

## Step 9: Project Details for Market Products Internationally (EMIM-PR-A)

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1. Select the activity/activities you will complete as part of the project (check all that apply):

Implementation of marketing plan for entry into new export market, or introduction of new product within existing export market, including:

Brand development

Focus group/consumer studies

In-market product demonstrations

Promotional material development

Product introductory campaigns for international 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. Which of the following applies to the applicant business (select one):

A processor that manufactures products in a facility with fewer than 200 employees

Specify number of employees located at the facility: \_\_\_\_\_

An owner of an established brand or intellectual property that does not meet processor eligibility criteria but is located in Ontario, and has an agreement or arrangement for the transformation of their product(s) in Ontario

A new processor business (new entrant) that:

- Constitutes a legal person
- Is new to the food and agri-product processing industry and has business projections that demonstrate potential annual gross business income of \$30,000 or more within three years of applying
- Files personal income taxes in Ontario
- Has not filed taxes of \$30,000 or more in annual gross business revenue as a food or agri-product processing business in the two years prior to applying for funding
- Has a valid Premises Identification (PID) Number (if a processing facility is established)

**Full Name:** \_\_\_\_\_

3. In which of the following areas does your export marketing plan provide guidance for the international market(s) that you will reach through this project (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)

4. Provide the following information about sales & sales projections

	CURRENT	PROJECTED AT THE END OF THE PROJECT	PROJECTED 2 YEARS AFTER PROJECT COMPLETION
Value of sales in international markets that will result from the Project per annum, according to projections			
Value of all business sales in international markets per annum			

5. Provide the following information about business impacts you are expecting from the project:

<b>BUSINESS IMPACTS</b>	<b>ANTICIPATED IMPROVEMENTS AT PROJECT COMPLETION</b>	<b>PLEASE EXPLAIN AND QUANTIFY (I.E., DOLLAR VALUES, %, VOLUME)</b>
Reduced identified risks	Yes No	
Job creation or retention	Yes No	
Increased profitability	Yes No	
Other business impact? Please identify:	Yes No	

6. Provide the following information about markets that will be retained, expanded or accessed as a result of this project:

	INDICATE IF: MARKET WILL BE RETAINED		INDICATE IF: ACCESS WILL BE EXPANDED (E.G. WITH A NEW PRODUCT)		INDICATE IF: MARKET WILL BE ACCESSED FOR THE FIRST TIME:	
Within Ontario	Yes	No	Yes	No	Yes	No
Within Canada (except Ontario)	Yes	No	Yes	No	Yes	No
USA	Yes	No	Yes	No	Yes	No
Mexico	Yes	No	Yes	No	Yes	No
Latin America	Yes	No	Yes	No	Yes	No
European Union (EU)	Yes	No	Yes	No	Yes	No
Other European	Yes	No	Yes	No	Yes	No
China (incl. Hong Kong)	Yes	No	Yes	No	Yes	No
Taiwan	Yes	No	Yes	No	Yes	No
Japan	Yes	No	Yes	No	Yes	No
Other Asia Pacific	Yes	No	Yes	No	Yes	No
Middle East, North Africa (MENA)	Yes	No	Yes	No	Yes	No
India	Yes	No	Yes	No	Yes	No
Other:	Yes	No	Yes	No	Yes	No

7. Is it common for your product(s) to be exported to the new or expanded international market(s) that you are reaching through this project? (Select one):

Yes

No

I'm not sure

Explain your selection:

**Full Name:** \_\_\_\_\_

8. 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

9. 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): \$ \_\_\_\_\_

10. Secondary benefits for assurance systems (check all that apply):

Does your project help incent public trust that you are implementing practices that result in healthy, humanely treated animals and ultimately, safe food?

Does your project help improve animal health and in doing so lower the risk of spread or introduction of disease?

Does your project help your business to improve your food safety and/or traceability program?

Does your project expand or maintain market access for your product(s) by improving your food safety or traceability system?

Describe the benefit(s) you have selected:

11. Secondary benefits for the environment (check all that apply):

Does your project help your business reduce wastes?

Does your project help preserve or improve water quality and or quantity?

Does your project help reduce your business' carbon footprint?

Describe the benefit(s) you have selected:

**Full Name:** \_\_\_\_\_