



# ADDRESSING THE AGRICULTURE LABOUR TASK FORCE GRANT PROGRAM

## Program Overview

Term: July 23, 2024 - March 31, 2025

Updated: July 2024

FUNDING IS BEING PROVIDED THROUGH THE CANADA-ALBERTA LABOUR MARKET DEVELOPMENT AGREEMENT

# GRANT STREAM 1

## Improve Awareness of Agriculture and Agri-food Related Careers

### 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.

### FUNDING

- 80/20 cost share: Provide grants to industry of 80% of eligible expenses incurred, to a maximum of \$40,000 per Applicant.
- Clients may apply for funding more than one time, however not for the same work. Each application must show a different strategy or intended outcome.
- Clients can receive up to 40% of the funding amount upon acceptance of the approved application.
- Clients will be reimbursed based on completion of the project and scope of work within the project timelines, and paid invoices supplied to Agriculture for Life, Inc., less any funds advanced at the start of the project.

### 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.