



## Guidelines for Acknowledging Funding Agri-Food Futures Fund, Emerging Sectors Initiative

*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 B.C. (IAF) through the Agri-Food Futures Fund, Emerging Sectors Initiative. Funding for a variety of programs has been provided to IAF by Agriculture and Agri-Food Canada and the B.C. Ministry of Agriculture. The purpose of these guidelines is to ensure that acknowledgement and recognition of IAF, the Government of Canada and the Province of B.C. 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 through the Agri-Food Futures Fund, Emerging Sectors Initiative. 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's priority projects in a tangible way.

### **When**

Once funding has been approved, there are numerous opportunities for acknowledging the AFFF contribution, for example:

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

### **Note:**

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

Consider inviting IAF, federal and provincial representatives to project-related events, official launches and other publicity-generating events. Having a federal or provincial Minister, local Member of Parliament or local Member of the Legislative Assembly 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 or provincial representative is unable to attend. Copy IAF Communications or your Program Manager 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 are requested to acknowledge the AFFF funding in all project-related materials, activities or events. These three steps outline the basic procedure for appropriately recognizing the partners who are providing funding assistance for your project:

1. **Verbal or Written Acknowledgement:** AFFF 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. AFFF funding assistance should be recognized using standard wording, such as one of the following:

“This [project/study/event/etc.] was funded in part by the Investment Agriculture Foundation of B.C. through the Agri-Food Futures Fund, Emerging Sectors Initiative, a provincial trust funded from money under the former federal-provincial safety nets framework.”

OR

“[We/name of applicant] wish to acknowledge the support of the Agri-Food Futures Fund, Emerging Sectors Initiative and the following organizations for making this [project/study/event/etc.] possible: Agriculture and Agri-Food Canada, the B.C. Ministry of Agriculture, and the Investment Agriculture Foundation of B.C.”

2. **Logos:** For projects which have received financial support through the Agri-Food Futures Fund, the current Canada Wordmark, IAF Logo, B.C. Identifier and text “Funding provided by:” should also be included on all printed or electronic materials (publications, signage, presentation materials, promotional materials, publicity materials, etc.). Contact IAF Communications to obtain appropriate logos and usage guidelines.

*Funding provided by:*



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

**Additional Information:**

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

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