

# Islands Agri-Food Initiative



Photos courtesy of Cowichan Agricultural Society and Farmers Institute and Investment Agriculture Foundation of BC

Islands Agri-Food is an initiative of the Agri-Food Futures Fund. \$1.675 million have been earmarked to encourage the development of a viable and sustainable agri-food sector on Vancouver Island, the Gulf Islands and Powell River. The Islands Agri-Food Initiative Advisory Committee is responsible for the implementation of the Initiative Strategic Plan and to fund innovative projects that aim to achieve at least one of the four strategic goals as listed below.

<b>GOAL 1</b>	Enhance market and product development and promotion of the agri-food industry	<p><b>Projects benefits to include:</b></p> <ul style="list-style-type: none"> <li>➤ Increased consumer recognition and loyalty for Island agri-food products and increased sales of local products</li> <li>➤ New products, services and marketing programs by producers</li> <li>➤ Increased investment in rural communities</li> <li>➤ New strategic partnerships across the sector and pooling of resources to reduce financial risk for individual investors</li> <li>➤ Effective training programs in place to develop a highly skilled work force</li> <li>➤ New value-added products and further processing activity as a foundation for growth in the sector</li> </ul>
<b>GOAL 2</b>	Increase the agri-food stakeholder knowledge base, including stakeholder communication, economic potential, statistical data, marketing skills and product development	
<b>GOAL 3</b>	Facilitate the development of strategic partnerships and alliances that enhance the long term sustainability of the agri-food industry	
<b>GOAL 4</b>	Support increased agri-food processing as a catalyst for rural community development	

We encourage you to learn more about the Islands Agri-Food Initiative. There are a number of resources available to help you:

1. Check the Islands Agri-Food Initiative website: [www.iafbc.ca/iafi](http://www.iafbc.ca/iafi)
2. Read the Islands Agri-Food Initiative Strategic Plan to find out what the initiative is trying to accomplish and what types of projects we'd like to see. Find this document online or call us to request a copy.
3. Call us to discuss your idea, find out if it is eligible and learn how to make it a reality!

Funding provided by:



## Background Information

The Islands Agri-Food Initiative is part of a much larger funding program called the Agri-Food Futures Fund (AFFF). There are 14 AFFF Initiatives, each of which is intended to assist a particular aspect of the agri-food industry in British Columbia. The underlying philosophy of the AFFF is to enable industry to take a strategic approach to development, utilizing the funding allocations to do so. Before being able to access the funds, each industry group developed a strategic plan. The strategic plans guide how the initiative allocations are expended and assist the Advisory Committees that have been appointed to review funding applications received.

Advisory Committees are made up of industry volunteers and enable industry representatives to take responsibility for decision-making. Each Committee also includes ex-officios representing the funding partners (BC Ministry of Agriculture and Lands and Agriculture and Agri-Food Canada).

## How to Apply

The first and most important step is to contact the Investment Agriculture Foundation of BC. We can assist you with developing and strengthening your proposal as well as completing the application forms. We're happy to help!

The Advisory Committee will accept letters of intent as well as full applications. However, please note that application deadlines are established to provide the necessary time for an effective evaluation process. The application windows currently close at midnight March 31, June 30, September 30, and December 31.

## Contact Information

To obtain program details, the Strategic Plan, and application forms, visit us online at [www.iafbc.ca/iafi](http://www.iafbc.ca/iafi) or contact: Barry Remus  
Barry Remus  
Islands Agri-Food Initiative Project Facilitator  
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## Agri-Food Futures Fund Funding Principles

- All groups have equal opportunity to apply for funding.
- Funding is directed to projects addressing the strategic goals and initiatives identified in the Strategic Plan.
- Projects must have broad benefits and cannot be proprietary to an individual or single firm.
- Benefits must outweigh the project costs.
- Funding is for time limited projects; longer term projects require a description of how activities would become self-sufficient.
- Reasonable and incremental administrative costs clearly incurred in the course of delivering the project may be supported.
- Funds provided by the federal or provincial governments cannot be used as matching funds against Initiative funds.
- Funds cannot be used for:
  - Direct advertising and promotion of products,
  - Capital costs; some flexibility for demonstration purposes,
  - Business start-ups or expansions,
  - Core funding of an organization's ongoing business,
  - Causing damage to others, or favouring one group or region over another,
  - Lobbying, or
  - Project activities undertaken prior to project approval date.
- Projects cannot be contrary to international trade rules.
- The Initiative aims for an overall 50:50 balance between industry contribution and fund contribution. Applicant contributions may include up to 50% in-kind (maximum of 25% of total project).