

CALL FOR PROPOSALS

The Food Safety and Traceability Education Program (2010 – 2013)

Date Issued: January 28, 2010

Proposal Deadline: April 12, 2010 at 4:30 p.m.

**All applications will be reviewed and assessed
based on available funding.**

**Applicants must meet the program eligibility criteria and adhere
to all program terms and conditions and project claim
submission deadlines to qualify for cost share.**



The information presented is the best available at time of printing. Program policies may change without notice.

Call for Proposals: The Food Safety and Traceability Education (FSTE) Program

1.0 Background

The Food Safety and Traceability Education (FSTE) Program allows agri-food organizations to apply for cost-shared funding to provide Ontario food producers and processors with food safety and/or traceability education and outreach. The focus is on sustainable initiatives that build awareness and/or move members towards implementation of food safety and/or traceability practices and programs. The FSTE Program is aimed at encouraging agriculture and processing organizations to advocate for food safety and/or traceability.

The FSTE Program is part of the Canada-Ontario bilateral agreement to implement Growing Forward, a Federal-Provincial-Territorial initiative. The FSTE Program is part of the Best Practices Suite of programs for Growing Forward in Ontario.

The FSTE Program will be administered by the Agricultural Adaptation Council (AAC) and is supported by Agriculture and Agri-Food Canada (AAFC) and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The AAC has issued this Call for Proposals (CFP) to solicit project proposals for funding consideration under the FSTE Program.

1.1 Agricultural Adaptation Council

The AAC is a non-profit coalition of more than 70 Ontario agricultural, agri-food and rural organizations. The diverse membership of the AAC represents the agriculture and agri-food industry both regionally and by sector.

The AAC was established by leaders from the agriculture and agri-food sector in 1995 to allocate federal government funding to support new, innovative projects to benefit the sector. Its mission is to source and effectively deliver funds on behalf of our agriculture and agri-business clients.

The AAC sources and provides efficient, flexible and accountable program delivery in partnership with funding sources with a primary focus on the Ontario agriculture and agri-food sector. The projects which are supported financially assist the sector in general to advance, innovate and improve profitability within a changing and diverse economy. All funding decisions are made by the 18 member Board of Directors representing various agricultural and agri-food sectors.

Further information on the AAC, the Board of Directors, and other funding programs, can be obtained by visiting www.adaptcouncil.org.

2.0 The FSTE Program Objectives

- Enable agri-food organizations to develop and/or deliver outreach and education activities so that members are better equipped to adopt/implement technically sound food safety practices and/or traceability systems; and
- Encourage agri-food organizations to become sustainable and efficient in future food safety and traceability education and outreach activities.

3.0 Program Eligibility and Use of Funds

3.1 Eligible Applicants

- Agri-food organizations, such as plant/crop and livestock/poultry, bakery or meat organizations, including sub-groups or committees within these organizations.
- Collaborations between organizations/sectors that represent and influence membership. **Partnerships are strongly encouraged across commodity sectors to facilitate strategic alliances and to foster innovative and efficient education/outreach.**
- All applicants must be legal entities.

3.2 Ineligible Applicants

- Individuals and sole proprietors, organizations without direct membership public agencies, federal or provincial departments, and academic institutions, although these entities may be co-applicants on the project, with the primary applicant being eligible as outlined above; or
- Organizations that do not meet the Terms and Conditions included in Appendix B.

3.3 Eligibility Criteria

All projects and project activities must respect the overall objectives of the FSTE Program (Section 2.0) and applications must describe how the project meets the following criteria against which projects will be assessed:

- Enhances food safety and/or traceability in agri-food sector.
- Has projected benefits that exceed the costs.
- Benefits the sector, and/or the province of Ontario, as a whole.
- Demonstrates long-term self-sustainability of the education and outreach to association members (initiatives are sustainable beyond program funding).
- Is an innovative education and outreach project that specifically addresses a food safety and/or traceability-related need in the sector.
- Outlines a plan to share details of the project and the results with stakeholders in the sector.
- Demonstrates that funding is for the delivery of education and outreach activities within Ontario.
- For food safety activities, is based upon recognized Food Safety Programs (see Appendix C) or an equivalent food safety program as demonstrated by the applicant.
- For traceability activities, is based upon acceptable national or international standards.
- Be economically viable and sustainable in the longer term, with regards to education and outreach activities.
- Outlines a plan to collect and report any information on intention to adopt food safety and/or traceability practices or programs at the client/member level, if applicable.
- Demonstrate how the activities can be completed within 24 months of the start of the project or by December 1, 2012, whichever comes first, by providing a work plan as per Part IV of the Application.
- Demonstrates direct financial support and collaboration/alliances with others. Collaborations could be along a supply chain, across commodity organizations and/or with delivery agents/service providers such as academic institutions.

3.4 Eligible Activities

Projects must comply with the FSTE Program objectives and eligibility criteria and may include, but are not limited to activities such as:

- Development of food safety and/or traceability education and outreach materials for clients, (such as workbooks, checklists, DVDs, presentations and posters).
- Translation of outreach and education materials.
- Delivery of food safety and/or traceability education and outreach (such as information sessions, seminars, workshops, technical assistance, demonstrations, on-line education and outreach)

which builds awareness and/or moves clients from awareness to implementation of food safety and/or traceability practices and/or programs.

3.5 Ineligible Activities

- Development of materials or activities that have previously been funded by any level of federal or provincial government either directly or indirectly.
- Projects that focus on aquaculture, animal feed or products that are not directly consumed by humans.
- Education and outreach activities that are delivered to clients who reside outside the province of Ontario.

3.6 Eligible Expenditures

Direct expenditures required to implement the project are eligible for reimbursement. These can include, but are not limited to:

- Cost of goods and services and all related shipping and transportation costs, including but not limited to the applicant's project costs, costs of developing project materials, project communications, project advertising, outreach and education activities and project public notices.
- Incremental cost of services, such as salaries and benefits, specific per diem fees of personnel working directly on the development and delivery of the project, including outreach/extension services.
- Incremental costs for rental or leasing of facilities, equipment or machinery.
- Costs of accommodations, telecommunications, hospitality and travel, transportation, and postage directly related to the project delivery and not greater than Provincial guidelines.
- Non-reimbursable portion of the Goods and Services Tax or its successor.
- Any related costs for providing services for persons with disabilities and to facilitate the inclusion of diverse organizations that are selected for funding.
- Eligible expenditures incurred by applicants are those that occur on/or after the approval date of the project.

3.7 Ineligible Expenditures

Expenditures that are not eligible include, but are not limited to:

- Alcoholic beverages.
- Normal costs associated with carrying out the business of the applicant and/or its partners
- General management costs other than as noted above under eligible expenditures.
- Costs incurred prior to the approval date of the project.
- Direct income support.
- Any costs associated with preparing and submitting the project proposal.
- Capital costs such as the construction of buildings, or the acquisition of land and/or equipment.
- Normal commercial expansion, which is defined as the acquisition of land, labour, buildings and/or the acquisition and use of conventional equipment/technologies for the exploitation of established market opportunities.
- Costs covered under any federal and/or provincial programs.
- Costs associated with undertaking basic research (research aimed strictly for the advancement of knowledge).
- Equipment or facility upgrade, unless it is part of a demonstration or applied research project with broad industry application.

3.8 In-Kind Contributions

In-kind contributions are only eligible from a not-for-profit applicant organization. In-kind contributions are defined resources provided by an applicant in satisfying, in whole or in part, the applicant's share of the project. They are not purchased specifically for the project and are not reimbursable. If the

applicant did not have access to these resources, a cash outlay would have been required by the applicant to purchase and pay for them (e.g. labour, goods, equipment, use of building, etc).

Applicants must identify the specific in-kind contributions being provided to the project as a share of the project costs and supply a declaration attesting to the provision of the in-kind contributions. Financial audits will require verification of the in-kind value reported for the project.

3.9 Intellectual Property

The funding partners' position on Intellectual Property (IP) is that IP created by a recipient of the Funds shall remain with the recipient.

3.10 Communications

All communications, technical materials and products developed under the Food Safety and Traceability Education Program shall prominently acknowledge the role of the Government of Canada and the Province of Ontario as well as the AAC. Acknowledgement shall be in accordance with the Growing Forward Common Look User Guidelines, a copy of which will be provided upon request. All communications must be approved by AAFC, OMAFRA and AAC prior to distribution.

4.0 Funding Assistance

- Funding will be in the form of a grant.
- Cost sharing will be at fifty percent (50%), of total project value, to a maximum of \$80,000. The fifty percent (50%) industry contribution can be either cash or in-kind contributions from the not-for-profit applicant only, or a combination of both cash and in-kind.
- **All applications will be reviewed and assessed based on available funding for that particular call for proposals.**

4.1 Flow of Funds

- The FSTE funding is reimbursed based on the percentage of total approved project costs. Reimbursement payments will be issued according to the reporting period dates as outlined by the applicant in the budget forms found in Part VI of the application, and approved or altered by the AAC Board of Directors.
- Applicants whose proposed project is accepted into the cost-share program will be required to submit documentation at a minimum of every 6 months to ensure deliverables, as outlined in the agreement between AAC and the applicant, are being met. AAC reserves the right to request additional documentation if needed.
- The claim package also includes documentation to support eligible project expenditures that have been incurred to date. Documentation includes listings of expenses, copies of invoices, copies of cancelled cheques, payroll ledgers, T4s, etc. This includes all costs that were recorded in your project budget. The AAC can only reimburse the applicant for invoices that have been paid. All items listed in the project budget must be substantiated by auditable documentation.
- Ten percent (10%) of the calculated payment amount will be withheld until a final report is received and approved by the AAC.

5.0 Proposal Requirements

Applicants must submit their proposals using the application form and budget tables found in Appendix A. The proposal must include the following:

- Signed Acknowledgement found in the Application;
- Fully completed application form including Excel work plan, sources of funding and budget;
- Detailed semi-annual project expenditure projections over the duration of the project based on specific identified activities;

- Semi-annual performance indicators and evaluation criteria (i.e. How the project will be evaluated, including assessment of how it contributed to address food safety and traceability needs); and
- Any letters confirming cash and in kind contributions as well as letters of support must be submitted along with the proposal. Partnerships are encouraged.

6.0 Proposal Assessment

- Proposals received by the deadline will be reviewed and assessed based on criteria reflective of this CFP. Proposals deemed not to meet the objectives and requirements of the program will be rejected.
- All proposals will be reviewed by the AAC programs staff, and, where appropriate, by third party references as part of the assessment and due diligence process.
- The AAC Board of Directors reviews all applications and makes decisions on approvals, terms, conditions and levels of funding. Funding decisions are based on the merits of proposals and needs of the industry.
- All decisions on the degree to which a proposal meets the requirements for funding are the sole judgment of the AAC Board of Directors.

The CFP is a competitive process. If overall funding requests exceed the amount of available funding for any given year; applications could be:

- Ranked according to fulfilling the program eligibility criteria and fund the highest ranked projects first;
- Receive a conditional funding upon the availability of funds in the next funding year;
- Be funded at a reduced level; or
- Not be funded.

The AAC assumes the responsibility for resolving referred projects in the event of an appeal. It also assumes the administration, management, and reporting matters.

7.0 Timelines

Activity	Scheduled Date
Call for Proposals Issued	January 28, 2010
Proposal Submission Deadline	April 12, 2010
Anticipated Review	May 2010
Program Close Date	December 1, 2012

8.0 Use of Proposals and Supporting Materials

Unless otherwise specifically agreed to between the applicant and the AAC, all proposals and supporting material will be used solely for the purpose of evaluating the proposal for funding and may be disclosed by the AAC to third party references as part of the approval and due diligence process.

All proposals and supporting material shall become the property of the AAC and the AAC shall not be required to return the proposal or any supporting material.

The Acknowledgement in Part II of the in the application form to this CFP must be duly completed by the applicant and forms part of the proposal submission.

9.0 General

The AAC Reserves the Right To:

- Waive or modify minor irregularities in proposals received after prior notification to the applicant.
- Adjust or correct cost or cost figures with the concurrence of the applicant if errors exist and can be justified and documented to the satisfaction of the AAC.
- Confer with applicants responding to this CFP within the requirements to serve the best interests of the applicant and the Ontario agriculture and agri-food processing sector.
- Direct proposals to other AAC administered programs (after consultation with the applicant) where they may be better positioned for funding.
- Modify the notional funding allotments per category listed in section 4.0 to most appropriately meet the needs of applicants and the Ontario agriculture and agri-food processing sector based on proposals received.
- Offer partial funding to applicants in amounts less than requested in the submitted proposals.
- Issue subsequent CFPs should insufficient proposals be approved to utilize the FSTE program funds.

10.0 Proposal Submission

The applicant must submit their proposal using the application form and budget tables found in Appendix A. One (1) hard copy of the signed, original application, along with the accompanying checklist items found on the cover page of the application, **must be received in the office** at the address below in a sealed package **no later than 4:30 p.m. on April 12, 2010**. An electronic copy in Word (Application) and Excel (Work Plan and budget) format must also be forwarded to info@adaptcouncil.org no later than 4:30 p.m. on **April 12, 2010**. **PDF versions will not be accepted.** To be considered a valid proposal, the documents must be completed and signed by an authorized official of the organization submitting the proposal. Submissions received after the deadline will not be eligible for review and assessment. Please address the package to:

Attn: Food Safety and Traceability Education Program
Agricultural Adaptation Council
Ontario AgriCentre
Suite 103, 100 Stone Road West
Guelph, ON, N1G 5L3

11.0 Contract

Upon selecting the successful proposals, the AAC expects to sign a contract with the applicant that establishes terms, including, but not limited to: project scope, schedule of activities and reporting dates, budget, and payment schedule. All reports (draft and final) become property of the AAC. The successful applicant must agree to the terms and conditions set out by the AAC.

12.0 Contacts

All inquiries and questions concerning this Call for Proposals should be directed to:

Attn. Food Safety and Traceability Education Program
Agricultural Adaptation Council
Tel: 519-822-7554
Fax: 519-822-6248
info@adaptcouncil.org

APPENDIX A

FSTE Program Application Form (Word)
FSTE Program Work Plan, Sources of Funding & Budget Forms (Excel)
(Attached as separate documents)

APPENDIX B

Terms and Conditions

The Applicant:

1. Understands that other information the Applicant provides on this form and supporting documentation may be used for the purposes of evaluating, auditing and administering this Project. This includes but is not limited to sharing the information with the federal government, OMAFRA and with third parties delivering other Growing Forward programs in order to confirm the information provided, verify eligibility for Project funding, and conduct Project analyses.
2. Understands that the Project application form(s) and supporting material provided to OMAFRA or the Agricultural Adaptation Council may be subject to disclosure under the *Freedom of Information and Protection of Privacy Act* (Ontario) or the *Access to Information Act* (Canada) or pursuant to an order of a court or tribunal or pursuant to a legal proceeding.
3. Represents, warrants and covenants that all information provided in support of this request for funds, including information relating to any eligibility requirements, is true and complete.
4. Understands and accepts, if the Project is approved, that in accordance with the *Financial Administration Act* (Ontario), payment is subject to OMAFRA receiving all the necessary appropriation from the Ontario Legislature; OMAFRA receiving all the necessary monies from Canada under the Growing Forward agreements; and my/our compliance with all of the Project's requirements (a copy of which the Applicant acknowledges receipt thereof) and these terms and conditions. Agricultural Adaptation Council may terminate or reduce the amount of funds available and/or change the project in discussion with the applicant.
5. Agrees, if the Project is approved, that will be solely responsible for ensuring that the Applicant meets all technical, structural and legal requirements for this Project, including compliance with all federal and provincial laws or regulations, all municipal by-laws, and any other orders, rules or by-laws related to this Project. Furthermore, the Applicant represent that their Project is in compliance with the *Canadian Environmental Assessment Act*.
6. Agrees, if the Project is approved, that OMAFRA, its authorized representatives or an independent auditor may, upon notice and during normal business hours, enter upon the Project premises for the purposes of inspection and audit. The applicant further agrees that these rights shall survive the completion of the Project for a period of seven years.
7. Understands, if the Project is approved, that no member of the House of Commons or of the Senate shall derive any financial advantage or direct benefit from funding provided hereunder, if any, that would not be permitted under the *Parliament of Canada Act* nor shall any member of the Legislature of the Province of Ontario derive any such financial advantage or direct benefit..
8. Represents and warrants, if the Project is approved, that no former federal public office holder or federal public servant who is not in compliance with the *Conflict of Interest and Post-employment Code for Public Office Holders* or the *Conflict of Interest and Post-employment Code for the Public Service* nor any provincial officer holder or provincial public servant who is not in compliance with applicable provincial legislation governing post employment, shall derive any financial advantage or direct benefit from funding provided hereunder, if any.
9. Represents and warrants, if the Project is approved, that this application for Project funding disclosed all proposed sources of funding, including sources and amounts from federal, provincial or municipal governments, conservation groups, or private persons or other organizations, including in-kind contributions, and that we will continue to do so for the duration of this Project. The Applicant declares that the total funds from federal, provincial or municipal government sources, conservation groups, or private persons or other organizations, including in-kind contributions, received or receivable, if any, do not or will not exceed 100 per cent of eligible costs as determined by the Agricultural Adaptation Council.

10. Represents, warrants and covenants, if the Project is approved, that any information provided to the Agricultural Adaptation Council in support of this request for funds (including information relating to any eligibility requirements) shall continue to be true and complete for the term of the Project in every respect. The Applicant shall immediately notify OMAFRA or the Agricultural Adaptation Council of any changes to this information.
11. Agrees, if the Project is approved, that none of Canada, nor the Province of Ontario, nor the Agricultural Adaptation Council, nor any of their respective directors, officers, agents, employees, members, third party agents or representatives shall be liable to any applicant for any damage or loss whatsoever, or howsoever arising, including but not limited to, damage or loss arising from any advice, opinion, representation, warranty or the provision of information pursuant to this Program or Project, without limitation, whether such acts or omissions be negligent or not.
12. Hereby agrees, if the Project is approved, to indemnify and hold harmless the Agricultural Adaptation Council, Her Majesty the Queen in Right of Ontario and in Right of Canada Her Ministers, and their respective directors, officers, agents, appointees, employees, agents or contractors from and against any and all liability, loss, costs, damages and expenses (including legal, expert and consultant fees), causes of action, actions, claims, demands, lawsuits or other proceedings, by whomever made, sustained, incurred, brought or prosecuted, in any way arising out of or in connection with the Project (cumulatively, "Claims"). The Applicant further agrees that this indemnity shall survive the completion of the Project for a period of seven years.
13. Agrees, if the Project is approved, to acquire and maintain all of the necessary and appropriate insurance for the Project including but not limited to commercial general liability insurance that should be maintained for Claims that may arise out of the Project. The Applicant understands and accepts that the Applicant is not covered by the Province of Ontario's, Government of Canada's nor Agricultural Adaptation Council's insurance program and that no protection will be afforded by the Government of Ontario or of Canada or of Agricultural Adaptation Council for any Claims that may arise out of the Project.
14. Understands and accepts, if the Project is approved, that the following shall constitute an event of default: (i) failure to carry out the Project; (ii) failure to use the funds provided for the purpose of the Project; (iii) if required, failure to provide reports in accordance with the timelines and content specified by the Agricultural Adaptation Council; (iv) the nature of the Applicant operations or legal status changes so that the Applicant are no longer eligible for the Program; (v) cessation or suspension of operations; (vi) false, misleading or deceptive statements or representations to OMAFRA or the Agricultural Adaptation Council; (vii) an assignment, proposal, compromise or arrangement for the benefit of creditors, a petition into bankruptcy or a filing for the appointment of a receiver; (viii) or failure to otherwise comply with all of the Program's requirements or these terms and conditions. The Applicant also understands and accepts that in the event of a default, OMAFRA or the Agricultural Adaptation Council has the right to take one or more of the following remedial measures: (i) delay the processing of an application; (ii) deem the Applicant ineligible for funding under the Program; (iii) suspend, reduce or cancel further funding; (iv) demand the immediate return of an amount equal to any funds provided to the Applicant under the Program or pursuant to this application; (v) or initiate any lawful remedy deemed appropriate. The Applicant agrees to immediately comply with any remedial measure, including any demand for the return of funds. The Applicant further agrees that any amount owing in the event of a default shall be deemed to be a debt to the Crown.
15. Understands and accepts, if the Project is approved, that any notice regarding this Project proposal application shall be sufficiently given by regular mail, postage prepaid and mailed in a Canadian post office addressed to the respective parties at the addresses set out herein or to any other address as may be designated in writing by the parties, and that the date of receipt of any notice by mailing shall be deemed conclusively to be seven (7) days after the mailing.
16. Understands and accepts, if the Project is approved, that all amendments to these terms and conditions must be made in writing and executed by both parties.

APPENDIX C

Food Safety Programs Recognized by OMAFRA

Recognized Food Safety Programs with accepted certification body.

HACCP Programs	Accepted Certification Body
<i>Advantage HACCP</i>	CGSB (Canadian General Standards Board)
<i>Advantage HACCP Plus</i>	CGSB
ISO 22000	QMI – SAI Global
SQF 2000 – General Food, Processing Levels 1, 2, and 3.	SGS Canada Inc.
AIB	GFTC (Guelph Food Technology Centre)
BRC Food Standard (Issue 5)	QMI - SAI Global
FSEP	SGS Canada Inc.
Advantage Grain (Ontario)	Canadian Grain Commission

Good Agricultural Practices (GAP) or Good Manufacturing Practices (GMP) Programs	Accepted Certification Body
<i>Advantage GMP</i>	CGSB
GlobalGAP	SGS Canada Inc. Ecocert Canada
SQF 1000	SGS Canada Inc.
AIB	GFTC

National On-farm Food Safety Programs that have passed technical review and have received letter of completion by CFIA	National Association
CanadaGap Program (Leafy Vegetables and Cruciferae, Potato, Small Fruit, Treefruit and Vine, Greenhouse and Combined Vegetable: Asparagus/Sweet Corn/Legumes, Bulb and Root, Fruiting Vegetables)	Canadian Horticultural Council
Canadian Quality Assurance (CQA) Program (Pork)	Canadian Pork Council
Canadian Quality Milk (CQM) Program (Dairy)	Dairy Farmers of Canada
CHEQ™ (Broiler Hatching Egg)	Canadian Hatching Egg Producers
Clean Start Pullet Program (Pullet Production)	Egg Farmers of Canada
ExcelGrains Canada (Grains, Oilseeds, and Specialty Crops)	Canada Grains Council
Food-Safe Farm Practices (Sheep)	Canadian Sheep Federation
Good Agriculture and Collection Practices (GACP) (Herbs and Spices)	Canadian Herb, Spice and Natural Health Products Coalition (CHSNC)
Safe, Safer, Safest Program (Chicken)	Chicken Farmers of Canada
Start Clean-Stay Clean Program (Eggs)	Egg Farmers of Canada
Turkey Farmers of Canada On-Farm Food Safety Program	Turkey Farmers of Canada
Verified Beef Production (VBP) Program	The Canadian Cattlemen's Association

This list may be updated periodically, visit the website for the most recent version at www.ontario.ca/foodsafety.