



Guidelines for Public Announcements & Acknowledgements Canada-BC Agri-Innovation Program Projects

Your project is funded in part by the Canada-BC Agri-Innovation Program, a program delivered, managed and implemented by the Investment Agriculture Foundation of BC (IAF). Funding for this program has been provided by Agriculture and Agri-Food Canada and the BC Ministry of Agriculture through *Growing Forward*, a federal-provincial-territorial initiative.

These guidelines have been developed to assist you, as a recipient, to appropriately acknowledge the source of funding in all communication materials and products related to your project. Additionally, these guidelines will assist you to initiate a public announcement about your project, if proposed.

Many projects involve a number of individuals, organizations, third party contractors and other partners. **Please share this information with all those involved in the delivery of your project.** You are required to ensure that the guidelines are applied consistently in all project communications materials and products.

PUBLIC ANNOUNCEMENTS

Paragraph 11.1 of the Canada-BC Agri-Innovation Contribution Agreement, stipulates that funding recipients will not make a public announcement about the project, whether about project funding, results, or any thing whatsoever, without the prior written consent of IAF. Please advise IAF's Communications staff or your Program Manager of your intent to make a public announcement at least four weeks in advance. Please note that "public" generally refers to anyone outside of the funding recipient's organization. This means that communications with your organization's members is considered "public communications".

ACKNOWLEDGEMENTS

Paragraphs 11.2 and 11.3 of the Canada-BC Agri-Innovation Contribution Agreement address the issue of funding acknowledgements. Recipients of funding are expected to include appropriate acknowledgements on all project-related **communication materials and products**. Acknowledgements typically include graphic identifiers and written statements. Not all communication materials and products require both. Please talk to us early on in the development of your communication materials and products to determine what is expected. If your project involves other funding partners, please talk to us to determine how these guidelines may be adapted to fit the unique circumstances of your project.

1. Graphic Identifiers

There are two options for identifying the participation of the Government of Canada, the Investment Agriculture Foundation, *Growing Forward* and the Ministry of Agriculture in a project.

Option 1 (Preferred Option): The Canada wordmark, the IAF logo, the *Growing Forward* logo and the BC logo are shown as equal partners (together with any other project contributors), but should not indicate ownership or sponsorship. Upon request, IAF staff will provide you with these logos. (See example over.)

CHECKLIST

- I have shared this information with the others involved in this project (including contractors).
- My project involves other funding partners AND I have talked to IAF Communications early to determine what is expected.
- I am planning to make a public announcement AND I have advised IAF Communications at least 4 weeks in advance.
- I am developing communication materials or products AND I have talked to IAF Communications early to determine what is expected.
- I have included the disclaimer statement in project reports.
- I have sent our materials to IAF Communications for review at least 5 days before publishing.

Funding provided by:



Option 2: If no other graphic identifiers are used on a product, then Canada, IAF, *Growing Forward* and BC participation may be made by a credit line only.

2. Credit Line

In addition to graphic identifiers, a credit line should also be included in reports and other publications. For brochures, advertising, posters or displays, a written statement may not be required. The following statements are provided as samples. Include one of these two statements in publications and communication materials. Please advise us if you would like to modify these acknowledgement statements or request an exemption.

This project is supported by the Canada-BC Agri-Innovation Program; delivered by the Investment Agriculture Foundation of BC with funding from the federal and provincial governments through *Growing Forward*, a federal-provincial-territorial initiative.

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3. Disclaimer Statement

Disclaimers are required in reports and other publications, especially when they contain recommendations and opinions. Include this statement:

Agriculture and Agri-Food Canada (AAFC) and the BC Ministry of Agriculture are committed to working with industry partners. Opinions expressed in this document are those of [the authors] and not necessarily those of AAFC or the Ministry of Agriculture.

4. B.C. or BC?

To punctuate or not to punctuate, that is the question. IAF chooses to use BC (rather than B.C.) in our publications. It's what we call our house style. Yours may be different. Whichever way you choose to go, please be consistent with the rest of your publication.

SUBMITTING MATERIALS FOR REVIEW

Please submit all project-related communication materials and products to IAF's Communications staff prior to printing and distribution to ensure appropriate acknowledgements are included. The Foundation will coordinate the necessary approvals with Agriculture and Agri-Food Canada and the Ministry of Agriculture.

Allow four weeks for review of proposed media releases or other public announcements and five days for review of most other communication materials and products.

CONTACT US

We are here to answer your questions about these guidelines, provide appropriate graphic identifiers for your materials and work with you to apply these guidelines on your project's communication materials and products. Contact IAF Communications staff directly with any questions or to notify IAF of your intended communications activity.

Sarah Rostami
Phone: 250.356.1772
Email: srostami@iafbc.ca

Sandra Tretick
Phone: 250.356.1672
Email: stretick@iafbc.ca