



**Value Chain Innovation Forum
April 4, 2012**

 **@adaptcouncil**

www.adaptcouncil.org
info@adaptcouncil.org

Ontario AgriCentre, Suite 103, 100 Stone Road West, Guelph, ON N1G 5L3
Tel: 519 822 7554 Fax: 519 822 6248

ABOUT AAC

- For over 15 years AAC has been a program delivery agent for the federal and provincial government.
- AAC has a unique understanding of funding program requirements, farming and agribusiness. *It's who we are and what we do.*
 - AAC is made up of 66 Ontario agricultural, agri-food and rural organizations which annually elect a 16 member board of directors
 - The AAC board makes all funding decisions



PROGRAM BACKGROUND

- **CAAP is funded by Agriculture and Agri-Food Canada (AAFC)**
 - National program: Administered by AAFC (no longer accepting applications)
 - Regional program – administered by 14 industry councils across Canada
- **Launched in 2009, AAC receives \$28.1 million over 4 years**
 - All projects must be completed by October 2013



ELIGIBLE APPLICANTS

Any Canadian legal entity capable of entering into a contract, including but not limited to:

- Organizations and associations
- For-profit companies
- Individuals

Government departments or agencies, and, universities/colleges are not eligible applicants.



CAAP PROGRAM OBJECTIVES

To help the sector adapt and remain competitive, CAAP is guided by the following objectives:

- Facilitate the agriculture, agri-food, and agri-based products sector's ability to seize opportunities
- Respond to new and emerging issues, and pathfind and pilot solutions to new and ongoing issues



GENERAL CRITERIA

- Projects should demonstrate industry support and partnerships with others in the value chain
- Benefits to the industry and the “public good” must exceed the funding request
- Research activities must be applied or adaptive
- Projects must clearly demonstrate the potential for longer-term self sustainability



EXAMPLES OF INELIGIBLE ACTIVITIES

- Activities that influence/lobby government
- Advertisement, promotion and/or awareness activities
- Direct income support
- Ongoing activities, normal operations of organizations/businesses or normal commercial expansion
- Commercialization activities
- Basic research



FUNDING CONDITIONS

- Funds will be in the form of a repayable contribution or a non-repayable contribution
- The maximum level of funding is 85% of total project costs
- Cash contributions are encouraged from the applicant and project partners
- In-kind contributions are accepted from the applicant (for-profit and non-profit)



PROJECT EXAMPLES

Ontario Cereal Research Industry Council

This is a project to identify and characterize wheat varieties with high levels of antioxidants and other functional ingredients, develop products using these varieties and evaluate the survival of functional ingredients and antioxidants through the baking process and storage of products.



PROJECT EXAMPLES

Field Gate Organics, Inc.

This project will develop a formal organic beef value chain, initially incorporating organic cow calf producers and beef finishing stations.



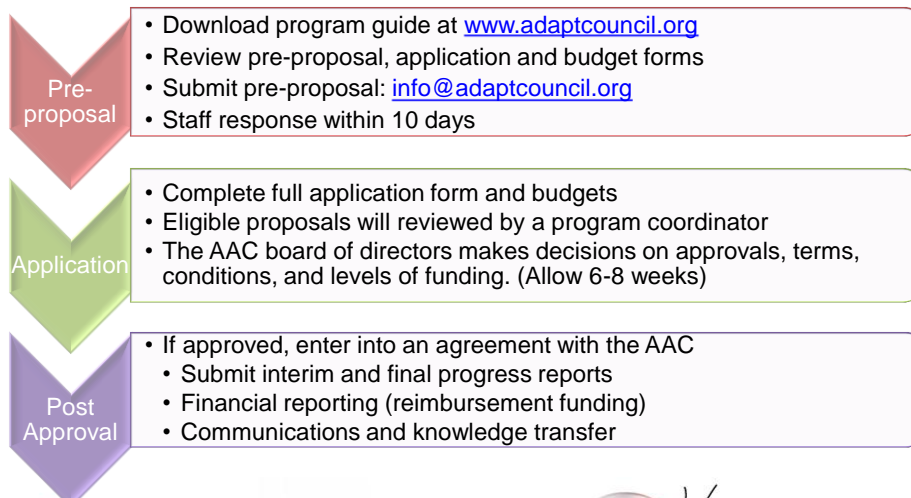
PROJECT EXAMPLES

Ontario Tender Fruit Producers

- Develop the processes required to deliver the right quality of fruit in the right way to consumers;
- Test the willingness of target segments of consumers to pay a premium for Ontario grown product that possess distinct high quality attributes.



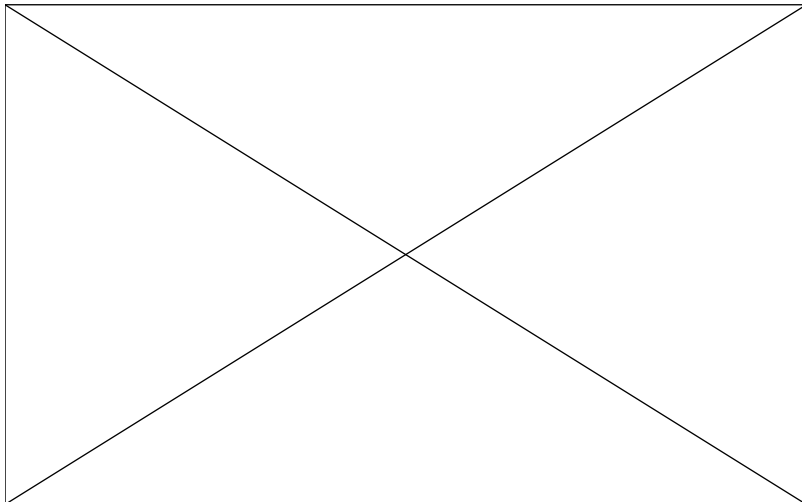
APPLICATION PROCESS



SUBMISSION DEADLINES

- May 10, 2012 – For review June 25-27
- July 12, 2012 – For review August 30

Projects must be completed by October 31, 2013



FUNDING AGRI-IDEAS.

 @adaptcouncil

519-822-7554

info@adaptcouncil.org

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