

Assisting British Columbia's producers, processors, agri-businesses and rural communities to adapt, diversify and grow.

Policy:

These guidelines are designed to assist you in acknowledging funding received from the Investment Agriculture Foundation of BC (IAF) through the Advancing Canadian Agriculture and Agri-Food (ACAAF) program. Funding for the ACAA program has been provided to IAF by Agriculture and Agri-Food Canada (AAFC). The purpose of these guidelines is to ensure that acknowledgement and recognition of IAF and the Government of Canada is communicated in an effective, coherent and consistent manner.

Why

As stated in your Contribution Agreement or Contract, public acknowledgment is a condition when receiving funding from IAF. Public acknowledgment shows how public funds are being spent, and raises public understanding of the economic and social benefits of agreements such as yours. When funded projects are successful, acknowledgment of government assistance can provide us with a valuable rationale to continue to support industry organizations in a tangible way.

When

Even if a Minister or other federal representative has publicly announced your project, you still need to acknowledge funding in your own materials, activities and events. Once funding has been approved, there are numerous opportunities for acknowledging the IAF/ACAAF contribution, for example:

- during project launch or project-related events
- on project-related materials
- upon reaching a project milestone or successful project completion
- in media interviews or news releases

Note:

Please advise your Program Manager or IAF's Communications Team prior to undertaking any project-related announcements, events or recognition activities.

Consider inviting IAF and federal representatives to project-related events, official launches and other publicity-generating events. Having a Minister or a local Member of Parliament at your event will raise the profile and harness more media attention, thus generating more publicity for your project. When sending out an invitation, it is a good idea to request a message that can be read out in case a federal representative is unable to attend. Copy your Program Manager or IAF's Communication Team so we can follow-up on your request.

In both of these cases, three to four weeks advance notice is advisable.

Procedure:

In general, you will acknowledge the IAF/ACAAF funding in all project-related materials, activities or events. These four steps outline the basic procedure for appropriately recognizing the partners who are providing funding assistance for your project:

1. **Verbal or Written Acknowledgement:** IAF/ACAAF funding assistance should be acknowledged in any project-related interviews, presentations, publications, signage, promotional materials, publicity materials or other communications materials.

In publications, this wording is normally placed inside the document within the first couple of pages in an "acknowledgements" section. This is also a good place to acknowledge any other financial supporters,

sponsors or other contributors. IAF/ACAAF funding assistance should be recognized using standard wording, such as one of the following:

“This [project/publication/event/etc.] was funded in part by the Investment Agriculture Foundation of BC through Agriculture and Agri-Food Canada’s Advancing Canadian Agriculture and Agri-Food (ACAAF) program.”

OR

“[We/name of applicant] wish to acknowledge the financial assistance of Agriculture and Agri-Food Canada and the Investment Agriculture Foundation of BC for making this [project/study/event/etc.] possible.”

2. **Disclaimer:** Please also include the following disclaimer with the acknowledgement statement in publications:

“Agriculture and Agri-Food Canada (AAFC) is pleased to participate in the [production/delivery] of this [project/publication/event, etc.]. AAFC is committed to working with our industry partners and the Investment Agriculture Foundation of BC to increase public awareness of the importance of the agriculture and agri-food industry to Canada. Opinions expressed in this publication are those of [organization] and not necessarily AAFC’s.”

3. **Logos:** For projects which have received financial support from IAF/ACAAF, the current Canada Wordmark, IAF Logo and text “Funding provided by:” should also be included on all printed or electronic materials (publications, signage, presentation materials, promotional materials, publicity materials, etc.).

The Canada Wordmark and the IAF Logo may not be altered in any way, must be given equal prominence to those of similar contributors, and must appear as distinct elements in a reasonable amount of white space. Their use and placement must not convey the impression of ownership. Contact IAF Communications if you require further guidance.

Funding provided by:



4. **Review of Materials:** Provide a draft copy of project-related products to your Program Manager or IAF Communications for review before printing, distributing or posting to ensure that contributors receive appropriate recognition.

Official Languages:

Depending on audience, products may need to be produced in French and English. Ask your Program Manager or IAF Communications for full details.

Additional Information:

For questions, logos and material review, contact your Program Manager or IAF Communications:

Tel: (250) 356-1672

Email: info@iafbc.ca