

# 2023/24 Canada Beef Domestic Market Development Partner Program



A cost-sharing program is available to organizations who are marketing Canadian beef domestically, with projects deemed eligible\* by Canada Beef.

## Eligible Activities and Components for Cost-Sharing

### BRANDED PROJECTS

Marketing projects developed with Canada Beef assets and supplier branding may be eligible for up to 50% of cost-sharing support from Canada Beef. Suppliers are encouraged to include functional and emotional attributes related to Canadian beef products or the supply chain, thereby highlighting the Canadian Beef Advantage.

### UNBRANDED PROJECTS

Marketing projects that may be eligible for up to 100% cost-sharing support include activities that utilize Canada Beef assets without any additional branding by your organization. These programs are generic to promote Canadian beef without a supplier brand, with messaging broadly applicable to the Canadian Beef Advantage and all Canadian beef suppliers.

PROJECT CATEGORY	EXAMPLE	COST SHARING*
Branded Project	Promoting Canadian beef with a supplier brand e.g. Company ABC's Canadian beef	Up to 50%
Unbranded Project	Promoting Canadian beef without a supplier brand, with messaging being broadly applicable to all Canadian beef suppliers	Up to 100%

\*All projects, regardless of category, must be completed prior to March 31, 2024 and incorporate the Canadian Beef or Made with Canadian Beef logo and trademark to be considered for cost-sharing eligibility.

### ELIGIBLE ACTIVITIES AND COMPONENTS

- Development and design of marketing resources
- Development, design and limited first-run production (typically a three-month supply) of product labels
- Support in designing or redesigning packaging to incorporate the Canadian Beef or Made with Canadian Beef logo
- Photography and videography support for resource design and development. Applicants have access to assets within the Canadian Beef Marketing Library and are encouraged to leverage these before consideration of additional photography/videography
- In-market sampling program to create incremental value
- Development and design of digital/online resources (branded projects only)
- Participation in Canada Beef-recognized trade show or seminar events (branded projects only)

Please note that Canada Beef reserves the right to modify the list of eligible activities and components as it sees fit without prior notice. Canada Beef also reserves the right to evaluate each project's funding eligibility with consideration of industry needs and best practices.

## Partner Program Goals

Increase domestic marketing activity focused on Canadian beef and subsequently drive incremental growth to:

- Bolster Canadian beef sales volume, value, and competitive position in Canada.
- Build and maintain awareness of, and confidence in, the Canadian beef supply chain.
- Communicate the Canadian Beef Advantage from gate to plate.
- Increase consumer satisfaction and loyalty toward Canadian beef brands.
- Deliver added value back down the supply chain to cattle producers.

## Who Can Apply?

Canadian beef supply chain partners and stakeholders, such as:

- Primary, secondary, and/or further processors of Canadian beef
- Owners of brands featuring Canadian beef
- Wholesale purveyors and/or distributors of Canadian beef
- Portion-cutters and case-ready operations that utilize Canadian beef
- Retail and foodservice operators selling/providing Canadian beef
- eCommerce platform distributors of Canadian beef

## Application, Approval and Reimbursement Procedures

To apply for cost-sharing support from Canada Beef, the organization must have a current Canadian Beef Logo and Trademark License Agreement in place.

**Note:** A funding application can only be considered if received before the initiative is underway. The application must be approved before the initiative is underway to qualify for cost sharing-support.

The below process applies to all prospective applicants, regardless of whether the organization is applying for support of a branded or unbranded project. Canada Beef's contribution will depend on whether the investment in the marketing initiative is seen to deliver value for funders, including Canadian beef farmers and ranchers.

1. Applications must be typed on the Canada Beef application form and submitted via email to: [retailchannelmarketing@canadabeef.ca](mailto:retailchannelmarketing@canadabeef.ca)
2. Applicants will be contacted within five business days of submission, further information may be requested.
3. Subsequent approval, if granted, will be confirmed via email. At that time, a project number will be provided, and the project may commence.
4. 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.
5. Upon receipt of all required documentation, Canada Beef will advise the applicant of the final amount eligible for funding within 30 business days (excluding GST and provincial taxes, which are ineligible for reimbursement).
6. Applicant must create an invoice for the final amount eligible to be covered by Canada Beef (known as the final invoice) and submit it back to Canada Beef no later than the end of the fiscal year unless special arrangements are made.
7. Canada Beef will pay the final invoice within 30 business days of its receipt from the applicant.

### LIMITATIONS AND CONDITIONS

1. Limited first-run production for labels, typically a three-month supply, keeping in mind the applicable market size. The applicant is responsible for future print runs.
2. Printing and material costs will not be covered for product packaging design or redesign.
3. Support for in-market sampling programs covers the reasonable cost of equipment rental and sundries needed to execute a sampling demo. Consumables (e.g., products, condiments, etc.) are not eligible for funding.
4. Canada Beef will only support the design of advertisements. Ad execution or placement is not eligible for funding.
5. Items or program elements that are ineligible for funding support are as follows:
  - Promotional items (e.g., hats, aprons, etc.), regardless of the recipient (staff or customer).
  - Sales incentives for customers (e.g., Buy One Get One, coupons, etc.)
  - Sales incentives for staff (e.g., cash, gift cards etc.)
  - Materials for contests or giveaways, regardless of the recipient (staff or customer).

**For more information on the Canada Beef Domestic Market Development Partner Program or to submit your application, please contact:**

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