



2021 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 county and district associations to partner with BFO in the sharing of resources and funding to expand the reach of beef and beef production **EDUCATION** and **PROMOTION** efforts in rural and urban communities across the province.

ELIGIBILITY

In 2021, BFO county and district associations are encouraged to submit an application for their producer and consumer educational initiatives coordinated within their local region to receive **80%** funding. BFO will contribute a maximum of **\$2,500** for consumer promotion/education initiatives and **\$2,500** for producer education initiatives for a total maximum reimbursement of **\$5,000**. The appropriate documentation **MUST** be provided to access financial support through this program. As a reminder, when submitting an application only net losses are eligible for cost share dollars. For example, if your association hosts an event and ticket sales total \$450 with expenses totalling \$1,000, only the \$550 net loss will be eligible for coverage through the program.

Producer Initiatives

When your county/district association co-ordinates an initiative that **EDUCATES PRODUCERS** about their industry:

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

Accepted Producer Education Initiatives (list not exhaustive):

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

Consumer Initiatives

When your county/district association co-ordinates an initiative that **EDUCATES CONSUMERS** about the beef industry or **PROMOTES THE CONSUMPTION OF BEEF** with the public:

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

Accepted Consumer Promotion/Education 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 | ✓ Donation to food banks |
| ✓ Local beef promotions | ✓ Scholarships/bursaries (nutrition degrees/programs) |

INELIGIBILITY

In an effort to maintain the integrity and purpose of the BFO 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 Cattlemen's College

Quick Reminders

- Based on the intent and target audience of your project, you are required to designate each project as either a producer or consumer initiative. It is not recommended to submit an activity split between the two categories.
- When submitting applications, please ensure **all** receipts/invoices/proof of expense are included for each project.
- Eligible funding is retroactive to December 1, 2020.

APPLICATION DEADLINE

Completed application forms including copies of invoices and/or receipts are due to the BFO office on **November 26, 2021** by 4:30pm. Applications without proper documentation will not be accepted.

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

Email: bethany@ontariobeef.com

Fax: 519.824.9101

MORE INFORMATION

Contact BFO's Communications Specialist at 1.866.370.2333 or email bethany@ontariobeef.com.

CONSUMER

FINAL **SUMMARY** APPLICATION FORM

County/District: _____

Name: _____

Address: _____

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: _____

Postal Code: _____

Phone: _____

Email: _____

Project # _____

Brief Description of Project

Project Expenses

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

<u>Item</u>	<u>Cost</u>
-------------	-------------

_____	_____
_____	_____
_____	_____
_____	_____

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: _____

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: _____

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, county and district 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.

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% Sharecost reimbursement.

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

County/District: _____

Project Name: _____

Project Details:
