



CANADA BEEF
 146, 6715 – 8TH Street NE
 Calgary, Alberta T2E 7H7
 Tel: 403.275.5890
 Fax: 403.275.9288
 www.canadabeef.ca

EXPORT MARKET DEVELOPMENT PROGRAM (EMD) 2020-2021 GUIDELINES

Canada Beef Export Market Development (EMD) programs provide cost-shared funding support for eligible Canadian Beef and Veal representative company initiated projects and activities in five broad based categories essential for facilitating export market growth. The program will be available to March 31, 2022.

EMD Program Goals:

- ✓ Increase Canadian beef and veal export volume, value and market access.
- ✓ Improve Canadian beef and veal competitive position in new and existing markets and value-added sectors of opportunity growth.
- ✓ Increase the awareness and confidence in Canadian beef and veal quality, food safety and quality assurance systems.

EMD Program Objectives:

- ✓ Provide collaborative programs and services that will enable and encourage Canadian beef and veal representative companies to develop aggressive export growth strategies.
- ✓ Invest in volume and value creation sales and marketing programs that will deliver commercial results and measurable ROI.
- ✓ Forge partnerships with Canadian beef and veal representative companies and end-user customers to enable Canadian beef and veal brands to become an integral part of premium quality beef and veal exports to international markets.

Export Market Investigation (EMI)	Export Market Adaptation (EMA)	Market Diversification (MDP)	Promotion & Marketing Program (PMP)	Competitive Benchmarking Program (CBP)
Outgoing Missions, Training and innovation.	Incoming Missions, Training and Innovation	Trade Shows and Seminar Participation	Marketing Resources, Promotion, Tasting Programs and Advertising	In Market Yield and Financial Performance Benchmarking, Sensory Testing

A. EXPORT MARKET INVESTIGATION (EMI) OUTGOING MISSIONS

EMI program funding includes outgoing missions to targeted markets outside of Canada. Outgoing missions must be incremental commercial business building initiatives that focus on new markets or market segments, product or specification development /refinement or meeting new foreign client buyers. Activity and project results report required.

B. EXPORT MARKET ADAPTATION (EMA) INCOMING MISSIONS

EMA program funding includes incoming missions from targeted markets outside of Canada. Incoming missions must be incremental commercial business building initiatives that focus on capturing and serving new markets or market segments, product or specification development /refinement or meeting new foreign client buyers. Activity and project results report required.

Financial Assistance for (A) EMI and (B) EMA

Eligible travel costs directly related to the projects include:

Per diems for eligible travel days **within Canada** (foreign client buyers only):

- Multi-day trip with overnight stays: \$300.00 CAD/day. Per diem Includes accommodation, meals, taxis, airport transportation, passport or visa. Travel day per diems require a hotel receipt to confirm each night's accommodation. Expedia or other travel app on-line reservations are not acceptable hotel receipts. Travel time/days to or from Canada are not eligible for per diem claims.

Per diems for eligible travel days **outside of Canada** (Canadian Beef representative company employees based in Canada only):

- Multi-day trip with overnight stays: \$425.00 CAD/day. Includes accommodations, meals, taxis, airport transportation, passport or visa. Travel day per diems require a hotel receipt confirming each night's accommodation. Expedia or other travel app reservations are not acceptable hotel receipts. Travel time or days to or from Canada are not eligible for per diem claims.

Air Travel **to/from Canada**:

- Economy class cost recovery 50% (not including GST or local tax). Business or premium economy flight class upgrades are not eligible for cost-recovery (quote for both same day flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and ticket receipt required for proof of flight.

Air Travel **within Canada**:

- Economy class cost recovery 50% (not including GST or local tax). Business or premium economy flight class upgrades are not eligible for cost-recovery (quote for both same day flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and ticket receipt required for proof of flight.

Air Travel **in-foreign market:**

- Economy class cost recovery 50% (not including local tax). Business or premium economy flight class upgrades are not eligible for cost-recovery (quote for both same day flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and ticket receipt required for proof of flight.

Ground Transportation **in-foreign market or within Canada:**

- Costs for ground transportation to project events, meetings and other city or region destinations for individual or project group travel as follows: rail, private vehicle, rental vehicle, bus service. 50% (not including GST, local tax or gratuity).

Other Costs:

- Contract services and other costs deemed essential to the success of the project may also be eligible 50% (not including GST or local tax). Contract required for all consultant services utilized and contract must be specific to the project.

C. EXPORT MARKET DIVERSIFICATION PROGRAM (MDP) TRADE SHOW AND SEMINAR PARTICIPATION

MDP program funding supports Canadian Beef representative company participation or attendance at Canada Beef led or initiated trade shows, seminars or promotional events in the export marketplace. MDP program support also includes trade shows, seminars and events not organized by Canada Beef including; tabletop events organized by Government of Canada, Provincial field offices or importer/distributor client buyer trade marketing events or shows. Activity and project results report required.

Financial Assistance for (C) MDP

Eligible costs directly related to the projects include:

Attendance fee to participate.

- 50% cost recovery to participate in the show, event or seminar if a fee is charged.
- Development and production of marketing materials support available through the Promotion & Marketing Program (PMP).

Per diems for eligible travel days **outside of Canada** (Canadian Beef representative company employees based in Canada only):

- Multi-day trip with overnight stays: \$425.00 CAD/day. Includes accommodations, meals, taxis, airport transportation, passport or visa. Travel day per diems require a hotel receipt confirming each night's accommodation. Expedia or other travel app reservations are not acceptable hotel receipts. Travel time or days to or from Canada are not eligible for per diem claims.

Air Travel **from/to Canada:**

- Economy class cost recovery 50% (not including GST or local tax). Business or premium economy flight class upgrades are not eligible for cost-recovery (quote for both same day flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and ticket receipt required for proof of flight.

Air Travel **in-foreign market:**

- Economy class cost recovery 50% (not including local tax). Business or premium economy flight class upgrades are not eligible for cost-recovery (quote for both same day flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and ticket receipt required for proof of flight.

Ground Transportation **in-foreign market:**

- Costs for ground transportation to project events, meetings and other city or region destinations for individual or project group travel as follows: rail, private vehicle, rental vehicle, bus service. 50% (not including GST, local tax or gratuity).

Other Costs:

- Contract services and other costs deemed essential to the success of the project may also be eligible 50% (not including GST or local tax). Contract required for all consultant services utilized and contract must be specific to the project.

D. PROMOTION AND MARKETING PROGRAM (PMP)

PMP funding includes the development, production and distribution of eligible branded, co-branded or generic marketing materials, collateral, sales and promotion programs, co-op advertising/social media, tasting programs, consumer marketing and recipe development. Activity and project results report required.

Financial Assistance for (D) PMP Initiatives

Eligible costs directly related to the projects include:

- Canadian beef representative company marketing materials and collaterals: 50% cost recovery for design, development and limited first run print production, branding Canadian beef conditions apply.
- POS materials: 50% cost recovery for design, development and limited first run production, branding Canadian beef conditions apply.
- Generic, co-branded and branded programs: 50% cost recovery for design, development and limited first run print production, branding Canadian beef conditions apply.
- Menu and tabletop resources: 50% cost recovery for design, development and limited first run print production, branding Canadian beef conditions apply.
- Custom photography: 50% cost recovery, branding Canadian beef conditions apply.
- Co-op advertising/social media: 50% cost recovery, branding Canadian beef conditions apply.
- Lucky draw sales promotion: 50% cost recovery, conditions apply.
- Consumer marketing: 50% cost recovery, branding Canadian beef conditions apply.
- Recipe development: 50% cost recovery for design, development and limited first run production, branding Canadian beef conditions apply.
- Sampling/tasting programs: 100% cost recovery for contract services, equipment rental, condiments and sundries, branding Canadian beef conditions apply, sample product cost not eligible.

E. COMPETITIVE BENCHMARKING PROGRAM (CBP)

CBP funding supports benchmarking activities in-market that evaluates meat quality, specifications, and packaging, processing attributes and yield/financial performance metrics to improve competitive position. CBP funding support also includes sensory testing and comparative analysis vs. best in-class competitor's products and focus group testing in-foreign market conditions. Activity and project results report required.

Financial Assistance for (E) CBP Initiatives

Eligible costs directly related to the projects include:

- Benchmarking: 50% cost recovery for contract service provider.
- EMI funding available for travel costs to/from foreign market.
- Samples for testing: 50% cost recovery for competitor samples (conditions apply).
- Canadian beef or veal representative company sample cost not eligible.
- In-market focus group testing: 50% cost recovery for contract services and competitor samples.
- In-market sensory testing: 50% cost recovery for contract services and competitor samples.
- Shelf life testing: 50% cost recovery for microbiological contract services, Canadian beef or veal representative company sample cost not eligible.
- Contract services deemed essential to the success of the project may also be eligible 50% (not including GST or local tax). Contract required for all consultant services utilized and contract must be specific to the project.

EMD Program Application and Project Approval Procedure

1. Completed project application form submitted to Canada Beef EMD program manager for approval recommendation. Application must be received prior to project execution.
2. Project application submitted to producer based approval committee (confidentiality agreement in place).
3. Applicant receives confirmation of project status, approval and project number.
4. Applicant executes project.

EMD Project Reimbursement and Payment Procedure

1. Project expenses and supporting back-up documents submitted to the Canada Beef EMD program manager within 30 days after project completion.
2. Project Activity and Measures of Success report completed.
3. Canada Beef will process project claims and submit payment (less EMD program user fee) within 30 days of receiving complete and appropriate back-up documentation.
 - EMD program user fee based on 10% of project total reimbursement (minimum \$200.00, maximum \$500.00 per project application).
 - The user fee covers project management, administration, accounting and reporting costs.
 - EMD user fee not applied to any portion of a provincial grant that may be stacked on top of eligible program funding.

Eligible Canadian Beef and Veal Representative Companies and Organizations

1. Primary Canadian beef or veal processors.
2. Secondary Canadian beef or veal processors.
3. Integrated Canadian beef or veal supply chain partners and Canadian beef and veal brand owners.
4. Canadian beef or veal Importers, distributors, purveyors, and end-user customers in partnership and good standing with Canadian beef primary or secondary processors, integrated supply chain partners, and Canadian beef or veal brand owners.

For additional information

Please contact:

Albert Eringfeld, Executive Director,
Export Market Development, Canada Beef
146, 6715 – 8th Street NE
Calgary, AB, Canada T2E 7H7
T: +1.403.275.5890 ext. 218
C: +1.403.390.6810
aringfeld@canadabeef.ca
canadabeef.ca