



2024 Beef Farmers of Ontario Sharecost Program

Partnering in Beef Promotion and Education

PROGRAM BACKGROUND

The Beef Farmers of Ontario (BFO) Sharecost Program provides an opportunity for local associations to partner with BFO in the sharing of resources and funding to expand the reach of beef production education and beef promotion efforts in rural and urban communities across the province.

ELIGIBILITY

In 2024, BFO's local associations are encouraged to submit an application for their producer and consumer educational initiatives coordinated within their local region to receive **80 per cent** funding. BFO will contribute a maximum of **\$2,500** for consumer engagement initiatives and **\$2,500** for producer engagement initiatives for a total maximum reimbursement of **\$5,000**. **NEW! In 2024**, an additional category has been added for local food bank donations. BFO will contribute **80 per cent** of the donation cost up to a maximum of **\$1,000**. As a reminder, the appropriate documentation **MUST** be provided to access financial support through this program.

Producer Initiatives

When your local association co-ordinates an initiative that **engages with producers**:

- BFO will provide up to **80 per cent** reimbursement of expenses incurred to a maximum of **\$2,500**
- All proposals are subject to approval

Accepted Producer Education Initiatives (list not exhaustive):

- | | |
|--|---|
| ✓ Workshops | ✓ Displays at farm shows |
| ✓ Bus trips, farm tours, pasture tours | ✓ Sponsorship of producer events |
| ✓ Guest speakers at meetings & events | ✓ New product or technology demonstrations |
| ✓ Sponsorship of local 4-H clubs | ✓ Newsletters |
| ✓ Support for beef shows at fall fairs | ✓ Educational resources |
| ✓ Scholarships/bursaries
(agriculture degrees/programs) | ✓ Advertising of producer events & meetings |
| | ✓ Governance training |

Consumer Initiatives

When your local association co-ordinates an initiative that **engages with the public** about beef farming in Ontario or **promotes the consumption of beef** with the public:

- BFO will provide up to **80 per cent** reimbursement of expenses incurred to a maximum of **\$2,500**
- All proposals are subject to approval

Accepted Consumer Engagement Initiatives (list not exhaustive):

- | | |
|---|--|
| ✓ Agricultural awareness events | ✓ Cooking demonstrations/classes |
| ✓ Displays at fall fairs and community events | ✓ Radio/print/billboard promotions |
| ✓ Participation in community parades | ✓ School visits |
| ✓ Social media development, contests | ✓ Community fundraisers |
| ✓ Banners, brochures, website development | ✓ Scholarships/bursaries (nutrition
degrees/programs) |
| ✓ Local beef promotions | |

Food Bank Donations

When your local association provides a donation to your local food bank:

- BFO will provide up to **80 per cent** reimbursement of expenses incurred to a maximum of **\$1,000**
- All proposals are subject to approval

INELIGIBILITY

In an effort to maintain the integrity and purpose of BFO's Sharecost Program, there are a number of expenses listed below that are **INELIGIBLE** for coverage under the program:

- Capital cost of equipment, land, buildings or roads
- Normal business operating expenses
- Honorariums for secretary/treasurer/administrative/executive positions
- Labour associated with planning, organizing and/or executing activities
- Office supplies not directly related to the educational or promotional projects
- Purchase or donation of alcohol for events or meetings
- Memorial donations
- Participation in events hosted by BFO requiring a registration fee
- Participation in the Canadian Beef Industry Conference and expenses incurred
- Participation in the Annual Beef Industry Convention and expenses incurred
- Coverage of BFO Annual General Meeting attendee/delegate expenses
 - Including expenses incurred when attending the Cattle Academy

Quick Reminders

- Based on the intent and target audience of your project, you are required to designate each project as either a producer, consumer or food bank donation initiative. It is not recommended to submit an activity split between two or three categories.
- When submitting applications, please ensure **all** receipts/invoices/proof of expense are included for each project.
- Eligible funding is retroactive to December 1, 2023.

APPLICATION DEADLINE

Completed application forms including copies of invoices and/or receipts are due to the BFO office on **Friday, November 22, 2024** by 4:30 p.m. Applications without proper documentation will not be accepted.

Mail: Beef Farmers of Ontario, 130 Malcolm Road, Guelph, Ontario N1K 1B1

Email: amber@ontariobeef.com

Fax: 519.824.9101

MORE INFORMATION

Contact LeaAnne Wurmler by email at leaanne@ontariobeef.com or Amber McIntyre by email at amber@ontariobeef.com, or contact the office by phone at 1.866.370.2333.

CONSUMER

FINAL SUMMARY APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project Number	Brief Description	Net Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

If you plan to undertake more than 10 projects, please copy this page.

TOTAL FINAL COST OF ALL CONSUMER INITIATIVES: \$ _____

CONSUMER

FINAL INDIVIDUAL APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project # _____

Brief Description of Project

Project Expenses

(Invoices and/or receipts must be provided for each item)

Item

Cost

TOTAL COST OF PROJECT _____

Less costs recovered for this project _____

TOTAL NET COST OF THIS PROJECT _____

* If more than one project, please make copies of this form and continue with this format.

PRODUCER

FINAL SUMMARY APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project Number	Brief Description	Net Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

If you plan to undertake more than 10 projects, please photocopy this page.

TOTAL FINAL COST OF ALL PRODUCER INITIATIVES: \$ _____

PRODUCER

FINAL INDIVIDUAL APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project # _____

Brief Description of Project

Project Expenses

(Invoices and/or receipts must be provided for each item)

Item

Cost

TOTAL COST OF PROJECT _____

Less costs recovered for this project _____

TOTAL NET COST OF THIS PROJECT _____

* If more than one project, please make copies of this form and continue with this format.

FOOD BANK

FINAL SUMMARY APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project Number	Brief Description	Net Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

TOTAL FINAL COST OF ALL FOOD BANK DONATIONS: \$ _____

FOOD BANK

FINAL INDIVIDUAL APPLICATION FORM

County/District: _____

Name: _____

Address: _____

Town: _____ Postal Code: _____ Phone: () _____

Email: _____

Project # _____

Brief Description of Project

Project Expenses

(Invoices and/or receipts must be provided for each item)

Item

Cost

TOTAL COST OF PROJECT

Less costs recovered for this project

TOTAL NET COST OF THIS PROJECT

* If more than one project, please make copies of this form and continue with this format.

BFO SHARECOST INNOVATION AWARD

As an additional component of the BFO Sharecost Program, local associations are encouraged to submit a nomination for the BFO Sharecost Innovation Award. Winning projects will be selected based on innovation, leadership, creativity and success of execution for consumer and/or producer educational and promotional projects, as well as food bank donations.

The first-place winner is awarded \$500 in cash followed by \$250 for second place and \$100 for third place over and above the 80 per cent Sharecost reimbursement.

More than one project may be submitted for consideration. Photos, media coverage, vidoes etc. are all encouraged to be submitted with nomination. Winners will be announced in the February/March issue of *Ontario Beef Magazine*.

County/District: _____

Project Name: _____

Project Details: