

Canada Beef Domestic Market Development Partner Program



The Canada Beef market development partner program provides funding support for projects initiated and implemented by companies marketing Canadian beef in the domestic marketplace.

Funding includes up to 50% cost-sharing support on eligible branded projects and up to 100% cost-covered support for eligible generic projects.

Partner Program Goals:

1. Increase Canadian beef branded and generic promotion and marketing activity in the domestic marketplace.
2. Increase Canadian beef sales volume, value and competitive position in the marketplace.
3. Improve the awareness and confidence in Canadian beef production and delivery systems from farm to table.
4. Increase consumer satisfaction, preference and brand loyalty for Canadian beef programs.

Program Objectives:

1. Provide collaborative program support and services that enable the growth of existing and incremental Canadian beef business in Canada.
2. Create strategic and tactical partnerships with stakeholder clients to achieve common goals and objectives in all distribution channels.
3. Invest in volume and value creation sales and marketing programs that deliver commercial results and measurable return on investment for all partners.

Eligible activities for branded projects (up to 50% cost-sharing)

Branded programs eligible for up to 50% cost-shared support require the use of the Canadian Beef logo and trademark. Branded program value propositions may focus on functional or emotional attributes that may include genetics, breeds, production systems, nutritional inputs, regionality, meat quality, supply partner, distributor or end-user client information.

BRANDED ACTIVITIES AND COMPONENTS:

- Business-to-business/business-to-consumer branded resources.
- Development, design and production of branded marketing collateral.
- Development, design and production of branded advertising resources.
- Development, design and production of branded point-of-purchase promotion and consumer marketing resources.
- Development, design and limited first-run print production of branded or co-branded product labels.
- Development, design and limited first-run print production of branded grading program product labels.
- Photography and video support productions.
- Development, design and production of branded web-based or multimedia resources.
- First-run print production.
- Co-op advertising placement.
- New product innovation in-market sampling.
- Participation in Canada Beef trade show or seminar events.

Conditions and limitations apply.

Eligible activities for generic projects (up to 100% cost-coverage)

Activities that are eligible for up to 100% cost-coverage include Canadian beef marketing activities that feature the Canadian Beef logo and trademark and are generic in nature.

GENERIC ACTIVITIES AND COMPONENTS:

- Business-to-business/business-to-consumer generic Canadian beef program resources.
- Development, design and production of generic Canadian beef program collateral.
- Development, design and production of generic advertising resources.
- Development, design and production of generic point-of-purchase promotion and consumer marketing resources.
- Development, design and limited first-run print production of generic product labels.
- Development, design and limited first-run print production of generic grading program product labels.
- Access to the Canada Beef image library for non-exclusive applications.
- Access to non-exclusive web-based or multimedia resources.
- Co-op advertising placement.
- New product innovation in-market sampling.

Conditions and limitations apply.



Who Can Apply?

- Primary, secondary and further processors.
- Integrated Canadian beef supply chain partners and stakeholders.
- Canadian beef brand owners.
- Wholesale purveyors and distributors.
- Portion-cutters and case-ready operations.
- Retail and foodservice operators.
- E-commerce platform distributors.

Application, Approval and Reimbursement Procedures

1. Confidential partner program applications must be submitted to Canada Beef by email prior to project execution.
2. Applications must be completed using a word processing system. Handwritten applications will not be accepted.
3. Based on project application review; eligible activities, costs and budget will be confirmed and approved.
4. All programs are required to have an updated Canadian Beef Logo & Trademark License Agreement in place.
5. Applicant will receive feedback within five business days of submission.
6. Applicants with approved projects will be notified in writing by email and receive an approved project number with a copy of approved application form. Applicants can then proceed with the project.
7. The applicant manages all aspects of the project and covers all costs upfront.
8. After project completion, expenses and supporting back-up documents to be submitted to Canada Beef within 30 days after project completion.
9. GST and provincial taxes are not eligible for reimbursement.
10. Canada Beef will process project claims and submit eligible costs back to applicant within 30 business days of receiving all supporting documents.
11. Applicant will invoice Canada Beef for the eligible costs and Canada Beef will pay the invoice within 30 days of submission by the applicant.

Limitations and Conditions

1. Production of point-of-purchase (POP) collateral is based on reasonable first-run quantities in-line with end-user size and scale.
2. Development, design and production of branded advertising resources refers to creative components and content used in digital, print or social media.
3. Development, design and production of POP consumer marketing resources refers to recipes, QR codes, value proposition creative etc.
4. Promotional items such as garments, hats, aprons, gadgets are not eligible for cost-share or cost-cover.
5. Other limitations include BOGO, coupons, contests, giveaways and gift cards—these are not eligible for cost-share and cost-cover.
6. Production of labels refers to a reasonable first print-run of label quantities in line with end-user size, scale for launch success needs. Client is responsible for additional print runs.
7. Packaging (common carrier) materials refers to carton, box, printed packaging, bags, shrink-wrap etc. Packaging costs are not eligible for funding support; however, the cost to add the CB logo and trademark to packaging materials may qualify. Eligible costs could include design and printing plate changes needed to add the logo to packaging materials.
8. Development, design and production of web-based and multimedia resources refers to creative components only, not the cost to develop, maintain or post content on client's web site.
9. Coop advertising placement refers to a reasonable cost to add CB logo and trademark to the creative. Example: outdoor and truck wrap applications would be calculated based on space allocation percentage for CB logo and trademark visible space.
10. New product innovation in-market sampling covers the reasonable cost of equipment rental, condiments and sundries needed to execute a sampling demo. Sample products used for the event are not eligible for cost-share or cost-cover.
11. Trade show or seminar event funding support are to Canadian Beef representative-company participation at Canada Beef initiated or sponsored trade shows, seminars or promotional events in the domestic marketplace.

For more information on these programs and to apply please contact:

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