



CANADA BEEF



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CANADIAN BEEF

EXPORT MARKET DEVELOPMENT (EMD) PROGRAM

PROGRAM GUIDELINES

2023-24



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EXPORT MARKET DEVELOPMENT PROGRAM (EMD) 2023-2024 GUIDELINES

Canada Beef Export Market Development (EMD) programs provide cost-shared funding support for eligible Canadian Beef representative company initiated projects and activities in five broad based categories essential for facilitating export market growth. The program is currently accepting applications for projects initiated on or after April 1, 2023 and completed by March 31, 2024 (the program period).

EMD Program Goals:

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

EMD Program Objectives:

- ✓ Provide collaborative programs and services that will enable and encourage Canadian beef 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 representative companies and end-user customers to enable Canadian beef brands to become an integral part of premium quality beef 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.

Financial Assistance for (A) EMI

Eligible expenditures directly related to the project	
<input checked="" type="checkbox"/>	Per diems for eligible travel days outside of Canada (Canadian Beef representative company employees based in Canada only): <ul style="list-style-type: none"> Multi-day trip with overnight stays: \$425.00 CAD/day. Includes accommodations, meals, taxis, airport transportation and passport or visa fees. Travel day per diems require a hotel receipt confirming each night's accommodation. Third party booking sites like Expedia are not acceptable hotel receipts. Travel time or days to or from Canada are not eligible for per diem claims.
<input checked="" type="checkbox"/>	Air Travel from Canada : <ul style="list-style-type: none"> 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 economy class flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and airline ticket receipt required for proof of flight.
<input checked="" type="checkbox"/>	Air Travel in-foreign market : <ul style="list-style-type: none"> 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 economy class 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.
<input checked="" type="checkbox"/>	Ground Transportation in-foreign market : <ul style="list-style-type: none"> 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).
<input checked="" type="checkbox"/>	Other Costs outside of Canada : <ul style="list-style-type: none"> 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 the contract must be specific to the project only.
Ineligible expenditures	
<input checked="" type="checkbox"/>	Foreign employees or representatives travel costs, fees, meals and accommodations
<input checked="" type="checkbox"/>	Customer meals and entertainment expenses
<input checked="" type="checkbox"/>	Activities that are already underway or completed

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 (B) EMA

Eligible expenditures directly related to the project	
<input checked="" type="checkbox"/>	Per diems for eligible travel days within Canada (foreign client buyers only): <ul style="list-style-type: none"> Multi-day trip with overnight stays: \$300.00 CAD/day. Per diem Includes accommodation, meals, taxis, airport transportation and passport or visa fees. Travel day per diems require a hotel receipt to confirm each night's accommodation. Third party booking sites like Expedia are not acceptable hotel receipts. Travel time/days to or from Canada are not eligible for per diem claims.
<input checked="" type="checkbox"/>	Air Travel to Canada : <ul style="list-style-type: none"> 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 economy class flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and airline ticket receipt required for proof of flight.
<input checked="" type="checkbox"/>	Air Travel in Canada : <ul style="list-style-type: none"> 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 economy class 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.
<input checked="" type="checkbox"/>	Ground Transportation within Canada : <ul style="list-style-type: none"> 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).
<input checked="" type="checkbox"/>	Other Costs within Canada : <ul style="list-style-type: none"> 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 the contract must be specific to the project only.
Ineligible expenditures	
<input checked="" type="checkbox"/>	Canadian employees or representatives travel costs, fees, meals and accommodations
<input checked="" type="checkbox"/>	Activities that are already underway or completed

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 expenditures directly related to the project	
<input checked="" type="checkbox"/>	Participation in a trade show, event or seminar <ul style="list-style-type: none"> • 50% cost recovery of booth space, stand design and building costs, equipment rental, electrical costs, chef costs, interpreter and/or stand assistant • If other brands or products promoted at the stand the contribution will be proportional to the Canadian beef brand promoted
<input checked="" type="checkbox"/>	Per diems for eligible travel days outside of Canada (Canadian Beef representative company employees based in Canada only): <ul style="list-style-type: none"> • Multi-day trip with overnight stays: \$425.00 CAD/day. Includes accommodations, meals, taxis, airport transportation and passport or visa fees. Travel day per diems require a hotel receipt confirming each night's accommodation. Third party booking sites like Expedia are not acceptable hotel receipts. Travel time or days to or from Canada are not eligible for per diem claims.
<input checked="" type="checkbox"/>	Air Travel from Canada: <ul style="list-style-type: none"> • 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 economy class flights required to calculate the difference). Travel app flight reservations are not acceptable air travel receipts. Boarding pass and airline ticket receipt required for proof of flight.
<input checked="" type="checkbox"/>	Air Travel in-foreign market: <ul style="list-style-type: none"> • 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 economy class 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.
<input checked="" type="checkbox"/>	Ground Transportation in-foreign market: <ul style="list-style-type: none"> • 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).
<input checked="" type="checkbox"/>	Other Costs outside of Canada: <ul style="list-style-type: none"> • 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 the contract must be specific to the project only.
Ineligible expenditures	
<input type="checkbox"/>	Foreign employees or representatives travel costs, fees, meals and accommodations

<input checked="" type="checkbox"/>	Beef samples for display and sampling at the trade show, event or seminar
<input checked="" type="checkbox"/>	Freight, shipping and customs clearance fees for beef samples or marketing materials
<input checked="" type="checkbox"/>	Development and production of marketing materials support available through the Promotion & Marketing Program (PMP).
<input checked="" type="checkbox"/>	Customer meals and entertainment expenses
<input checked="" type="checkbox"/>	Activities that are already underway or completed

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 campaigns, tasting programs, consumer marketing and recipe development. Activity and project results report required.

Financial Assistance for (D) PMP Initiatives

Eligible expenditures directly related to the project	
<input checked="" type="checkbox"/>	Canadian beef representative company marketing materials and collaterals: <ul style="list-style-type: none"> • 50% cost recovery for design, development (eg. plate change) and limited first run print production. Print run numbers need to be included in application and may be limited to 3 months. • Branding Canadian beef conditions apply (materials must include Canadian beef brand logo) and a signed Canadian beef brand licensing agreement.
<input checked="" type="checkbox"/>	Point of Sale (POS) materials: <ul style="list-style-type: none"> • 50% cost recovery for design, development and limited first run production (the amount required during the promotional period for which support is being requested). Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Partner non-branded, co-branded and branded programs: <ul style="list-style-type: none"> • 50% cost recovery for design, development and limited first run print production (during the promotional period). Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Menu promotions and tabletop resources: <ul style="list-style-type: none"> • 50% cost recovery for design, development and limited first run print production (during the promotional period). Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Custom photography and video production showcasing brand (capture and processing): <ul style="list-style-type: none"> • 50% cost recovery. Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Advertising, sales promotions, online promotions and social media campaigns: <ul style="list-style-type: none"> • 50% cost recovery of initial design and production costs • 25% cost recovery of paid distribution costs of advertisements (print, broadcast and digital), sales promotions and social media campaigns. • Limits apply to the total amount of funding reimbursed and proportional to the Canadian beef content included in the promotion and are eligible only for the period of the promotion. • All ads and promotions must include the Canadian beef brand logo. • Social media posts as a minimum must be tagged #lovecdnbeef and include Canadian beef taglines for specific markets (eg. #canadabeefjapan).

<input checked="" type="checkbox"/>	Design and development of branded website or section of website where the brand is being promoted to an international audience <ul style="list-style-type: none"> • 50% cost recovery. Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Consumer marketing: <ul style="list-style-type: none"> • 50% cost recovery. Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Recipe development: <ul style="list-style-type: none"> • 50% cost recovery for design, development and limited first run production. Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Partner non-branded, co-branded and branded sampling/tasting programs: <ul style="list-style-type: none"> • 50% cost recovery for contract services, promoters, equipment rental, condiments and sundries, utilities. Branding Canadian beef conditions apply.
<input checked="" type="checkbox"/>	Seminars and events targeting international buyers to raise Canadian beef brands profile and attributes <ul style="list-style-type: none"> • 50% cost recovery room and equipment rental, chef cost and interpreter
Ineligible expenditures	
<input checked="" type="checkbox"/>	Beef samples product costs
<input checked="" type="checkbox"/>	Freight, shipping and customs clearance fees for beef samples or marketing materials
<input checked="" type="checkbox"/>	Activities that are already underway or completed
<input checked="" type="checkbox"/>	Giveaway items (eg. pens, t-shirts, hats, etc) awards, prizes or gifts
<input checked="" type="checkbox"/>	Cost of lucky draw sales promotion items, coupons or product discounts
<input checked="" type="checkbox"/>	Printing costs of boxes and product packaging materials
<input checked="" type="checkbox"/>	Company uniforms and permanent displays (excluding design costs to include Canadian beef logo)
<input checked="" type="checkbox"/>	Membership fees and subscriptions to publications
<input checked="" type="checkbox"/>	Maintenance or general updating and registration costs of a company website
<input checked="" type="checkbox"/>	Any expenditure on marketing materials or promotions that make a negative reference to other Canadian beef suppliers.

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 expenditures directly related to the project	
<input checked="" type="checkbox"/>	Benchmarking: <ul style="list-style-type: none"> • 50% cost recovery for contract service provider (personnel and facilities).
<input checked="" type="checkbox"/>	In-market sensory testing: <ul style="list-style-type: none"> • 50% cost recovery for contract services and competitor samples.
<input checked="" type="checkbox"/>	Shelf life testing: <ul style="list-style-type: none"> • 50% cost recovery for microbiological contract services

<input checked="" type="checkbox"/>	Contract services deemed essential to the success of the project may also be eligible <ul style="list-style-type: none"> 50% cost recovery (not including GST or local tax). Contract required for all consultant services utilized and contract must be specific to the project.
<input checked="" type="checkbox"/>	Samples for testing: <ul style="list-style-type: none"> 50% cost recovery for competitor samples (conditions apply)
<input checked="" type="checkbox"/>	EMI & EMA funding available for travel costs to/from foreign market.
Ineligible expenditures	
<input checked="" type="checkbox"/>	Canadian beef representative company sample cost not eligible (conditions apply)
<input checked="" type="checkbox"/>	Activities that are already underway or completed

Eligible Canadian Beef Representative Companies and Organizations

1. Primary Canadian beef processors (slaughter, harvest operation)
2. Secondary Canadian beef processors (portion cutting or case ready operation)
3. Further Canadian beef processor (fabricating, smoking/cooking, sausage operation)
4. Integrated Canadian beef supply chain partners and Canadian beef brand owners.
5. Canadian beef 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 brand owners.

Product eligibility

1. All Canadian beef promoted utilizing EMD program funding must originate from a federally inspected establishment in Canada. This product must be identified by the Canadian meat inspection legend (as shown below) on the packaging with the establishment number replacing the numbers 00.



2. For products containing ingredients other than beef the product must contain a minimum of 75% Canadian beef by weight in order to qualify for EMD program funding. Made with Canadian beef brand conditions apply.



EMD Program Application and Project Approval Procedure

1. Completed project application form in its entirety submitted to Canada Beef EMD program manager for approval recommendation. Application must be received a minimum of 10 days prior to project execution.
2. Applicant receives confirmation of project status, approval and project number.

3. Applicant reviews program guidelines to ensure compliance and executes project.

EMD Project Reimbursement and Payment Procedure

1. Project expenses and supporting back-up documents including invoices and proofs of payment submitted to the Canada Beef EMD program manager within 30 days after project completion.
2. Project Activity and Measures of Success report is completed and submitted together with photos of the activities funded by the EMD program.
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.
4. EMD program user fee based on 10% of project total reimbursement (minimum \$200.00, maximum \$500.00 per project application).
5. The user fee covers project management, administration, accounting and reporting costs.
6. EMD user fee not applied to any portion of a provincial grant that may be stacked on top of eligible program funding.

EMD Program Limitations

1. Applications are approved based on satisfaction of project eligibility guidelines and as long as funds are available during the EMD program period fiscal year.
2. All applicants must be actively exporting Canadian beef products and provide evidence of export sales realized during the current year to date as well as the previous year and include this information in the EMD program application form.
3. Small and medium-sized Canadian enterprises (SME's) that are new to exporting may be eligible for funding support under the Government of Canada's CanExport program to help develop export opportunities for their products in new international markets.
4. For applicants promoting further processed products containing Canadian beef, the cost recovery will be proportional to the percentage of Canadian beef content in the product promoted.
5. For all applicants applying for EMD program support, limits may apply to the maximum combined annual reimbursement by company and market per year.
6. Intentionally including inaccurate information on either the EMD program application or project reporting is forbidden. This may result in either the project application not approved, funding withheld and future applications not accepted.
7. Failure to provide any information requested related to project expenditures or project reporting will result in payment being delayed or withheld.

For additional information about the program and how to apply please contact:

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