



Sustainable New Agri-Food Products & Productivity (SNAPP) Program

Program Objective

The Sustainable New Agri-Food Products and Productivity (SNAPP) Program is for northern Ontario agriculture and food producers and businesses. SNAPP will provide up to \$10,000 at 50% cost-share towards the purchase of equipment and/or materials that will result in the creation of innovative food or agricultural products new to the business; enhance productivity and/or improve efficiency or resource use through innovation in the process or technology to improve products or processes; or reduce ecological impact and carbon footprint through innovation in the process or technology while enhancing profitability.

Eligible Applicants

- Eligible applicants must be a legal person with the authority to enter into a legal agreement. Examples of a legal person could include corporations, not-for-profit organizations, primary producers, processors, distributors, First Nations, Metis and Inuit.
- Applicants must have at least one component of their business located in northern Ontario, and the project activity must occur in northern Ontario.
- Eligible applicants must be in operation for a minimum of one year.
- Both start-up and existing businesses are eligible. Start-up (in first three years of operation) businesses are expected to provide a business plan with their application.

Program Goals

- Stimulate the development and expansion of the agriculture and food sector in northern Ontario. Catalyze sustainable jobs or increase agri-food employment.
- Address challenges specific to northern Ontario agri-food production such as a shorter production season, distance to markets and a lack of economies of scale.
- Promote value-added processing and innovative production and processing practices that increase scalability, profitability, and competitiveness.
- Improve efficiency or resource use, reducing ecological impact and carbon footprint while enhancing profitability.

Project Review Criteria

All applications are reviewed by the SNAPP Review Committee. Due to limited funding in this intake period, it is recommended that applications be submitted as soon as possible.

Projects will be prioritized per the following criteria:

- How the project uses innovative equipment or processes.
Definition of Innovation: The process of generating and applying ideas to produce new or significantly improved products, processes, technologies, or services.





- How the new products developed foster innovation and increase distribution and competitive advantage, relative to northern Ontario. (New Products)
- What new efficiencies will be implemented to increase production and decrease operating expenses through innovation in the process or technology. (Productivity Stream) *
- How the project clearly demonstrates environmental and ecological benefits at an impacting scale through innovation in the process or technology (Clean Tech in Agri-Food Stream).
- The scalability of the project (ability to expand production/sales).
- The economic or sales impact of the project on the business and on northern Ontario.
- Jobs created or maintained as a result of the project.
- Strategic alliances created or maintained as a result of the project.
- A clear marketing or distribution plan (required for New Products stream).
- A sound business plan (required for start-ups only).
- Application completeness.

Eligible Project Activity Streams

Eligible projects must fall under one of the following streams:

- **New Products** – Projects that enable agriculture or food producers to create **primary or processed products** that are new to the business and foster innovation while increasing competitive advantage.
Examples of potentially eligible projects include:
 - Processing equipment (mixers, sterilizers, wash, and pack systems, etc.) for the creation of innovative value-added products to expand to new consumer markets and meet demand.
 - Packaging equipment (vacuum sealers, bottling equipment, labelers, etc.) to enable expansion of new production lines and increase distribution.
- **Productivity Enhancement** – Projects that **utilize innovative technologies or processes** to increase efficiencies in their operations and improve processes or products.
Examples of potentially eligible projects include:
 - Innovative pest or predator management to increase efficiency and better control crop production.
 - Precision agriculture technologies to meet management objectives and increase overall sales.
 - LED lighting for hydroponic growing to increase productivity of year-round produce.
- **Clean Tech in Agri-Food** – Projects that **adopt clean technology** at the farm/business level and support improved environmental performance while fostering productivity, growth, and competitiveness. Eligible projects must improve environmental performance relative to standard/most commonplace technologies. Therefore, energy efficiency, remanufacturing, or productivity improvement initiatives do not necessarily include clean tech adoption/adaptation.



Examples of potentially eligible projects include:

- Irrigation or rainwater harvesting system to increase productivity and improve drought resilience.
- Minimal or no-till equipment to improve crop productivity and increase environmental benefit.
- Passive solar greenhouse system to increase year-round production and reduce energy use.

Eligible Costs

All costs shall be limited to purchase equipment that directly allows eligible project activities to occur. Used equipment is eligible. Examples of eligible costs include but are not limited to:

- Food or fibre processing equipment
- High-tunnels or greenhouse structures
- Food packaging or labelling equipment
- Cold storage equipment
- Building materials (i.e. lumber, fencing)
- Farm production equipment
- Equipment Delivery Costs
- Technology upgrades

Ineligible Costs

- Equipment installation or servicing
- Rolling stock (definition attached)
- Inventory
- Labour costs
- Consumables (any non-permanent equipment, products or structures that cannot be used for multiple years)
- Purchase or lease of lands or buildings
- Gifts or incentives
- Computer software
- HST
- Land Clearing
- Any ongoing operating costs associated with carrying out business
- Any costs that have the sole purpose of coming into or maintaining compliance with Requirements of the Law that pertain to current operation

Other Program Requirements

1. Applicant(s) will be required to attach a copy of their Articles of Incorporation, Farm Business Registration No., Master Business License, or Business Name Registration, whichever is applicable (some exceptions may apply).
2. Business start-ups (in first 3 years of operation) must submit a business plan with application form (a business plan template can be made available).
3. Businesses in start-up phase must provide proof of business registration and proof of at least one year of revenue.
4. A completed Client Intake Form (required once an approval is received by the applicant(s)).



5. **Projects approved under this program must be completed and invoice(s) and proof of payment(s) submitted to SSMIC by December 31, 2022 (for Intake 3).** Once invoices and proof of payments are received in full, a contract will be sent for review and signature. A signed contract is required in order to receive the approved grant. Once the purchase(s) is completed, and all required documentation has been received, the recipient will be granted 90% of the approved funding. Approved applicants may submit ONE claim only per project.
6. A completed Final Results Report will be due **(December 31, 2022 for Intake 3)**. The final 10% of funding will be remitted after this report is submitted.
7. Applicants are eligible to submit one application per intake period. Successful applicants can receive a maximum of \$10,000 in SNAPP funding throughout the entirety of the current program (2019-2023). Previous successful applicants of the previous SNAPP programs are eligible to apply to the current program. All approved projects must be completed and closed prior to the applicant submitting a new application.
8. Clients are to refer to the reporting requirements stated in the application terms and conditions info sheet.

Review Process and Confidentiality

All applications are reviewed by the SNAPP Review Committee. SNAPP Review Committee members are anonymous, and their identities or affiliations will not be disclosed at any time.

All reviewers abide by the Sault Ste Marie Innovation Centre's Conflict of Interest Policy. All proprietary data, commercially sensitive information and potentially valuable results or ideas will be protected from unauthorized, inadvertent, or untimely disclosure.

At any time during the application process, SNAPP staff may contact the applicant for additional information, including missing or incomplete documentation. Delays in responding to requests for additional information may result in a delayed decision or rejection.

Please contact your regional representative (below) to receive an application form.

Your representative will discuss the eligibility of your project and answer any questions you may have. They are also available to review your application prior to submission and to ensure application completeness.

Submitting your application without speaking to one of the following representatives is NOT recommended and may result in a rejected application.

Algoma/Manitoulin:

Cathy Bouchard - snapp@rainalgoma.ca or (705)942-7927 ext. 3135

Sudbury/Nipissing/Temiskaming/Cochrane/Parry Sound/Muskoka:

Cameron Ford – cameron.nofia@gmail.com or (705)647-4782

Northwest - Thunder Bay/Kenora/Rainy River:

Corey Jones – corey@nwoinnovation.ca or (807)464-3665





Rolling Stock Definition

Rolling stock is considered to be any general-purpose transportation equipment vehicle that would be used in transporting items or making deliveries from one place to another.

Examples of customized or ag-specific equipment:

INELIGIBLE COSTS	ELIGIBLE COSTS
Skid steer	Attachments, such as post auger
Tractor	Attachments with farm specific use, round baler, tillage equipment, harvester, GPS
Four-wheeler, wagon	Feed equipment
Multiple use equipment (ie, trailer)	Farm specific equipment with one intended use (ie trailer customized for cold storage)

*Productivity Definition

Productivity refers to how well a business converts input (such as labour, materials, machines and capital) into goods and services or output. Productivity is measured by comparing the amount of goods and services produced with the inputs which were used in production. This can be achieved by:

1. Using technology to improve a good or service. This usually includes significant improvements in technical specifications, components and materials, user friendliness or other functional characteristics
2. Reviewing existing setup and processes. This usually results in a new or significantly improved production or delivery method and could include significant changes in techniques and/or equipment