



Rural Agri-Innovation Network (RAIN)  
 c/o Sault Ste. Marie Innovation Centre  
 99 Foster Drive, Level Six  
 Sault Ste. Marie ON P6A 5X6  
 T: 705-942-7927 Ext. 3027  
 F: 705-942-6169 www.rainalgoma.ca

## Advancing Northern Maple Program

The Advancing Northern Maple Program is for northern Ontario agriculture maple producers and food or beverage maple processing businesses. The Program will provide up to \$20,000 at 50% cost-share towards the purchase of equipment and materials that will result in the creation of a maple food or beverage product new to the business or that will utilize technically proven equipment for enhancing productivity to scale-up production and improve products or processes.

*Please speak to the RAIN Project Coordinator to ensure that your application is complete, prior to submission: David Thompson, [dthompson@ssmic.com](mailto:dthompson@ssmic.com) (705) 942-7927 x3027*

### Application Completion Checklist

- Application Form
- Appendix 1 or 2
- A copy of the Articles of Incorporation, Farm Business Registration Number, Master Business License or Business Name Registration is included
- Supplier quotes, be sure to identify the preferred quote
- Application form is signed in **two** places
- Business Plan (if in first three years of operation)

### COMPANY/ORGANIZATION INFORMATION

<b>Registered Business/ Organization Name</b>			
<b>Business or Corporation No:</b>			
<b>Business Ownership Form:</b>	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other: _____		
<b>Business Registration or / Incorporation Date m-d-yyyy:</b>			
<b>Address:</b>			
<b>City, Province:</b>		<b>Postal Code:</b>	
<b>1<sup>st</sup> Principal Name:</b>		<b>Position:</b>	
<b>2<sup>nd</sup> Principal Name:</b>		<b>Position:</b>	
<b>Phone:</b>		<b>Fax:</b>	
<b>E-Mail:</b>		<b>Website:</b>	
<b>HST#:</b>			

**Optional: If you are a private sector applicant, check the boxes that apply to your business, where “ownership” refers to the majority ownership or control.**

Metis, Aboriginal, Inuit-owned business

Francophone-owned business

**Brief Description of Company/Organization - history, current management, location of operations**

**Description of current products/services, business goals, objectives and use of best management practices**

## PROJECT INFORMATION

**Which project stream are you applying? Please check only one.**

- New Product / Product Development (Appendix 1)
- Productivity Enhancement & Scale-up (Appendix 2)

Please complete only **ONE** corresponding Appendix.

**Provide a Project Title (maximum 10 words):** \_\_\_\_\_

**Brief Description of your Project and the objectives to be achieved as a result of funding support:**

*Please ensure that your project meets all regulatory requirements i.e. - building permits, certifications, etc. Please elaborate on meeting compliance with regulations*

**When will you start and complete your project? Please note that project completion must fall within the Advancing Northern Maple Program Intake and Completion Deadlines Guide.**

*Deadline to Complete Project for Intake 1 is June 30, 2021. Please ensure your project can be completed within the timeframe. Enter date below in the format of m-d-yyyy*

Project Start Date: \_\_\_\_\_

Project End Date: \_\_\_\_\_

**How will the requested funding be used? Please itemize with a rationale for each piece of equipment or list of materials.**

# PROJECT BENEFITS

Describe Measurable Outcomes and Results (what will be produced – e.g. number of new product(s) created, number of new processes created, number of businesses expanded/modernized or saved/maintained, number of businesses created, number of jobs created or saved/maintained, number of new market(s) accessed, increased sales, increased production, number of strategic alliances created, etc.) and environmental benefits (if applicable):

How will the project benefit Northern Ontario? Check all that apply:

- |  |   |
|--|---|
| <input type="checkbox"/> Job Creation        | <input type="checkbox"/> Enhanced productivity                        |
| <input type="checkbox"/> Business Expansion  | <input type="checkbox"/> Improved competitiveness                     |
| <input type="checkbox"/> Strategic Alliances | <input type="checkbox"/> Greater collaboration                        |
| <input type="checkbox"/> Market Growth       | <input type="checkbox"/> Improved environmental benefit / performance |

Please elaborate on how the project will benefit the maple syrup sector:

Please complete the following:

Current Annual Sales Revenue:	\$ _____	3 Year Sales Revenue Projection:	\$ _____
Current # of Employees:	Full Time: _____ Part Time: _____	# of Employees Projected Forward 3 Years:	Full Time: _____ Part Time: _____

## FUNDING SOURCES

Describe any additional funding having been applied to or being received for this project, including amount, source, and role in the project. Sources of funding may include federal, provincial or municipal.

Will this project proceed if funding is not obtained?  YES  NO

Why is funding required to make this project viable?

## PROJECT COSTING AND FUNDING DETAILS

### Project Costs

For a more detailed description of Eligible Project Costs, see Advancing Northern Maple Program Information Sheet. Applicants must supply quotes for equipment where possible. Identify applicable eligible project costs. Ensure that you cross-reference supporting documents (e.g. quotes)

Eligible Project Costing Details	
Description of Project Costs	Eligible Project Costs
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Eligible Project Costs</b>	<b>\$</b>

## Project Funding

Specify the type of financing to be provided by the Advancing Northern Maple Program, your enterprise and from other government sources. Requested funding from the Program is available up to a maximum of \$20,000 at a 50% cost-share of total eligible project costs. If total eligible project costs are \$10,000, the max request from the program would be \$5,000 (50% of total project costs). If total eligible project costs are \$50,000, the max request would be \$20,000 from the Program (maxed out at \$20,000).

Project Funding Details	
Project Funding Sources	Project Funding Amounts
Requested Program Funding	\$
Applicant's Contribution	\$
Other government funder(s) Specify: _____	\$
<b>Total Funding Towards Project</b>	<b>\$</b>

Advancing Northern Maple Program funding plus additional government funding is not to exceed 75% of total eligible project costs.

## QUOTES

Please **attach** a minimum of three comparative quotes for each piece of equipment or material order (over \$10,000).

**Ensure the quotes include the following:**

- Name of Supplier and Contact Information
- Description of equipment and/or material to be provided
- Date of Quote
- Quoted Amount (\$)

*If you are unable to provide sufficient quotes, please provide an explanation.*

**PLEASE ENSURE THAT YOU HAVE CONTACTED THE RAIN PROJECT COORDINATOR PRIOR TO SUBMITTING**

## SIGNATURE

I hereby certify that the above information is accurate and that I have authority to sign on behalf of the applicant. I recognize that filling out this application does not constitute an approval of project funds until SSMIC and its partners provide written confirmation.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Please print name:** \_\_\_\_\_

## TERMS & CONDITIONS

The applicant's signature acknowledges that the Sault Ste. Marie Innovation Centre will not be responsible for any supplier charges in excess of the approved funding amount nor will any payment be made to the applicant in advance of applicant's payment of the required contribution or the applicant's signature confirming equipment purchase.

The applicant further acknowledges that the Sault Ste. Marie Innovation Centre accepts no responsibility for the supplier under this agreement. The sole responsibility of the Sault Ste. Marie Innovation Centre is to issue approved payment, upon satisfactory completion of the work to the client.

The applicant further acknowledges that the Sault Ste. Marie Innovation Centre has a two-year obligation to track the applicant's business efforts and results which shall require mandatory reporting (upon request) by the applicant of annual revenues and job creation and other related information as required.

The applicant acknowledges the right of the Sault Ste. Marie Innovation Centre to audit the Eligible Project and the right of representatives of the Minister of Innovation, Science and Economic Development ('Minister') to audit, or cause to have audited, the accounts and records of the applicant and to have a right of access to the books and the applicant's accounts. The applicant shall be required by the Sault Ste. Marie Innovation Centre to act as its agent for the purpose of any inquiry undertaken by the Auditor General of Canada with respect to the use of funds under this agreement. The applicant shall release to the Sault Ste. Marie Innovation Centre, upon request and in a timely manner, for the purpose of releasing to the Auditor General of Canada, all records held by the applicant, or by agents or suppliers of the applicant, relating to the contribution agreement and the use of funds; and; such further information and explanations as the Auditor General, or anyone acting on behalf of the Auditor General may request relating to any part of the contribution agreement or the use of funds.

The applicant acknowledges that all equipment/material purchased with Advancing Northern Maple Program funding is to be located within the boundaries of northern Ontario for a minimum of two (2) years from the date of purchase. The applicant agrees to retain title to, and ownership of, the capital assets, the cost of which has been contributed to by the Minister under this Agreement for a minimum of two (2) years after the expiry or early termination of this Agreement, and shall not dispose of the same for a period of two (2) years after the expiry or early termination of this Agreement, without the prior written consent of the Minister. As a condition of such consent, the Minister may require the applicant to repay the Minister the whole or any part of the Granted Sum paid to the applicant.

The applicant agrees to comply with all federal, provincial, territorial, municipal and other applicable laws governing the applicant or the applicant's activity, or both, including, but not limited to, statutes, regulations, by-laws, rules, ordinances and decrees. This includes legal requirements and regulations relating to environmental protection.

The applicant agrees to acknowledge, if requested thereof, the federal government's role in the funding provided through this agreement and consent to a public announcement of the eligible activities by or on behalf of the Minister in the form of a news release. The Minister will inform the applicant of the date of any public announcement. The applicant consents to the participation of the Minister, or the Minister's representatives, at such an announcement event, and to have such an event take place on a day mutually agreed upon by the applicant and the Minister or the Minister's representative. The applicant will agree to display promotional material provided by the Minister at such an event. NOTE: Release of confidential or competitively sensitive information will not be required as this is protected under the Access to Information Act.

I have read and understand and agree to the above conditions and I have authority to sign on behalf of the applicant.

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Please print name:** \_\_\_\_\_

## APPLICATION SUBMISSION

Applications can be submitted through email, fax or mail. Email, fax or mail a completed Advancing Northern Maple Application Form, including supporting documents to the RAIN Project Coordinator. Please clearly indicate on the envelope or in the email subject, re: Advancing Northern Maple Program. **Electronic submissions are preferred.**

Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre

David Thompson, [dthompson@ssmic.com](mailto:dthompson@ssmic.com) (705) 942-7927 ext. 3027, Fax: (705) 942-6169

Mail: 99 Foster Drive, Level Six, Sault Ste. Marie, ON P6A 5X6

## Appendix 1: New Product / Product Development

This section is the basis of a marketing plan that describes what the customer wants and how you will develop a product to meet those needs, how to get the product to the end user and how you will communicate with the customer. It will explain how the business will market the product and will look at the five Ps: product, place, price, promotion and people.

1. Describe the competitive advantages\* that will be gained by creating this product:

2. Describe market trends and opportunities, a description of the target market(s)\*\* for the product and a comparison of the business to any competitors for products and pricing:

3. Describe a strategy for how the product (including its packaging, labeling) will reach the buyer/consumer (marketing, distribution, promotion) and how it will adhere to regulations\*\*\* at the point of sale:

4. Indicate when you expect to begin yielding new product: \_\_\_\_\_

\* A products competitive advantage are the features of a business and its products that are perceived by the target market as significant and superior to the competition. They can include cost, product differentiation or niche strategies.

\*\*A target market is a group of people you want to reach with your marketing message. They are people who are most likely to buy your products and are united by common characteristics like demographics (gender/age), lifestyle preferences (health choices, tastes), or income.

\*\*\* Compliance with O. Reg. 119/11 (syrup received/products destined for Ontario) and/or compliance with Maple Products Regulations and CFIA pertinent policies and guidelines (syrup received/products destined outside of Ontario).



## Appendix 2: Productivity Enhancement & Scale-up

1. How will the project increase productivity and result in improving your product or service?

2. How will the project increase productivity in becoming more efficient (for example, labour productivity\*, reduced costs of production, resource use efficiency)?

3. Describe the costs associated with the expected changes and the expected increase in productivity

\* Labour productivity can also be defined as being equal to the ratio between a volume measure of output and a measure of labour input use. Measure of output reflects the goods produced by the input (measured by product volume/value). Measure of input use reflects the time, effort and skills of the workforce. Labour input is measured either by total # of hours worked of all persons employed or total employment.