



## Market Development Program

# Collaborative Partnership Program

The Ontario Beef Market Development Strategy will focus on three (3) producer driven Strategic Marketing Objectives that will enhance the competitiveness of the Ontario beef industry and provide direct benefits to Ontario beef producers with a clear and tangible return on their current check off investment.

1. **Growth in the Domestic Market for Ontario branded beef**
2. **Growth in Export Markets for Ontario branded beef**
3. **Maximize Value of Ontario Beef products**

The Collaborative Partnership Program (CPP), is a cost shared investment program offered to partners for projects that align with our stated strategic objectives. The goal of the CPP is to stimulate industry alignment, and encourage collaboration with industry partners, organizations and NGOs.

### **Eligible project costs *could include, but are not limited to:***

- Marketing expenses related to product/brand promotion
- Brand development including logo design, creative work, and printing of advertising or point of sale (POS) materials
- Research projects which align with project specific outcomes
- External service provider fees for project specific required activities
- Advertising costs such as local/regional radio, newspapers, flyers/inserts, social media
- Costs associated with processing and packaging development for new products
- Marketing costs related to buyer presentations, product demonstrations, and Communications materials
- Travel for outgoing or incoming missions
- Participation at targeted trade events

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