

The following Funding Principles guide the decisions made by groups responsible for reviewing applications for funding under the various Agri-Food Futures Fund initiatives.

1. All groups have equal opportunity to apply for funding.
2. Funding is directed to projects addressing the strategic goals and initiatives identified in the Initiative Strategic Plan.
3. Projects must have broad benefits and cannot be proprietary to an individual or single firm.
4. Benefits must outweigh the project costs.
5. Funding is for time limited periods. Longer-term projects require a description of how activities would become self-sufficient.
6. Reasonable and incremental administrative costs clearly incurred in the course of delivering the project may be supported.
7. Funds provided by the federal or provincial governments cannot be used as matching funds against Initiative funds.
8. Funds cannot be used for:
 - direct advertising and promotion of products (can be used to develop broad marketing strategies and plans)
 - capital costs (some flexibility for demonstration purposes)
 - business start-ups or expansions
 - core funding of an organization's ongoing operations
 - causing damage to others or favouring one group or region over another
 - lobbying
 - project activities undertaken prior to project approval date
9. Projects cannot be contrary to international trade rules.
10. 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).

Funding provided by: