



# CANADA BEEF DOMESTIC MARKET DEVELOPMENT PARTNER PROGRAM APPLICATION FORM

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## Application Process

1

Complete Sections 1-5 of the application form. Submit to Canada Beef Domestic Market Program Manager for review, approval and project number assignment.

2

Within 30 business days of project completion, expenses and supporting documentation (including quotes, receipts, proof of payment [e.g., cheque copy, credit card statements], etc.) must be submitted to Canada Beef to be eligible for funding.

4

Retain original receipts for your files.

3

Within 30 business days of project completion, fill out and complete Section 6 of the application form and submit to Canada Beef alongside project expenses and supporting documentation to be eligible for funding.



Some interactive features of this document are only available when using Adobe Acrobat. If you do not have Acrobat on your device please visit <https://acrobat.adobe.com>



## Section 1 - Company Information

### 1.1 Applicant Information

Legal Name of Company

Website

Address

City / Town

Province

Country

Postal Code

### 1.2 Primary Contact

First Name

Last Name

Title

Primary Phone Number

Email

### 1.3 Project Manager

Same as Primary Contact

First Name

Last Name

Title

Primary Phone Number

Email

### 1.4 Type of Business (Check all that apply)

Primary Processor

Secondary Processor

Further Processor

Integrated Supply Chain Partner

Canadian Beef Brand Owner

Wholesale Purveyor

Distributor

Portion Cutter

Case-ready Operator

Retail Operator

Foodservice Operator

E-Commerce Platform

Other (specify)

### 1.5 Supply Partners

1

1

2

2

3

3

4

4

Canadian Beef Supply Partner

(Complete if your company is not a primary processor of Canadian Beef)

Federally Inspected Beef Supply Partner

Establishment #

Notes



## Section 2 - Project Information

### 2.1 Project Description

Project Strategy  
(check appropriate boxes)

Branded

Unbranded

Describe Project or Campaign

Target Market Distribution  
(check appropriate boxes)

Regional

National

Provincial

### 2.2 Project or campaign timing

Start Date (YY/MM/DD)

End Date (YY/MM/DD)

### 2.3 Target Segment (check appropriate boxes)

Retail

Food Service

Hotel

HMR

E-Business

Take-Out

Meal Kits

Institution

Other (specify)

### 2.4 Approach (check appropriate boxes)

Business to Business

Business to Consumer

Notes



### Section 3 - Project Objectives

#### 3.1 Corporate Marketing Resources

New Resources	Update Existing	Photo Shoot
Web Components	Product Specification Resources	
Other (specify)		

#### 3.2 Branded, Co-branded or Generic Resources

Labels	Features / Benefits	POP Materials
Menu / Tabletop	E-Business	Packaging
Other (specify)		

#### 3.3 Advertising Initiatives (Design Only)

Print	Social Media	Radio
TV	Outdoor	Truck Wrap
Other (specify)		

#### 3.4 Marketing and Sales Promotion

Sampling / Tasting	Recipe Program	Partnership / Collaboration
Other (specify)		



## Section 4 - Confirmation, Authorization and Signature

### 4.1 Authorization

I certify that the information given on the application form is true, correct and complete to the best of my knowledge. I certify that all activities and services claimed have been received and utilized by my company as stated in this application.

#### Authorized Company Representative

First Name		Last Name	
Title		Project Application Date (yy/mm/dd)	
Is your company applying for funding from another source?	Yes	No	
If yes, provide details		Signature:	
Has a Canadian Beef Logo and Trademark License Agreement been completed?		Yes	No

### 4.2 Canada Beef approval (internal use only)

Project Approval Date (yy/mm/dd)	Partner Program Project Number
Client Manager	
Title:	Signature:

## Section 5 - Budget and Completion Date

Description	Total Cost	Approved Cost
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
10		
15		
	Total (CAD)	
Project Completion Date(YY/MM/DD)		



## Section 6 - Measures of Success

### 6.1 Results (provide measures for all that apply)

**Performance Measures** (enter a numeric value or n/a)

Size of reach, circulation or readership	Number	N/A
Website or social media views or hits	Number	N/A
Corporate marketing resources created	Number	N/A
Branded/co-branded resources created	Number	N/A
Trade or consumer advertising initiatives completed	Number	N/A
Marketing and sales promotions completed	Number	N/A
Sampling Tasting events completed	Number of days	N/A
Estimated Sales Value increase	(CAD)	N/A
Estimated Sales Value increase (year-over-year)	(CAD)	N/A
Estimated Sales Volume increase	Volume (kg)	N/A
Estimated Sales Volume increase (year-over-year)	Volume (kg)	N/A
New leads	Number	N/A
Other metrics	Metric	N/A

### 6.2 Other Results (provide measures for all that apply)

Describe any potential new Canadian Beef Promotion opportunities (as part of your company value proposition) as a result of this project.

Did this project increase the awareness of Canadian Beef food safety and quality assurance systems with your intended target audience. Yes      No

**Other results**  
please specify

**Feedback**  
suggestions for  
improvement