



**Ministry of Agriculture, Food
and Rural Affairs**

Economic Development Programs & Resources

Presented by Vicki Luke
Dec. 9, 2015

Presentation Outline

- Who We Are
- Rural Economic Development (RED) Program
- Other Funding and Support Programs
- Other Resources Available

Who We Are

OMAFRA's

Regional Economic Development Branch

Mission:

To engage people in developing solutions that drive innovation and growth in rural Ontario and the agriculture and food systems

Rural Economic Development Program



What is the RED Program?

- The Rural Economic Development (RED) program provides cost-shared funding support for projects that will strengthen rural Ontario.
- With the support of the RED program, rural communities, organizations and businesses are better positioned to create jobs and attract investment.
- Since 2003, Ontario has invested more than \$185 million in almost 600 RED program projects, generating more than \$1.2 billion in economic activity and creating and retaining 37,000 jobs

What are the RED program goals?

RED provides funding to projects that help rural businesses and communities work toward achieving one or more of the following outcomes:

- Increased ability to identify priorities and measure economic performance and outcomes
- Collaboration for economic growth
- Increased economic competitiveness and diversity (e.g., attraction, retention and expansion of businesses)
- Innovative businesses and communities
- Increased efficiency and productivity for rural businesses
- Expansion of markets
- Creation and retention of jobs
- Attraction, development or retention of a highly skilled and knowledgeable workforce

How does the RED Program work?

The program now has two streams for applications for planning and implementation projects:

- a Community Development Stream
- a Business Development Stream

For both streams, projects receiving other provincial funding are not eligible to apply for or receive funding under the RED program.

Who can apply under the Community Development Stream?

- The Community Development Stream is open to the following applicants:
 - Not-for-profits
 - Community organizations
 - Municipalities
 - Local Service Boards
 - First Nations, Inuit or Métis community
- The level of support under the Community Development Stream:
 - Cost-share – up to 50%
 - No cap

Who can apply under the Business Development Stream?

- The Business Development Stream is open to all businesses except:
 - Retail
 - Commercial developments
- The level of support under the Business Development Stream :
 - Cost-share – up to 20%
 - Cap of \$1 million (provincial share)

What is considered as Rural?

Applicants must demonstrate how projects will benefit rural Ontario. For the purposes of the RED Program, the areas listed below are considered "urban".

Windsor

Burlington

Richmond Hill

London

Oakville

Ajax

Kitchener

Mississauga

Whitby

Cambridge

Brampton

Oshawa

Guelph

Toronto

Kingston

Hamilton

Vaughan

Ottawa

St. Catharines

Markham

Thunder Bay

Barrie

All other areas in the province are considered "rural".

What types of projects are eligible?

- A project is defined as one set of new activities undertaken to achieve a specific outcome.
- Multi-year funding for projects are possible

Program categories:

Planning

1. Plans or strategies
2. Applied research and analysis to support planning and priority-setting

Implementation

3. Business or sector development and diversification
4. Marketing, promotional or branding activities
5. Workforce attraction, retention and development

What costs are eligible?

- Project management and project-related professional fees
- Minor capital, including: equipment (e.g., for prototype development, structural modifications to accommodate the installation of equipment), Renovations and retrofits to existing structures
- Technology upgrades such as computer hardware, software and network cables
- Training
- Marketing or promotion-related costs
- Travel costs in Canada and the continental United States,
- Studies
- Administrative costs directly related to project implementation
- Wages for new hires to work 100 percent on project-related activities

What costs are ineligible?

- Normal operating costs or wages for existing staff
- Cost to comply with current Requirements of Law
- Any travel, meal or hospitality beyond Ontario Expenses Directive
- Financing charges, loan interest payments, bank fees, and charges as well as debt restructuring or fundraising
- Major capital costs, including:
 - Land, buildings, structures and other major infrastructure
 - Additions to buildings, teardowns and rebuilds
 - Lease of land, buildings and facilities
 - Power lines, plumbing, telecommunications lines or equipment, water lines outside of the building

What costs are ineligible? (cont.)

- In-kind contributions
- Cost of vehicles
- Taxes, including HST
- Cost incurred prior to approval project start date
- Costs incurred in preparing an application
- Costs of alcohol, international travel, per diems, gifts or incentives
- Cost of permits and approvals
- Cost of academic research
- Costs of activities that lobby any level of government

How are projects assessed?

Eligible applications will be assessed on criteria including:

- Alignment with RED program's project categories and program outcomes
- Demonstrated need, issue or opportunity
- Applicant financial contribution to the project
- Demonstrated benefit to rural Ontario
- Reasonable and eligible project costs
- Demonstrated project management experience, resources and skills necessary to carry out the project
- Innovation (not for planning projects)
- Sustainability beyond the project timelines (not for planning projects)
- Degree of collaboration

How are projects assessed?

For large business, projects (> \$100K requested provincial share)

Additional assessment criteria:

- Productivity
- Market access
- Training
- Regional/sector benefits

When are applications due?

The current intake dates for application submissions are as follows (future dates will be posted on the website):

- October 2, 2015 to January 15, 2016
- January 16, 2016 to April 15, 2016
- April 16, 2016 to July 15, 2016
- July 16, 2016 to October 15, 2016
- October 16, 2016 to January 15, 2017

Sample Projects

PRINT + SH

- Rural 
- ▶ Rural Economic Development Home
- ▶ RED Recipients
- ▶ RED Program Guidelines
- ▶ News Archive
- ▶ Links
- ▶ Contact Us
- Topics 
- Explore Government 
- Resources 
- Contacts 

Rural Economic Development Program Recipients

Ontario's Rural Economic Development (RED) program is helping rural Ontario generate investment and create jobs. Supporting rural communities is part of the government's economic plan to invest in people, build modern infrastructure and support a dynamic and innovative business climate.

The following projects are being supported through the RED program:

| [East](#) | [Central](#) | [West](#) | [Northeast](#) | [Northwest](#) |

East

Haliburton County	The Township of Minden Hills will receive up to \$21,975 to undertake a plan for developing and marketing trails and parks in the area. Minden Hills will collaborate with neighbouring communities and Haliburton County to brand and market Haliburton Highlands as a destination for nature-based experiences. The project aims to promote economic growth through the attraction of tourists and new residents with interests in the natural environment.
Haliburton County	Algonquin Gateway Tourist and Business Association will receive up to \$5,750 to create a GeoTour and cement their claim as the "Geocoaching Capital of Canada."

Reminders

- It's a competitive process
- Innovation is encouraged
- Collaboration is important
- The RED program is results-oriented

For more information

Guidelines as well as Community and Business Applications can be accessed through OMAFRA's website under the "Rural" tab:

<http://omafra.gov.on.ca/english/rural/red/index.html>

Rural Economic Development Program



Guidelines

All applicants are encouraged to read these guidelines before completing an application form.



Other Funding and Support Programs

- Premier's Award for Agri-Food Innovation Excellence
- Rural Summer Job Service
- Foodland Ontario:
 - Event Marketing Partnership
 - Merchandising Materials
- Exploring Value Added Opportunities Workshop

Premier's Award for Agri-Food Innovation Excellence

- A program to recognize and assist the innovations of the producers, processors, organizations or food processors
- Awards include:
 - 1 Premier's Award of \$75,000
 - 1 Minister's Award of \$50,000
 - 3 Leaders in Innovation Awards of \$25,000
 - 45 Provincial Awards of \$5000

P R E M I E R ' S A W A R D F O R
AGRI-FOOD INNOVATION EXCELLENCE

Rural Summer Job Service

The Rural Summer Job Service program is available to businesses in rural areas (populations of less than 100,000):

- Wage subsidy program for new positions created for students going back to school in the fall
- Watch for details on OMAFRA website in March
- Online application



Foodland Ontario Event Marketing Partnership

This is a marketing partnership initiative to promote Foodland Ontario at an event:

- To increase the reach and impression of the Foodland Ontario brand
- To create awareness and a greater impact for local foods
- To build awareness and capacity for local foods
- It can be any type of event that has a local food component and is an opportunity to promote Foodland Ontario

Foodland Ontario Merchandising Materials

http://www.foodland.gov.on.ca/english/industry/pos-catalogue.pdf - Windows Internet Explorer

http://www.foodland.gov.on.ca/english/industry/pos-catalogue.pdf

File Edit Go To Favorites Help

http://www.foodland.gov.on.ca/english/indu...



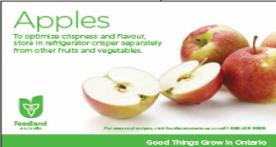
**Foodland
ONTARIO**

POS Merchandising Materials for Farmers' Markets & On-Farm Markets

To suit your promotional and merchandising needs; Foodland Ontario can provide you with a wide assortment of point of sale materials. There is no cost associated with these items.



Greenhouse Tomatoes
For best flavor, store at room temperature and out of direct sunlight.



Apples
To optimize crispness and flavour, store in refrigerator crisper separately from other fruits and vegetables.



Apples

Commodity Cards (7" x 5")

- apples
- asparagus
- bean sprouts
- beans
- beef
- beets
- blueberries
- broccoli
- cabbage
- carrots
- cauliflower
- celery
- cheese
- chicken
- corn
- coronation grapes
- cucumbers - greenhouse
- deli meats
- eggs
- fish
- garlic
- green onions
- honey
- lamb
- lettuce
- maple syrup
- mushrooms
- nectarines
- onions
- parsnips
- peaches
- pears
- peppers - greenhouse
- pork
- potatoes
- radishes
- raspberries
- red onions
- rutabaga
- sprouts
- squash
- strawberries
- sweet potatoes
- tomatoes - field
- tomatoes - greenhouse
- turkey
- veal

Posters (11" x 9.25")

- apples
- peaches

Downloaded (816.47 KB of 830.37 KB) : http://www.foodland.gov.on.ca/english/industry/pos-catalogue.pdf

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Exploring Value Added Opportunities Workshop

Format: one day workshop or entirely on-line/DVD

Four Modules

- Pre-module: Generating Ideas (e-learning)
- Module One: Selecting Your Best Idea
- Module Two: Assessing Your Idea
- Module Three: Next Steps



<http://www.omafra.gov.on.ca/english/busdev/diversifyfarmbus/valueadded.htm>

Other OMAFRA Resources Available

- Product Catalogues
- Podcasts
- Newsletters
- E-newsletters
- Online Resources:
 - Business Information Bundles
- Support for Food Processors

OMAFRA Products Catalogue

Catalogue of all OMAFRA publications and factsheets available to Ontario producers.

New Products

000 - Agriculture

100 - Field Crops

200 - Horticulture

300 - Forestry

400 - Livestock

500 - Soils

600 - Diseases and Pests

700 - Agricultural Engineering

800 - Agricultural Economics

Best Management Practices Series

Publications: Hard copies of publications can be ordered through ServiceOntario

Factsheets: Available free of charge to Ontario producers through www.ontario.ca or through ServiceOntario

Hardcopies of resources may be ordered through ServiceOntario:

www.publications.serviceontario.ca

Toll-free across Canada:

1 800 668 9938

TTY Toll-free across

Ontario:

1 800 268 7095

In person at

ServiceOntario Centres across Ontario

Getting the Message Out

OMAFRA Podcasts Available

- **CropLine Podcast**
- **Nursery and Landscape Report Podcast**
- **Turfgrass Management Report Podcast**
- **Sound Advice - Audio Crop Updates Podcast**

Newsletters

OMAFRA Field Specialists produce a variety of publications combining recent research, timely crop and pest updates and market information. The following newsletters are available online or through subscription to help you keep current:

Ag Business Update

E-newsletter providing short updates on current programming, events and information of interest to farm managers and farm business management advisors.

CropPest Ontario

Provides agribusiness, producers, extension and others with practical research based information to assist with developing field crop production and pest management problems in the province.

Crop Talk

Crop Talk discusses field crop (corn, soybean, cereals, forages, edible beans, canola, etc) production issues in Ontario.

Greenhouse Grower Notes

Greenhouse Grower Notes provides technical information to the Ontario Greenhouse Floriculture industry and the Ontario Greenhouse Vegetable Industry.

Hort Matters

E-mailed monthly from October to February, bi-monthly from March to May and weekly through the summer.

Ontario Berry Grower

A newsletter for the berry industry in Ontario. Articles feature research and information relevant to all aspects of berry production.

Newsletters

ON Organic

Updates on numerous issues, sources of information, programs, and events to assist you with your organic production and marketing needs.

Orchard Network

The Orchard Network Newsletter is published a minimum of four times per year and is targeted to commercial growers and associates serving the Ontario Industry.

The Tender Fruit Grapevine

The newsletter includes coming events, weather information, research and extension project updates and other articles of interest related to the industry.

Vegetable Viewpoint, Grower Magazine

Targets timely information related to all aspects of production, pest management, harvest and storage of vegetable crops.

Virtual Beef

Quarterly newsletter to highlight research findings & recommend production practices

Ruminations

Monthly column in the Ontario Milk Producer magazine

Pork News & Views

Bi-monthly newsletter distributed through the Better Pork magazine and posted on our website

Food Bulletin

Monthly newsletter targeted to food processors highlighting industry programs & events.

E-Newsletters

OMAFRA Connects Newsletter

- Monthly e-newsletter
- Resources on agriculture and rural economic development
- Subscribe or add events to Dateline Calendar by contacting: omafra.connects@ontario.ca

OMAFRA Online Resources

OMAFRA website www.omafra.gov.on.ca The site provides publications, Factsheets and detailed technical information on crops, livestock, engineering, land use planning, environmental management, business management, food and beverage manufacturing, diversifying and expanding your business and economic development.

Business management information

www.ontario.ca/agbusiness

Food and Beverage Manufacturing information

www.omafra.gov.on.ca/english/food/index.html

- Marketing
- Succession Planning
- Business Structure
- Business Strategy
- Production
- Financial Management
- Human Resources



Business Information Bundles (BIB's)

OMAFRA website has easy to navigate portals for information and resources—one spot information bundles (or BIB's).

“Starting a Farm in Ontario – Business Information Bundle for New Farmers”

www.ontario.ca/NewFarmer.

“Beyond Production Agriculture Business Information Bundle”

<http://www.omafra.gov.on.ca/english/busdev/valueadd-bib/index.htm>.

“Urban Agriculture Business Information Bundle”

<http://www.omafra.gov.on.ca/english/livestock/urbanagbib/welcome.htm>

“Ways for a New Farm to Sell It's Products Business Information Bundle”

<http://www.omafra.gov.on.ca/english//busdev/newentrant/sec6.htm>

“Welcome to the Food and Beverage Processing Business Information Bundle”

<http://www.omafra.gov.on.ca/english/food/industry/BIB/welcome.htm>

Support for Food Processors

OMAFRA's Business Development Branch specializes in Food Processing

The Business Development Consultant from this branch for Elgin County is:

Kevin Montgomery

Kevin.Montgomery@ontario.ca

519-674-1693

Contact us anytime!

Agricultural Information Contact Centre (AICC)

Phone: 1-877-424-1300

Email: ag.info.omafra@ontario.ca

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Thank you!



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