

Step 6: Project Details for Market Products in Canada (EMIM-PD-B)

1. What activity/activities will you complete as part of the project? (Check all that apply)

Brand development

Focus group/consumer studies

In-market product demonstrations

Promotional material development

Product introductory campaigns for domestic markets

Sales, marketing, and/or promotional activities

Specially produced product samples (not from normal production) for market research, tradeshow, and/or specific events

Packaging design

Shipping tradeshow product samples not intended for resale

2. Does your marketing plan provide guidance for the domestic market(s) that you will reach through this project in any of the following areas? (Check all that apply)

Culture and language

Consumer preferences

Suitability of current or planned product formulation

Product certification(s) or other standards

How product will reach the marketplace and other logistics

Importers, distributors and in-market partners

How you will measure success (e.g. new market exploration, sales)

None of the above

3. What is the value of your business sales in Canada currently (\$ per annum)?

4. As a result of the project, will the value of your business sales in Canada increase by the time of project completion?

Yes, provide the value of sales in domestic markets that are projected to result from the project at the time of project completion (\$ per annum): _____

No

5. As a result of the project, will the value of your business sales in Canada be increased 2 years after project completion?

Yes, provide value of sales in domestic markets that are projected to result from the project at two years after project completion (\$ per annum): _____

No

6. What business impacts are you expecting from the proposed project? (Check all that apply)

Reduced identified risks, explain:

Job creation or retention, explain:

Increased profitability, explain:

Other business impacts, specify and explain:

None of the above

7. Which markets will be **retained** by undertaking the proposed project? (Check all that apply)

Within Ontario

Within Canada (except Ontario)

None of the above

8. Which markets will be **expanded** by undertaking the proposed project? (Check all that apply)

Within Ontario

Within Canada (except Ontario)

None of the above

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9. Which markets will **be accessed for the first time** by undertaking the proposed project? (Check all that apply)

Within Ontario

Within Canada (except Ontario)

None of the above

10. Is it common for your product(s) to be sold in the markets that you are reaching or retaining through this project?

Yes, explain:

No, explain:

I'm not sure, explain:

11. What is the pay-back period expected for the project (i.e., the time required to recoup the funds you expect to spend to implement the project)? (Select one)

Less than 1 year

1 year to less than 2 years

2 years to less than 5 years

5 years to less than 10 years

10 years or greater

12. What is the total investment that your business will make to implement this project (including but not limited to the eligible costs of this application)? _____

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13. What assurance benefits will your project provide? (Check all that apply)

Incent public trust that you are implementing practices that result in healthy, humanely treated animals and ultimately, safe food, explain:

Improve animal health and lower the risk of spread or introduction of disease, explain:

Improve plant health and lower the risk of spread or introduction of pests/disease, explain:

Improve your food safety and/or traceability program, explain:

Expand or maintain market access for your product(s) by improving your food safety or traceability system, explain:

None of the above

14. What environmental benefits will your project provide? (Check all that apply)

Reduce wastes, explain:

Preserve or improve soil quality, explain:

Preserve or improve water quality and or quantity, explain:

Reduce your business' carbon footprint, explain:

None of the above

15. Does your project improve the labour working conditions of your business?

Yes, explain how:

No

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