

The Canada Beef Export Market Development (EMD) Program



The EMD program provides cost-shared funding support for eligible Canadian beef and veal representative-company initiated projects and activities.

EMD PROGRAM GOALS:

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

EMD PROGRAM OBJECTIVES:

- Provide collaborative programs and services that 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 return on investment.
- 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.

Who Can Apply?

- Primary and secondary Canadian beef or veal processors.
- Integrated Canadian beef or veal supply chain partners and Canadian beef and veal brand owners.
- 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.

What Categories Are Available for Application?

1. EXPORT MARKET INVESTIGATION (EMI)

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.



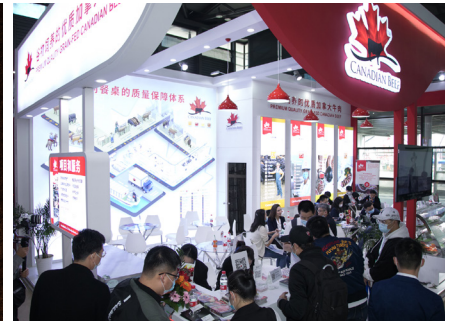
2. EXPORT MARKET ADAPTATION (EMA)

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.



3. EXPORT MARKET DIVERSIFICATION (MDP)

Supports Canadian beef representative company participation or attendance at Canada Beef led or initiated trade shows, seminars or promotional events in the export marketplace. Also includes trade shows, seminars and events not organized by Canada Beef including tabletop events organized by Canadian or provincial government, or importer/distributor trade marketing events or shows.



4. PROMOTION AND MARKETING PROGRAM (PMP)

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.



5. COMPETITIVE BENCHMARKING PROGRAM (CBP)

Supports benchmarking activities in-market that evaluate meat quality, specifications, and packaging, processing attributes and yield/financial performance metrics to improve competitive position. Also includes sensory testing and comparative analysis vs. best-in-class competitor's products and focus group testing in foreign market conditions.



What Do You Get?

- Travel per diems that include accommodations, meals, taxis and airport transfers and visas.
- 50% reimbursement of economy class airfare and ground transportation.
- 50% reimbursement of eligible costs directly related to the project.
- 50% reimbursement of eligible contract services essential to the success of the project.

In certain cases, provincial government support is also available for reimbursement in addition to the 50% support available from Canada Beef.

To be eligible, an application form must be submitted prior to the project start; a final activity and project results report is required within 30 days of project completion.

How to Apply?

For additional program guidelines go to:
cdnbeefperforms.ca/export-market-development-programs/

To request an EMD program application form
or for any other information please contact:

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