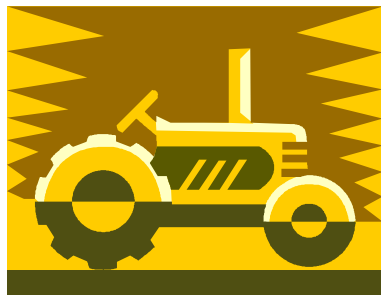


AgriCommunication Program

The AgriCommunication program is a three-year, up to **\$8 million** federal initiative that will focus specifically on supporting activities which increase appreciation and pride in the contributions of farmers and the food industry and enhance public trust. The agriculture awareness activities will help strengthen public trust about the origin of the food Canadians eat and how it is produced.



DETAILS

The component will provide **non-repayable contributions** to projects that focus on one or more of the following priorities:

- Consumer awareness – increase Canadian consumers' appreciation of industry efforts in farming practices
- Sector awareness – increase sector understanding of consumer concerns, preferences and trends
- Environmental sustainability – increase awareness of Canadian agricultural best practices

FUNDING

- Non-repayable contribution payment.
- Cost-shared on a 70:30 ratio, with AAFC covering 70% and the recipients covering 30%.
- A more favourable cost-share may be applied for underrepresented groups within the agricultural sector.
- Total government funding (including federal, provincial, territorial and municipal governments or their agencies) will not typically exceed 85 per cent of total eligible costs.

APPLICATION PROCESS

After you apply, a full review and assessment of your application against the principles and criteria of the component will be carried out.

WHO IS ELIGIBLE?

Eligible applicants include **not-for-profit**:

- industry associations,
- Indigenous groups.

Associations should operate on a national basis.

Consideration may be given to regional not-for-profit associations if there is no representation at the national level, and the applicant can demonstrate the ability to deliver a project that is national, and/or agriculture and agri-food sector wide in scope.

The program will also support activities undertaken by important domestic agricultural fairs and exhibitions which have broad agriculture awareness activities which will help strengthen public trust about the origin of the food they eat and how it is produced.

*Commodity organizations, academic institutions, for-profit organizations, and individuals are not eligible to receive funding under this program component.

TIMELINE

- Applications will be accepted from December 9, 2021 on an ongoing basis until September 30, 2023 or until otherwise announced by the program, or until funding has been fully committed.
- Applicants who want to complete activities before March 1, 2022 should contact the Program to discuss their application.
- The Program ends March 31, 2024.

More Information

Website: [AgriCommunication Program](#)

Email: aafc.agricompetitivenessagr-competitivite.aac@agr.gc.ca

Telephone: 1-877-246-4682