

Funding Criteria: “Rules”

1. Money cannot fund capital costs.
2. The fund aims to fund projects on a 50-50 basis. 50% of the applicant's contribution can be “in-kind”.
3. Core-Funding of an organisation is not eligible.
4. Broad Benefit: the benefit to the individual (or business) must not outweigh the benefit to the whole. Not proprietary to the individual. Benefits must outweigh the costs of the project.
5. Funds cannot be used for business start-ups or expansions.
6. Funds cannot be used for lobbying.
7. Projects cannot be contrary to international trade rules.
8. Agri-food Futures Funds cannot be matched to other government sources of funding.
9. Funds cannot be used for direct advertising or promotion of any given product (but can be used to develop a marketing plan).
10. Funding is not indefinite; projects that set the stage for on-going activities should describe how the activity would be self-sufficient in the long run.
11. Reasonable administrative costs (in the 10% or less range), which are clearly incurred in the course of delivering the project and that are clearly incremental and over and above the applicant organization's normal core activities may be supported if they are detailed in the approved application.
12. Funding cannot cause damage to others (i.e. favouring one sector or region over another).
13. Money spent on project activities prior to the approval date of the project cannot be claimed.
14. Projects should have clear, measurable outputs (things that will be produced) and should describe some larger goal it hopes to accomplish.