



CANADA BEEF EXPORT MARKET DEVELOPMENT PROGRAM 2024-25 CONFIDENTIAL APPLICATION FORM

Application Process

1

Complete (Section 1) company information.

4

Within 30 days of project completion – fill out “Activity Report” & “Measures of Success” and submit to Canada Beef EMD program manager for processing and reimbursement.

2

Select an Export Market Development (EMD) program and fill out the corresponding application form.

5

Attach scanned copies of all receipts and back-up documentation.

3

Submit application to Canada Beef EMD program manager for review, approval and Project Number assignment.

6

Retain original receipts for your files.



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 / State:

Country

Postal Code / Zip

1.2 Primary Contact or Project Manager Information

First Name

Last Name

Title

Primary Phone Number:

Email

1.3 Type of Business (check appropriate boxes)

Primary Processor (slaughter, harvest operation)

Canadian Beef Brand Owner

Secondary Processor (portion cutting operation)

Importer/Distributor/Purveyor

Further Processor (fabricating, smoking/cooking, sausage operation)

Exporter/Trading House

% Canadian beef in processed products

Restaurant / Hotel _____
of outlets

Integrated Supply Chain Partner (feedlot, breed specific operation)

Retailer _____
of outlets

Other
(please specify)

1.3a Canadian beef check-off requirements

If you are a Canadian beef processor, supply chain partner, brand owner or exporter do you comply with Canadian beef check-off requirements?

Yes No

If you are an importer, distributor, retailer or food service operation do you know if your Canadian beef supplier complies with Canadian beef check-off requirements?

Yes No



1.4 Export Readiness

1.4a Processor

Primary, Secondary and Further Processor Export Profile
(Only complete if you ARE processor)

Volume of Canadian beef exported

Volume (Choose one)

MT kg

2023

2024 YTD

Federally Inspected Canadian Beef
Establishment (List all that apply)

CFIA Numbers



1.4b Not a Processor

All other Suppliers Export Profile
(Only complete if you are NOT a processor)

Volume of Canadian beef exported OR imported
per supply partner.

Federally Inspected Canadian Beef Supply
Partner (List all that apply)

CFIA Numbers

Volume 2023

Volume 2024 YTD

Export / Import (Choose one)

Volume (Choose one)

Exported Imported

MT kg

Total Volume 2023

Total Volume 2024 YTD

1.5 Other information (all applicants)

Names of importer or distributor from who you purchase Canadian beef if not direct from processor

Names of Canadian beef brand(s) being promoted in this initiative?

In what countries are you presently selling Canadian beef?

In what channels are you presently selling Canadian beef in these countries?

Which Canadian beef cuts & products are you most interested in promoting?

If you are selling beef from other countries please identify source countries?

What % of your total beef imports originate from Canada? (importers only) %



Program Selection

Section 2

EXPORT MARKET ADAPTATION (EMA)
Incoming Missions, Training and Innovation.

Section 3

MARKET DIVERSIFICATION PROGRAM
(MDP) Trade Shows and Seminar
Participation.

Section 4

COMPETITIVE BENCHMARKING
PROGRAM (CBP) In Market Yield and
Financial Performance Benchmarking,
Sensory Testing.

Section 5

EXPORT MARKET INVESTIGATION (EMI)
Outgoing Missions, Training and Innovation

Section 6

PROMOTION & MARKETING PROGRAM
(PMP) Marketing Resources, Promotion,
Tasting Programs and Advertising

Choose the program you are applying for

EXPORT MARKET ADAPTATION (EMA)

EXPORT MARKET INVESTIGATION (EMI)

MARKET DIVERSIFICATION PROGRAM (MDP)

PROMOTION & MARKETING PROGRAM (PMP)

COMPETITIVE BENCHMARKING PROGRAM (CBP)