlined in Section 2.3
  - Any cost not specifically required for the execution of the project
  - Incurred costs for completing or submitting a program application
  - Cost of repeat activity year over year. A repeat activity is defined as an activity that an organization has undertaken and had funded by the program previously.
  - Any costs that do not align with section 2.2, section 2.3 and the table immediately following section 2.3
  - Leases or agreements with suppliers or service providers outside the project period
  - Activities that take place before the date that the Funding Agreement is signed between Program Management and the Applicant.
- Note:** At the discretion of Program Management, deposits paid for trade shows being held before the project end date and prior to receiving funding approval may be considered eligible. However, 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.
- Market research
  - Development of marketing or business plans
  - Product or new brand development
  - Subsequent packaging design, tool & dye, and printing production costs (only the first run of packaging materials is considered eligible)
  - Capital or equipment purchases (e.g., land, buildings, fences, equipment, tradeshow booth hardware, computers, software subscriptions, mobile phones, tools, printing plates, seed, livestock)
  - Normal operating costs associated with carrying out or expanding a business' current operations (including planning and delivery of annual events, tours, purchasing of office supplies)
  - Direct income support
  - Buying, starting, or expanding a farm or business
  - Website/IT system upgrades and hosting fees. Only the cost for adding the Buy BC logo or specific "Buy BC" elements to a website are eligible for cost-share funding
  - Building and implementing an e-commerce tool or website
  - Cost of product(s) for sampling or sale, including product discounts, coupons or subsidies
  - Retail or food services listing fees

- Accommodation and travel expenses
- Funds to sponsor a third-party activity
- Promotional products/materials planned for re-sale, giveaways, SWAG, contests, or gifts
- Stakeholder engagement or membership drives
- Membership fees
- Lobbying or influencing government
- Any activities that may be considered to denigrate other products or commodities (e.g., farmed vs. wild salmon; organic vs. conventional agriculture, etc.)
- In-kind contributions
- Cannabis-related activities

## 3. Applications

### 3.1. IMPORTANT PROGRAM DATES

The intake for cost-shared funding under the Buy BC Partnership Program will **open on January 8th, 2024 and close at 16:00 Pacific Standard Time on February 2nd, 2024**. Program Applications must be completed and submitted through the MNP Application Portal on [www.BuyBCPartnershipProgram.ca](http://www.BuyBCPartnershipProgram.ca).

A webinar on the Buy BC Partnership Program will be held on January 9th, 2024 by the Program Management. Organizations that are considering submitting an application are encouraged to attend.

For the first time in 2024, the Program will have two intakes where applications will be accepted for funding. The first intake will accept applications from both funding streams, Producers, Processors and Cooperatives (Stream 1) and Industry Associations, Boards and Councils (Stream 2). The second intake will only accept applications from Producers, Processors and Cooperatives (Stream 1).

**Important:** Please allow time to ensure that the organization and products are logo licensed with the BC Ministry of Agriculture and Food by applying for a Buy BC Logo License no later than January 26th, 2024. We also encourage Applicants to register their organization in the Application Portal, complete an eligibility check and access the application well before the application window closing date (February 2nd, 2024). The key application dates are as follows:

STREAM 1: PRODUCERS AND PROCESSORS			
Intake	Intake Window	Anticipated Project Start Date	Project Completion Date
Intake 1	January 8th - February 2nd, 2024	April 1st, 2024	September 30th, 2024
Intake 2	June/July 2024 (Dates TBA)	September 1st, 2024	March 1st, 2025
STREAM 2: INDUSTRY ASSOCIATIONS			
Intake	Intake Window	Anticipated Project Start Date	Project Completion Date
Intake 1	January 8th - February 2nd, 2024	April 1st, 2024	March 1st, 2025

## 3.2. APPLICATION PROCESS

### 1. Confirm Your Eligibility for Funding

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

### 2. 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 activities and costs to ensure your project meets funding criteria and is ready for assessment.

### 3. 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.

### 4. Complete an Application Form and Project Budget

To apply, create an account through the portal. If your organization has previously submitted an application to either the Buy BC Partnership Program or the BC Agriculture and Food Export 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, select the funding stream that best fits your organization and complete an application form that details the project activities, objectives, and timelines.

A Project Budget will be required. You will be asked to list 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 Program Guide. The Project Budget is a standalone document that you will need to complete, upload to the portal, and attach (see Appendix 2) to each Application prior to submitting.

### 5. Submit

Completed application forms must be submitted through the portal by **16:00 Pacific Standard Time on February 2nd, 2024**. Late submissions will not be accepted. Once submitted for review, the Application and Project Budget cannot be changed.



## NEXT STEPS

# 1

## Wait for Funding Decisions

All submitted applications will be reviewed through a competitive process and eligible Applications will be reviewed using a merit-based review process to allocate available cost-share funding to projects that best align with the Assessment Criteria (refer to Section 3.3).

If your application is selected for available funding, Program Management will inform you of the details of the decision and any associated terms and conditions via email.

If your application is not selected, you will be notified of the decision and will be offered feedback, should you wish.

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# 2

## Review Funding Agreement

Organizations that are successful in their Application will be invited to enter into a Funding Agreement with Program Management which will outline the obligations of each party for the approved project, including the reporting obligations and reimbursement instructions.

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# 3

## Accept Funding

Once the Recipient has entered into a Funding Agreement with Program Management, they can begin to incur expenses towards their project.

The Funding Agreement will provide additional information on the delivery of the project, expenses, reimbursement and reporting requirements.

### 3.3. MERIT EVALUATION CRITERIA

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

<b>Project Objectives &amp; Alignment with Program Outcomes (25%)</b>	<ul style="list-style-type: none"> <li>Projects that demonstrate alignment with 5 or 6 of the Immediate Outcomes identified in Appendix 1 will be scored more favourably.</li> </ul>
<b>Project Work Plan (40%)</b>	<ul style="list-style-type: none"> <li>Project activities are comprehensive, clear and well defined (i.e., reasonable timelines, service providers, deliverables, etc.)</li> <li>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 \$5,000, and includes only eligible costs.</li> </ul>
<b>Expected Project Impact (25%)</b>	<ul style="list-style-type: none"> <li>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.</li> <li>Project/Applicant aligns with one or more Program Priorities.</li> </ul>
<b>Past Project Reporting and Performance (10%)</b>	<ul style="list-style-type: none"> <li>Applicants that have not received funding through the Buy BC Partnership Program previously will be awarded the full 10% for this criteria.</li> <li>Previous recipients of the program will have their future applications assessed against the below criteria.             <ul style="list-style-type: none"> <li>Past projects have been within budget with timely reporting.</li> <li>Applicant has been responsive and professional in their previous communications with Program Management.</li> <li>Past projects have met or surpassed targeted results.</li> </ul> </li> </ul>

If the demand for funding under the Program exceeds the available funds, applications will be prioritized based on:

#### STREAM 1 - Producers and Processors:

- 1. Integration of the Buy BC Logo:** Projects incorporating the Buy BC logo into product labels and/or packaging.
- 2. Establishment of New Business Relationships:** Projects fostering new connections with grocery retail and food service buyers.
- 3. Regional Participation:** Participation from food and beverage businesses located in specific agricultural regions of the Province such as the Cariboo-Chilcotin Coast, Kootenay, Omineca-Skeena, Peace, and Thompson-Nicola.
- 4. Diversity and Inclusion:** Participation from self-identified Indigenous-owned and women-owned businesses.
- 5. Support for Primary Producers:** Primary agriculture producers and seafood harvesters and processors in British Columbia.

#### STREAM 2 - Industry Associations:

- 1. Partnerships and Collaboration:** Projects that encourage collaboration with key stakeholders, such as grocery retailers, food service establishments, and other industry partners, fostering a broader impact and support for the sector.
- 2. Measurable Impact:** Projects with a strong measurable impact on the local economy, benefits to the sector, and the Buy BC program

# 4. Notifications and Obligations

## 4.1. APPLICATION EVALUATION PROCESS

Complete applications will be reviewed and adjudicated by Program Management in February - March 2024 (for the first annual intake).

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 (not a first come first-served basis). Eligible applications will then be reviewed using a merit-based review process to allocate available cost share funding to projects that best align with the Program criteria.

## 4.2. FUNDING NOTIFICATIONS AND CONTRACTS

If an application is approved, Program Management 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 Management which outlines the obligations of each party for the approved project.

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

## 4.3. PREVIEW OF COMMUNICATIONS MATERIALS

Funding Recipients will be responsible to ensure all project related communication and marketing materials appropriately acknowledge Buy BC funding. Recipients are required to ensure that all materials containing the Buy BC logo or funding acknowledgement are reviewed by Program Management before being publicly released.

The Buy BC logo must be used on all funded marketing, promotional and communication materials. This includes:

- product labels and packaging
- print/broadcast/online advertisements
- videos
- flyers
- posters
- brochures
- rack cards
- stickers
- banners
- sell sheets
- shelf-talkers
- point-of-sale materials
- website updates
- newsletters
- shopping bags
- aprons
- placemats
- event invitations
- press releases and announcements
- related marketing, promotional, and communication materials

In some cases, a funding acknowledgment credit line will be required on materials produced as a result of Program funding. In addition, Recipients are required to submit their communications materials to Program Management for approval before they are produced and/or distributed. If a Recipient fails to do this then that item may no longer be eligible for reimbursement.

#### **4.4. REPORTING REQUIREMENTS**

Program Management 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 Management 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. Producers, processors and cooperatives will have one opportunity to submit a progress report and expense claim for reimbursement at the end of their project. Industry associations 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 date(s) for report submission and reimbursement will be outlined in all Funding Agreements.

#### **4.5. 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 Management. Activities undertaken that have not been approved are not eligible for funding.





## 4.6. ANTICIPATED PROGRAM TIMELINES

<b>Intake 1 Application Window Opens</b>	January 8th, 2024
<b>Program Information Session (online webinar)</b>	January 9th, 2024
<b>Deadline for Applying for Buy BC Logo Licence</b>	January 26th, 2024
<b>Intake 1 Application Deadline</b>	February 2nd, 2024
<b>Intake 1 Applications Review</b>	February 5th to March 31st, 2024
<b>Intake 1 Anticipated Project Start Date</b>	April 1st, 2024
<b>Intake 1 Project Completion Deadline</b>	<p><b>For Producers, Processors and Cooperatives:</b> September 30th, 2024</p> <p><b>For Industry Associations, Boards and Councils:</b> March 1st, 2025</p>

**Note:** Producers, Processors and Cooperatives (Funding Stream 1) will be invited to participate in a second intake of the Buy BC Partnership Program in the summer of 2024 for projects with an anticipated start date of September 1, 2024 and an end date of March 1st, 2025. Date for this intake will be announced in the Spring of 2024.

# Appendix 1: Eligible Activity Types and Outputs

<b>PAID ADVERTISING</b>	
<i>Includes producing Buy BC-branded digital, radio, print, transit, and/or TV advertisements, as well as purchasing as space on digital and offline platforms.</i>	
<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Digital ads</li> <li>• Transit ads</li> <li>• TV ads</li> <li>• Radio ads</li> <li>• Print ads</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Consumers are exposed to the Buy BC logo</li> <li>• Consumers are exposed to information on the benefits/availability of local agriculture, food and beverage products and why they should purchase them.</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Number of views/reach of paid advertisements (i.e., total number of people who see the ad)</li> <li>• Number of impressions of paid advertisements (i.e., number of times the ad is displayed)</li> <li>• Number of clicks of paid advertisements</li> <li>• Number of prints/subscriptions</li> <li>• Number of average listeners</li> <li>• Per cent change in website traffic rate directly resulting from the campaign</li> </ul>
<b>B.C. FOCUSED IN-STORE DEMONSTRATIONS AND PROMOTIONS</b>	
<i>Conducting in-store product demonstrations as well as in-store retail/restaurant/ food-service promotions within B.C.</i>	
<b>Outputs</b>	<ul style="list-style-type: none"> <li>• In-Store Demos</li> <li>• Brand Ambassadors</li> <li>• In-Store Signage / Promotional Materials</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Consumers are exposed to the Buy BC logo</li> <li>• Consumers are exposed to information on the benefits/availability of local agriculture, food and beverage products and why they should purchase them.</li> <li>• Consumers sample local food and beverages at grocery stores and/or restaurants.</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Number of unique consumers engaged with demos, tastings, promotions</li> <li>• Number of in-store demos / tastings / promotions</li> <li>• Number of product samples distributed</li> <li>• Volume (units) increase of Buy BC products sold per year per channel (retail stores vs distributor/foodservice) attributable to demos / promotions</li> <li>• Dollar value of sales increase per channel (retail stores vs distributor / foodservice) attributable to demos / promotions</li> </ul>

## LABELLING PRODUCTS OR PACKAGING WITH BUY BC LOGO

*Designing and printing labels / packaging which include the Buy BC logo.*

<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Product labels and/or packaging with Buy BC logo incorporated</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Buy BC logo is visible on product labels/packaging</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Total number of new products with Buy BC logo as a result of project funding</li> <li>• Number of new product labels and/or packages with the Buy BC logo</li> </ul>

## B.C. FOCUSED MARKET DEVELOPMENT TRADE SHOWS AND SALES EXPOSITIONS

*Exhibiting in virtual or in-person trade shows, and/or sales expositions in B.C. that target consumers and/or food service/institutional/retail buyers to promote specific agriculture, food or beverage products within B.C.*

<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Registration fees</li> <li>• Booth Rentals (tables, chairs, podiums, etc)</li> <li>• Kitchen Facilities / Equipment</li> <li>• Booth Graphics / Backdrop</li> <li>• Shipping Product Samples</li> <li>• Event-Specific Advertising (event program, signage/banners, etc.)</li> <li>• Translators (if event includes non-English speakers)</li> <li>• Chef Services</li> <li>• On-Site Storage</li> <li>• General Booth Services (garbage, electricity, etc.)</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Consumers are exposed to the Buy BC logo</li> <li>• Consumers are exposed to information on the benefits/availability of local agriculture, food and beverage products and why they should purchase them</li> <li>• New business relationships are established with grocery retail and food service buyers</li> <li>• Commercial food buyers have increased awareness of local food and beverage products</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Number of new retail stores, distributors, and/or foodservice outlets stocking Buy BC branded products</li> <li>• Number of new Buy BC product listings</li> <li>• Number of product samples distributed</li> <li>• Number of new retail stores, distributors, food service outlets stocking Buy BC products</li> <li>• Number of members (farmers, producers, processors) supported and/or promoted in demos or promotions or event/tradeshow, campaigns</li> <li>• Number of consumers or commercial buyers engaged with an event</li> <li>• Number of trade leads generated/collected</li> <li>• Dollar value of new sales agreements signed</li> <li>• Volume (units) increase of Buy BC products sold per year per channel (retails stores vs distributor/foodservice attributable tradeshow/events)</li> <li>• Dollar value of sales increase per channel (retail stores vs distributor/foodservice) attributable to tradeshow/events</li> </ul>

## MARKETING COLLATERAL AND PROMOTIONAL TOOLS

*Designing, developing, and printing Buy BC-branded marketing collateral and promotional items.*

<b>Outputs</b>	<ul style="list-style-type: none"> <li>• Videos</li> <li>• Brochures / Rack Cards</li> <li>• Posters / Banners</li> <li>• Recipe Cards</li> <li>• Point-of-Sale Signs</li> <li>• Shelf-Talkers</li> <li>• Menu Inserts</li> <li>• Coasters</li> <li>• Pull Up Banner</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Consumers are exposed to the Buy BC logo</li> <li>• Consumers are exposed to information on the benefits/availability of local agriculture, food and beverage products and why they should purchase them</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Number of marketing materials with the Buy BC logo produced</li> <li>• Number of marketing collateral and promotional materials produced, distributed to members/consumers and/or buyers</li> </ul>

## STAFF WAGES

*All staff wages related to direct implementation of project activities.*

<b>Outputs</b>	<ul style="list-style-type: none"> <li>• All staff wages related to direct implementation of project activities</li> </ul>
<b>Immediate Outcomes</b>	<ul style="list-style-type: none"> <li>• Not Applicable</li> </ul>
<b>Key Program Performance Indicators</b>	<ul style="list-style-type: none"> <li>• Not Applicable</li> </ul>

# Appendix 2: Sample Completed Project Budget

NAME OF APPLICANT:								
Activity Type <i>(drop down menu)</i>	Output	Units	Unit Cost/ Purchase Price	Details	Quote #	Cost	Buy BC Cost-Share (%)	Buy BC Partnership Program Funding Request (\$)
Participation in tradeshows or sales expos	Booth Rentals	1	\$5,000.00	Renting a booth at the XYZ Tradeshaw on June 1st, 2024.	1	\$5,000.00	50	\$2,500.00
Participation in tradeshaws or sales expos	Booth Graphics / Backdrop	1	\$800.00	Designing and producing a booth backdrop with the organization logo and Buy BC logo to be displayed at the XYZ Tradeshaw.		\$800.00	50	\$400.00
Participation in tradeshaws or sales expos	Shipping Product / Food Samples	1	\$500.00	Shipping product for sampling to the XYZ Tradeshaw.		\$500.00	50	\$250.00
Paid advertising	Digital Ads	5	\$1,000.00	Producing and running 5 unique ads to run on Meta from August to December, showcasing our new Buy BC licensed products.	2	\$5,000.00	50	\$2,500.00
Paid advertising	Radio Ads	5	\$200.00	Running radio ads on ZYX Station from August to December.		\$1,000.00	50	\$500.00
Development and production of Buy BC marketing materials	Videos	10	\$1,000.00	Shooting a series of videos promoting the Buy BC licensed products to be displayed on Youtube and social media. The videos are to be filmed and edited between the months of August and October, and are to be published in December.	3	\$10,000.00	50	\$5,000.00
Staff wages	Staff Wages	1	\$1,000.00	Staff wages relating to the direct implementation of project activities. Staff are to be paid for running the booth at XYZ Tradeshaw and for writing the scripts for the Radio Ads and Videos.		\$1,000.00	50	\$500.00
<b>Total</b>						<b>\$23,300.00</b>		<b>\$11,650.00</b>

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 booth graphics and shipping). Each must have its own line.

When budgeting for an advertisement campaign, please include the dates of the campaign.

When budgeting for staff wages, please keep in mind that only staff wages relating to the direct implementation of project activities are to be considered. Please specify what activities your staff will be taking on that relates to the project. These activities must be specific and direct.

If you are planning to attend multiple tradeshaws, each tradeshaw must have its own line item for each output. Multiple tradeshaws cannot be placed in one line and must have their costs broken out accordingly. The Applicant must specify the tradeshaw 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.

Please be mindful of funding maximums when creating your budget. The category for "Marketing Collateral and Promotional Material" cannot exceed funding of \$5,000 per applicant per year.

**Please note the following funding maximums for certain Activity Types:**

- Labelling products or packaging with the Buy BC logo: Up to a maximum of \$10,000 per applicant, per year
- Development and production of Buy BC marketing materials: Up to a maximum of \$5,000 per applicant per year, with no more than \$500 per applicant per year for staff branded apparel
- Staff wages: Up to a maximum of \$2,000 per Producer Processor applicant and \$10,000 per Industry Association applicant, per year
- Influencer and/or brand ambassadors are capped at \$5,000 per applicant per year.

**The cost-share ratio for applicants is as follows:**

- Producers & Processors: 1st time applicants 50%/50% (Province/applicant); Repeat applicants 35%/65% (Province/applicant) starting in 2024
- Industry Associations: 70%/30% (Province/applicant)