



The Canadian Wheat Board

Organic Sector Market Development Initiative (OSMDI)

General information and application instructions

General overview

The CWB will award up to \$200,000 per year in total up to a maximum of \$50,000 per applicant per year for projects that will benefit western Canadian organic cereal producers.

Objectives of the OSMDI

- To provide funding to assist groups in carrying out projects that will be of broad benefit to the western Canadian organic wheat and barley industry
- To support the organic sector

OSMDI awards committee

The OSMDI awards committee will be comprised of CWB staff, four organic farmers, and a research scientist. Committee members from the CWB will have expertise in organic marketing and production, agronomy, research, value added processing, and market development. The farmers will include one from Manitoba, two from Saskatchewan, and one from Alberta. The committee will also include one scientist with expertise in organics, but not currently working on cereal grains on the Prairies. External committee members will have a two-year term and renewals will be staggered. Committee members will sign confidentiality agreements, and will have no conflict of interest with applicants being adjudicated.

Adjudication process

Proposals will be accepted once per year. The project deadline for the 2009-10 crop year is November 1, 2009.

Eligible projects and criteria

Projects will be chosen according to their overall benefit to the development of the organic sector as a whole, with an emphasis on cereal production. The following lists the type of criteria that will be used to evaluate the projects (note the following list is not exhaustive):

- Does it raise the profile, brand recognition, and demand for western Canadian organic wheat and barley?
- Does it increase agronomic efficiency or sustainability?
- Does it solve processing challenges?
- Does it encourage increased organic production and transition to organic agriculture?
- Does the project educate farmers about organic production and marketing?
- Are the applicants sufficiently qualified and experienced to succeed in the proposed project?
- Is the project well researched? If it is a research project, does it respond to an identified sector need?
- Will it contribute to the organic sector by improving agronomics, enhancing producer knowledge, developing markets, expanding acreage or in some other way?

Examples of projects that could be considered for funding are:

- Organic farming research, including research on breeding, weed management, soil fertility, crop rotation, and other agronomic research of benefit to organic production.
- Extension activities to disseminate organic research information.
- Market development activity – trade show/mission, promotional materials development for sector associations, organic branding and advertisement of the Canada organic logo.
- General organic education through conferences and workshops.
- Organic market research.
- Research and development to support value added processing.
- Activities to support development of coexistence protections, e.g., research, education, coordination.
- Projects to promote transition to organic farming.
- Other projects deemed to benefit organic cereal producers.

Preference will be given to organizations with a public mandate. Examples of such organizations are producer groups, research institutions, universities, extension associations, round tables, sector coalitions, or certification bodies.

Ineligible costs

- Funding is not to be considered ongoing, but will be provided for a limited period to help the sector resolve an issue or capture opportunities. However, funding for multiple-year agronomic research projects may be considered.
- Applicants must be able to demonstrate the economic viability and longer-term self-sufficiency of their proposal, where the nature of the project warrants.
- Funds will not be used as direct income support.
- Funding is not to support general on-going operational costs for organizations, associations, or businesses.

- Funding will not be provided for basic research (research aimed strictly at the advancement of knowledge) without practical benefit to the organic industry.
- Funding will not be provided for normal business expansion.
- Funding will not be provided for capital costs such as the construction of buildings or the acquisition of land, unless there are exceptional circumstances where the purchase of such is of public, and not private, benefit to the organic sector.

General guidelines

- For approved projects, the CWB will provide project funding upon receipt of detailed reports outlining activities and expenses. Successful applicants will be provided with report templates and an acceptance agreement.
- All costs and expenses related to preparing this application and any follow-up proposals are the responsibility of the applicant.
- If space for essential information is insufficient, attach additional pages as required.
- Applicants may submit their applications via e-mail, but must also send signed hard copies to the CWB by fax, courier, or mail.
- Applicants should retain a copy of the submitted application form (electronic or hard copy).

To apply

- Fill out the application form
- Send the completed form to the CWB in one of these ways:
 - E-mail the completed form to donna_youngdahl@cwbc.ca,
 - Fax to 204-983-3841, with a cover sheet attention Donna Youngdahl
 - Mail to:
Donna Youngdahl,
OSMDI Program,
Box 816, Station Main,
Winnipeg, Manitoba,
R3C 2P5