



**PEI POTATO STABILIZATION AND INNOVATION INITIATIVE**

**APPLICANT GUIDE**

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## PEI POTATO STABILIZATION AND INNOVATION INITIATIVE

### APPLICANT GUIDE

## SECTION A – GENERAL INFORMATION

### 1. Introduction

This Applicant Guide provides information to help applicants complete and submit an application for financial assistance under the Prince Edward Island (PEI) Potato Stabilization and Innovation Initiative (PSII). It is the responsibility of the applicant to complete all required sections of the application form as accurately and as completely as possible and to include all required information as outlined in this guide. Failure to do so may preclude the Atlantic Canada Opportunities Agency (ACOA) from considering the application. If you have additional questions, please contact the ACOA PEI & Tourism office at 1-800-871-2596.

### 2. About the PEI Stabilization and Innovation Initiative

The objective of the PSII is to ensure the sustainability of the PEI potato sector and related supply chain sectors now and for the longer term through strategic investments. This initiative will be delivered over two years (2022-2023 to 2023-2024) through the Regional Economic Growth through Innovation (REGI) Jobs and Growth Fund (JGF).

## SECTION B – PROGRAM INFORMATION

### 1. Who can apply?

When determining eligibility under the PEI Potato Stabilization and Innovation Initiative, recipients must meet the following parameters:

- Be a PEI table or seed potato grower, or
- Be a key supplier to the PEI potato sector, operating in PEI; and
- Be able to demonstrate impacts resulting from the imposed restrictions on the movement of PEI potatoes.
  - Factors that may be used to demonstrate impact include, but are not limited to:
    - If the applicant accessed Agriculture and Agri Food Canada (AAFC) potato wart response programs.
    - Financial statements (internal financials will be considered and substantiated) that reflect reduced revenues due to imposed restrictions, depressed prices, and/or increased input costs, etc.
    - Client lists and purchase order history that provides evidence of sales to support the PEI potato sector.

**OR**

- Be a not-for-profit organization or provincial entity supporting the PEI potato sector.



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## 2. What type of activities are eligible?

The PSII will support projects that contribute to the sustainability of the PEI potato sector and related supply chain. Eligible projects include, but are not limited to:

- Digitalization, automation or technology integration investments that enhance Small or Medium sized Enterprise (SME) productivity, efficiency and competitiveness
- Development of equipment or technology that improves productivity and/or enables the sector to exclude, contain and/or manage pests or disease
- Installation or upgrades to high energy-efficiency potato storage ventilation or controlled atmosphere storage for enhanced product quality, storage extension and reduced potato breakdown and loss
- Modifying products or packaging (changing volume of bags, packaging preferences, etc.)
- Developing new value-added products (food or otherwise, priority on green products) which may include by-product or processing waste
- Supporting early-stage investments for short-term new market entry or expansion

## SECTION C – APPLICATION PROCESS

### 1. Process and deadline

Applications will be accepted through continuous intake process.

### 2. Steps to submit an application

Step 1: Download the Application specific to the PEI Potato Stabilization and Innovation Initiative

Step 2: Using this Applicant Guide as a reference, fill out the application form, save it, and prepare all supporting documents. (A list of required documents is included in the application)

Step 3: To submit your application online, return to the Application form page and use the "Ready to submit online" button.

Note: To submit a paper application, print it and mail it along with all supporting documents to the ACOA PEI & Tourism office. Keep a copy of the completed and signed application for your records.



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### 3. Completing the Application for Financial Assistance form

All sections and fields in the application form must be completed, where applicable. Below is a brief summary of each of the sections of the application form. If you require further assistance, please contact ACOA.

#### **Applicant and contact information**

This section collects information about the applicant and includes:

1. **Legal name of applicant:** Provide the official legal name of the applicant. The applicant's legal name may be different from its operating name.  
**Operating name of applicant, if different:** Provide all operating name(s) of the applicant, as applicable.
2. **Mailing address:** The complete address where the headquarters of the applicant is located. Email: Please ensure that the email address provided is valid and active.
3. **Authorized contact:** Provide contact information for the person who is authorized to represent the applicant, and who will be the main point of contact regarding the project. Note that the authorized contact cannot be a consultant, as ACOA will only communicate with the applicant. If the contact person is not a signing officer of the applicant organization, further confirmation of that person's authority to represent and bind the organization may be required.
4. **Description of your organization and its mandate:** Please describe what type of mandate most accurately reflects the applicant organization, not the project activities. (E.g., educational, economic development, humanitarian, youth, etc.)
5. **Date of Incorporation:** The date stated on the applicant's Articles of incorporation, letters patent or other constituting document, as applicable.  
**Business Number:** The business number is a unique 9-digit number assigned by the Canada Revenue Agency.
6. **Type of legal entity:** Select the appropriate type of legal entity.
7. **Official language for correspondence:** Please select in which official language you prefer receiving correspondence regarding the project.
8. **Contact information of bank or financial institution ACOA may contact to inquire about the applicant:** This section must be completed by providing the information for the bank or financial institution used by the applicant organization.



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#### Project information

This section is used to describe the project and outlines the specific details and information required, which includes:

1. **Project Name:** Provide the official title of the project (i.e., automate operations to improve productivity).
2. **Project location:** Specify the location where the project will take place.
3. **Estimated Start Date of Project:** This date is the first day the applicant anticipates incurring expenses for the project.  
**Estimated End Date of Project:** This date is the last day the applicant anticipates incurring expenses for the project.
4. **Estimated Total Project Costs:** This should include all costs associated with the project.
5. **Amount requested from ACOA:** This should reflect the amount of funding requested from ACOA for this application.
6. **Fiscal year start/end:** Provide the applicant's fiscal year for operating and accounting purposes.
7. **Previous ACOA assistance:** Specify if the applicant has received assistance from ACOA previously on other projects.
8. **Has the applicant made any financial or legal commitments for the project?** Select "Yes" if the applicant has made financial or legal commitments to the project such as contracts, licenses, or costs already incurred.
9. **If yes, provide details:** Specify the commitments or obligations that applicant has made towards the project to date as well as the costs already incurred.
10. **Provide a description of the project and the key activities to be undertaken:** Briefly describe the project's main activities and the anticipated results of the project. Details of the project description should be included in the applicant's project plan and be submitted with the application form. The project plan must describe in detail how the project will contribute to the PSII objectives.
11. **Describe measurable economic benefits of the project:** Please describe what economic benefits or spin-offs the project will bring to the region; how it will support the PEI potato industry and related supply chain to modernize and enhance competitiveness and/or adapt and diversify in response to changing market conditions.



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12. **Total number of current jobs:** Calculate current number of jobs by way of full time employment (FTE). An FTE can consist of one person at full-time employment or more than one person at part-time employment, such as the total working hours of those part-time employees pooled together is equivalent to the hours of one person working full time. Generally, full-time positions will involve between 35-40 hours in a regular work week. Do not include FTEs who are employed by suppliers or contracted services. In the case of seasonal or part-time employment, the number of current jobs reported here must be converted to reflect full-time equivalent, which means 1600 hours or 40 weeks of work per year.
13. **Total number of jobs to be created at the end date of project:** A job created refers to a job that did not exist within the applicant organization prior to the project, but that was created as a direct result of the project activities. An FTE can consist of one person at full-time employment, or more than one person at part-time employment, such that the total working hours of those part-time employees pooled together is equivalent to the hours of one person working full-time. Generally, full-time positions will involve between 35-40 hours in a regular workweek. Do not include FTEs who are employed by suppliers or contracted services. In the case of seasonal or part-time employment, the number of jobs reported here must be converted to reflect full-time equivalent, which means 1600 hours or 40 weeks of work per year.
14. **Total number of jobs maintained at the end of project:** A job maintained refers to a job that existed within the applicant organization prior to the project, but that would not continue, or would likely be lost if the project is not funded. An FTE can consist of one person at full-time employment, or more than one person at part-time employment, such that the total working hours of those part-time employees pooled together is equivalent to the hours of one person working full-time. Generally, full-time positions will involve between 35-40 hours in a regular work-week. Do not include FTEs who are employed by suppliers or contracted services. Jobs maintained must be a direct result of the project activities. In the case of seasonal or part-time employment, the number of jobs reported here must be converted to reflect full-time equivalent, which means 1600 hours or 40 weeks of work per year.

### Ownership

This section is reserved for businesses and partnerships. Other applicants are not required to complete this section.

1. **Provide information about the principal owners of the applicant:** Indicate in the table the given names and surnames of all owners of the applicant (e.g., shareholders, partners, etc.), as well as the percentage of their share in the business and the role or position they actively occupy in the business, as applicable.
2. **Provide names of any parent company, subsidiaries and any affiliate or related business entities:** Where applicable, provide the legal name of any parent entity of the applicant, subsidiary of the applicant and/or entities that may be deemed affiliated or related to the applicant, as well as the city where their head office is located, and the nature of their relationship with the applicant (i.e., parent, subsidiary, related, etc.).



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A parent company is a company that owns the majority of the controlling shares or all of the shares of another company. A subsidiary of the applicant is a company whose controlling or sole shareholder is the applicant. Affiliates are usually where one company is a minority shareholder of another or when two companies are controlled by the same third party.

Examples of related entities include entities that are each controlled by the same person or entity or group of persons or entities, or that are each controlled by a different person or entity, but the two persons or entities are related. There are other possible combinations of affiliated and related persons controlling corporations that can lead to the entities being affiliated or related.

#### **Required information and documents**

The following documents must be included and accompany the application form package for the PSII, where applicable:

##### Commercial applicants

- Provide a copy of the company's incorporation documents and information on ownership (names and percentage of ownership);
- Provide a copy of the applicant's most recent and last two years financial statements (audited or reviewed are preferred);
- Provide your project plan, business plan, marketing plan or research and development plan;
- Supplier Quotes: provide a copy of quotes or estimates received for the project;
- Provide a copy of relevant permits and licenses; and
- Provide any other relevant documents related to the project that may assist with its assessment.

##### Not-for-profit and other applicants

- Provide a copy of the organization's constituting/incorporating documents and a list of directors/members of the board;
- Provide a copy of the applicant's most recent and last two years financial statements;
- Provide a description of the applicant's mandate, including the management and qualifications of key personnel;
- Provide the applicant's HST rebate information;
- Provide a copy of the applicant's project plan or detailed project description, including milestones, costs, financing and key partnerships established;
- Supplier Quotes: provide a copy of quotes or estimates received for the project;
- Provide a copy of relevant permits and licenses; and
- Provide any other relevant documents related to the project that may assist with its assessment.



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#### Disclosures

This section requires the applicant to disclose information about the project that could have additional considerations.

#### Consent and certification

- Consent and certification means that the applicant agrees with and attests to all statements and authorizations contained in this section, and agrees to be bound by them.
- Making a false statement or providing misleading information may be considered fraud and may result in the Minister exercising any remedy available to him/her at law and potentially other consequences.
- You must review each statement in this section and sign the Certification.
- By signing and submitting the Application for Financial Assistance, the applicant also acknowledges that the information contained therein is subject the [Access to Information Act](#) and the [Privacy Act](#).

## SECTION D – PEI POTATO STABILIZATION AND INNOVATION INITIATIVE ANNEX

### 1. Demonstrating eligibility

Applicants are required to demonstrate how eligibility requirements are being met. When determining eligibility under the PEI Potato Stabilization and Innovation initiative, recipients must meet the following parameters:

- A. Be a PEI table or seed potato grower;
- B. Be a key supplier to the PEI potato sector, operating in PEI;
- C. Be a not-for-profit organization or provincial entity providing support to the PEI potato sector.

If the answer is “yes” to A or B, in the space provided the applicant must clearly demonstrate impacts resulting from the imposed restrictions on the movement of PEI potatoes.

Factors that may be used to demonstrate impact include, but are not limited to:

- If the applicant accessed AAFC potato wart response programs;
- Financial statements (internal financials will be considered and substantiated) that reflect reduced revenues due to imposed restrictions, depressed prices, and/or increased input costs, etc.;
- Client lists and purchase order history that provides evidence of sales to support the PEI potato sector.





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## 2. Diversity and inclusion

The Government of Canada is committed to diversity and inclusion so that all Canadians have the opportunity to participate in and contribute to the growth of the economy.

Unlike the remainder of the form, this section is a self-declaration and is voluntary. The information collected in this section is to be used solely for statistical purposes. If the applicant does not wish to self-declare its status or the status of the project in relation to the under-represented groups identified in this section of the application form, leave either or both fields blank, as applicable.

The notion of “led or majority-led” is defined as an organization that has one or more of the federal inclusive growth groups, with a long-term control or management of the organization or an active role in both strategic and day-to-day decision making.