

LIFE: Local Investments for our Food Economy

A cost-sharing program supporting area farmers selling at area Farmers' Markets

The purpose of this cost-sharing program is to help farmers located in Lanark County or North Leeds to increase, improve or expand the variety of local food production and sales through area Farmers' Markets in 2013.

Who is eligible:

- Farmers must be located in Lanark County or North Leeds and must sell at a Farmers' Market
- Priority will be given to farmers located in Lanark County or North Leeds who sell at Farmers' Markets also located in Lanark and North Leeds

How much is available:

- The total amount of money available through this cost-sharing program is \$15,000.
- The maximum amount that will be given to any one farm is \$1,000, but we expect that the majority will receive less than this amount
- As funds are limited and there is likely to be a strong demand for these grants, we likely will not be able to meet all requests nor fund the entire request. Farmers should be prepared to contribute a portion of the overall costs for their proposed project. As part of the application process, farmers will need to provide support for the overall project cost (e.g., detailed estimates).

What the money is for:

- Any capital purchase intended to increase, improve or expand the production and variety of locally grown food available for sale through area Farmers' Markets in 2013 (as opposed to continuing current production or operations). Think: something that is new to your farm, or new to your Farmers' Market.
- Equipment or tools that help produce or utilize locally grown food or ingredients (i.e. not for baking equipment using purchased ingredients)

What the money is not for:

- We are not able to fund single use items, such as seeds or crop treatment or plants, trees or animals
- We are not able to fund labour or training costs

A few examples of what the money could be used to purchase:

- Production equipment to create new value-added products such as dehydrators, canning equipment, pressure cookers, etc.
- Specialized harvesting, irrigation or cultivating equipment
- Construction materials for cold frames or hoop houses to allow an extended growing season
- Packaging, labelling equipment

How to apply:

- Download the application form and read all of the instructions carefully
- Complete the application form electronically and **submit it no later than 5pm on February 22, 2013 to info@ecoperth.on.ca**

- If you are unable to download or complete the application electronically, please email Cheryl Nash at Cheryl@ecoperth.on.ca who will find another way for you to complete the application.

Some helpful hints:

Estimate your costs as accurately as possible, with the source of prices for specific items. We aim to support as many solid proposals as possible (including modest requests), and funds are limited.

If you are considering asking for funding for more than one initiative, please prioritize your projects according to which you think will best respond to customer demand and have the strongest impact on your sales, as we may not be able to fund all requests.

Review Process:

- All applications will be reviewed by a team of three reviewers
- You will be notified of decisions by mid March

Successful applicants must:

- Spend the money after April 1st 2013 and by the end of June 2013, and produce copies of receipts to support their purchase(s). Please note that we cannot fund any purchase made before April 1st 2013.
- Complete a brief report by mid November 2013 describing the impact the grant had on their farm's food production and product sales, what Farmers' Markets you sold these goods at and offer suggestions in the event we are able to offer the program again in the future. Sales figures for individual farmers will not be made public, but this information will be used to assess the economic impact of the program.
- Agree to having their name listed in any promotional material related to the LIFE program, for example a website or a poster with a description of their project
- Assume responsibility for Public Health, zoning or other considerations related to the production and sale of their wares. EcoPerth and EODP assume no responsibility for products sold related to this program.

If you have any questions related to this cost-sharing program, please email Cheryl Nash at cheryl@ecoperth.on.ca.

This cost-sharing program is supported by Eastern Ontario Development Program (EODP) through Valley Heartland and individual donors. It is initiated and administered by EcoPerth.

LIFE: Local Investments for our Food Economy

A cost-sharing program supporting area farmers selling at area Farmers' Markets

APPLICATION FORM

(please answer each question below)

1. Name of Applicant(s): _____

2. Name of Farm: _____

3. Address and Postal Code: _____

4. Phone Number: _____

5. Email Address: _____

6. Please list the Farmers' Market(s) you will sell at in 2013:

7. What are the main items you will produce for sale at Farmers' Markets in 2013?

8. Please provide us with the name of one or more market managers for reference. *(If you are a farmer who also manages the market you sell at, you may use another farmer as a reference.)*

The purpose of this cost-sharing program is to help farmers growing in Lanark County or North Leeds to increase, improve and/or expand the variety of local food production and sales through area Farmers' Markets in 2013.

9. How would you spend the money received through this program? *Be specific, including the product(s) you want to add, improve and/or expand compared to what you currently bring to market. Provide specific details of any equipment or supplies you would purchase (e.g. manufacturer), and the reasons for your choice.*

10. Amount requested through the LIFE cost-sharing program (maximum \$1,000): \$ _____

(To support your request, please include a detailed estimate of the total capital cost of any equipment or supplies you would purchase.)

11. What is the estimated time frame to complete your project? (For example purchase and setup of equipment and bring product to market)

12. Tell us how this project will respond to the demands of your customers and/or increase your success in 2013:

13. Tell us how you will promote your new product(s).

Additional Comments?

Please submit your completed application form electronically to info@ecoperth.on.ca no later than 5pm on February 22, 2013.

This cost-sharing program is supported by Eastern Ontario Development Program (EODP) through Valley Heartland and individual donors. It is initiated and administered by EcoPerth.