

# GRANT STREAM 1

## Essential Tips You Shouldn't Miss!

### OBJECTIVES:

The key objectives of this grant program are to:

- Increase public and job seeker awareness of the agriculture and agri-food processing sectors.
- Promote agriculture and agri-food processing sectors awareness, including social media campaigns focused on highlighting the career opportunities in the sector.
- Promote specific job opportunities with individual Alberta-based companies.

### ELIGIBLE ACTIVITIES AND EXPENSES

- Increase public and job seeker awareness of agriculture and agri-food processing to promote industry awareness, including social media campaigns focused on highlighting the career opportunities in the agriculture sector. These efforts aim to educate the public about the wide range of career options available.
- Promotion of job opportunities in individual companies.
- This funding is for the attraction of domestic workers.
- Consulting fees paid to a third-party consultant to complete eligible activities.

### INELIGIBLE ACTIVITIES AND EXPENSES

- Projects targeting recruitment or retention of temporary foreign workers are not allowed.
- Goods and Services Tax (GST).
- Employee wages, housing, relocation, or training costs.
- Have applied for, or received, funding from the Government of Alberta or the Government of Canada for this project.

### ELIGIBLE APPLICANTS

- Agri-food Processor means an entity that:
  - (a) is active in the business of changing an agricultural commodity into a value-added product through physical, chemical, or thermal means, including packaging.
  - (b) contracts to have product(s) processed and packaged on its behalf.
  - (c) operates a processing facility that markets its products through wholesale distribution channels (e.g., retail, foodservice).
- Primary Producer: means a person responsible for the day-to-day management and work on the farm, including responsibility for input costs for agricultural crops or livestock producing at least \$10,000 worth of farm commodities annually, but does not include a landlord whose only interest in the crop or livestock is that of ownership of the land.
- Industry Organizations: means a registered Alberta organization who directly represents primary agriculture producers (such as commodity, industry and/or producer association) or agri-food processing companies in Alberta.

### INELIGIBLE APPLICANTS

This excludes applicants whose sole business purpose or mandate is retail sales. Organizations must directly serve primary agriculture, this does not include third-party affiliations such as agriculture societies, community groups, post-secondary alumni, or other non-direct affiliations including trade show organizers and/or producers, event promoters, youth focused charities. The eligible applicant may include such groups and venues in their outreach strategy, however ineligible applicants are not eligible for direct funding through Grant Stream 1.

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### Grant Stream 1 Projects could include, but are not limited to:

- Third-party development and execution of the following:
  - A comprehensive HR marketing and communications strategy.
  - A comprehensive HR social media campaign.
  - An in-depth SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your organization's current HR marketing strategy.
  - A targeted HR marketing campaign across social media, print, and out-of-home channels to attract and inform job seekers.
  - Optimize your career page on your website for user experience and SEO to ensure it's easily discoverable and navigable for job seekers.
  - Hosting a platform for local producers to advertise their job openings.
  - Copywriting and creative design of organizations job postings including templates.
  - A comprehensive Diversity, Equity, and Inclusion strategy.
  - Employee Referral Programs: Encourage current employees to refer potential candidates by offering incentives and rewards.
  - Internal Communication Platforms: Use intranet, newsletters, and internal social networks to keep employees informed and engaged.
  - Feedback and Surveys: Conduct regular surveys and feedback sessions to understand employee satisfaction and areas for improvement, demonstrating a commitment to continuous improvement.
- Host or participate in job fairs, campus recruitment drives, and industry conferences to connect with potential candidates.
- Maintain a career blog on your company website with posts about career development, company news, and employee spotlights.
- Create engaging video job descriptions that showcase the role, team, and work environment to give candidates a real feel for the job.

If you think you may have a project that fits but is outside of the above examples, please reach out to: [grants@agricultureforlife.ca](mailto:grants@agricultureforlife.ca) to discuss further.