

# 2024/25 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.**

## National Checkoff (NCO) Funding Guidelines

Canada Beef's Domestic Market Development Partner Program (DMDPP) is funded by Canadian farmers and ranchers by way of the National Checkoff (NCO). As such, the DMDPP must adhere to NCO funding guidelines. NCO guidelines mandate that programs adopt a factual approach to matters such as food safety, animal welfare and sustainability. In addition, the NCO guidelines require marketing strategies concerning beef and beef products to benefit the collective Canadian cattle industry, in that promoting a single company's products cannot be done at the expense of others.

## 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 in alignment with NCO funding guidelines, thereby highlighting the Canadian Beef Advantage.

### UNBRANDED PROJECTS

In select circumstances, 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 and promote Canadian beef without a supplier brand. Messaging must be aligned with NCO funding guidelines and be 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 before March 31, 2025, and incorporate the Canadian Beef or Made with Canadian Beef logo and trademark to be considered for cost-sharing eligibility.

## DOMESTIC MARKET DEVELOPMENT PARTNER PROGRAM MARKET SHARE DETERMINANTS

Applicants will be classified into one of the following market share categories based on the volume of beef that the organization contributes to the domestic Canadian beef marketplace:

### 1. **New Market Entrants (NME)**

*Total category funding pool for 2024/25 fiscal year: \$25,000*

Your organization will be classified as an NME if:

It has domestic Canadian beef sales of less than 500 tonnes in the company's last fiscal year.

Your eligibility could be, at minimum, \$1,500 or the percentage of the available funding for your sector multiplied by your domestic market share, whichever is greater.

Subsequent projects (if approved) will be capped at 50% of the prior project's spend, subject to available funds.

The total funding available for any individual company's projects can never exceed its domestic market share percentage, multiplied by the total amount of funding available in the program.

**A company can only apply as an NME during one Canada Beef fiscal year (April 1 to March 31).**

## **2. Established Suppliers**

*Total category funding pool for 2024/25 fiscal year: \$40,000*

Your organization will be classified as an Established Supplier if:

It has domestic Canadian beef sales greater than 500 tonnes in the company's last fiscal year.

Your eligibility could be, at minimum, \$2,400 or the percentage of the available funding for your sector multiplied by your domestic market share, whichever is greater.

Subsequent projects (if approved) will be capped at 50% of the prior project's spend, subject to available funds.

The total funding available for any individual company's projects can never exceed its domestic market share percentage, multiplied by the total amount of funding available in the program.

Canada Beef reserves the right to modify the qualifying statements for each category listed above as it sees fit without prior notice and evaluate each project's eligibility based on industry needs.

## **ELIGIBLE ACTIVITIES AND COMPONENTS**

- Development and design of marketing resources (including advertising).
- Development, design and limited first-run product label production (typically a three-month supply).
- Support in designing or redesigning packaging, and specifically, those costs related to incorporating 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 considering 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 shows 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 and to evaluate each project's eligibility based on industry needs.

## **Partner Program Goals**

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

- Bolster Canadian beef sales volume, value, and/or 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.
- Maintain and enhance 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* (Brand License Agreement) in place.

**Note:** *A funding application can only be considered and subsequently approved if the activities requiring funding are not completed at the time of the application's submission.*

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. A project number will be provided at that time, and the project may commence.
4. Partner shall submit to Canada Beef any/all promotional materials bearing the Canadian Beef logo and trademark for prior written approval before public distribution or release. Promotional materials include, without limitation, packaging, labelling, point of purchase, advertising materials, product brochures, videos, websites, and social media posts.

**Note:** *It is an expectation that any promotional materials bearing the Canadian Beef or Made With Canadian Beef logos be submitted to the Canada Beef team for review upon any modification being made, regardless of whether Partner Program funding is utilized.*

5. 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.
6. 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).
7. Applicant must create an invoice for the final amount 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.
8. Canada Beef will pay the final invoice within 30 business days of 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 [BOGO], coupons, etc.).
  - Sales incentives for staff (e.g., travel, cash, gift cards, etc.).
  - Prizing 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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