Sustainable New Agri-Food Products & Productivity (SNAPP) Program

Program Objective

Northern Ontario agri-food enterprises have unique challenges to grow their business through projects that create new products, strengthen value-chains, enhance productivity, and foster positive environmental benefits. **The Sustainable New Agri-Food Products and Productivity (SNAPP) Program** is for Northern Ontario agriculture and food producers, businesses, and collaborations to provide up to $15,000 at 50% cost-share towards the purchase of equipment for eligible activities. Collaborations of three or more entities can be eligible for up to $25,000 at 50% cost-share towards equipment purchases.

Eligible Applicants

- Eligible applicants must be a legal person with the authority to enter into a legal agreement. Examples of a legal person could include corporations, not-for-profit organizations, primary producers, processors, distributors, First Nations, Metis and Inuit.
- The SNAPP program encourages new partnerships within the agri-food sector. Collaborations are accepted with three or more partners. Collaborative partners must be at arms-length, to avoid potential conflict of interest (this includes family or pecuniary interest). Collaborations must be completed by a lead applicant and each applicant in the collaboration must be a legal person. Collaborations with be prioritized that have a focus on strengthening value chains within the agri-food sector in Northern Ontario.
- Applicants must have at least one component of their business located in Northern Ontario, and the project activity must occur in Northern Ontario. For collaborations, at least two collaborators (legal entities) must be businesses, organizations or persons located in Northern Ontario.
- Both start-up and existing businesses are eligible. Start-up (in the first three years of operation) businesses are expected to provide a business plan, including cash flow projections with their application.

Program Goals

- Stimulate the development and expansion of the agriculture and food sector in Northern Ontario. Catalyze sustainable jobs or increase agri-food employment.
- Address challenges specific to Northern Ontario agri-food production such as a shorter production season, distance to markets, and a lack of economies of scale.
- Promote value-added processing and innovative production and processing practices that increase scalability, profitability, and competitiveness.
- Improve efficiency or resource use, reducing ecological impact and carbon footprint while enhancing profitability.

Project Review Criteria

Projects will be prioritized per the following criteria:

- How novel the products to be developed are relative to Northern Ontario. (New Products)
- What new efficiencies will be implemented to increase production and decrease operating expenses. (Productivity Enhancement)[i]
- The project clearly demonstrates environmental and ecological benefits at an impacting scale. (Clean Growth in Agri-Food)
- The use of **innovative** equipment or processes.
  Definition of Innovation*: The process of generating and applying ideas to produce new or significantly improved products, processes, technologies, or services.*
- How the project strengthens the value chain[ii] and improves value efficiencies and competitiveness by linking production, processing, distribution, and marketing activities within the agri-food sector in Northern Ontario. **(Collaborations only)**
- The scalability of the project (ability to expand production/sales, largely in the short-term).
- The degree to which the project will directly impact the agri-food sector in Northern Ontario through jobs created/saved, business expansion/modernization, strategic alliances created/saved and development of value-added products/processes.
- Jobs created or saved as a result of the project.
- Strategic alliances created or saved as a result of the project.
- A clear marketing or distribution plan (if applicable).
- A sound business plan with completed cashflow forecast, including other sources of funding/financing and whether they are confirmed or not (if applicable). (Required for startups only)
- SNAPP supports projects that promote inclusion and diversity within the agri-food sector. Businesses majority-owned (50%+) by underrepresented groups, such as Indigenous peoples, members of racialized communities, women, youth, LGBTQ2+, persons with disabilities, newcomers to Canada, and members of official language minority communities will be prioritized by allocated scoring.
- Application completeness.

Eligible Project Activity Streams

Eligible projects must fall under one of the following streams:

- **New Products** – Projects that enable agriculture or food producers to create primary or processed products that are new to the business. Examples of potentially eligible projects include the creation of a new ready-to-eat processed product, or the ability to produce a new farm product. Project equipment may include food or fibre processing equipment or food production equipment.

  Examples of potentially eligible projects include:
  - Processing equipment (mixers, sterilizers, wash, and pack systems, etc.) for the creation of innovative value-added products to expand to new consumer markets and meet demand.
  - Packaging equipment (vacuum sealers, bottling equipment, labelers, etc.) to enable expansion of new production lines and increase distribution.

- **Productivity Enhancement –** Projects that utilize innovative technologies or processes to increase efficiency in their operations and improve processes or products.

  Examples of potentially eligible projects include:
  - Innovative pest or predator management to increase efficiency and better control crop production.
  - Precision agriculture technologies to meet management objectives and increase overall sales.
  - LED lighting for hydroponic growing to increase the productivity of year-round produce.

- **Clean Growth in Agri-Food** – Projects that adopt clean technology at the farm/business level and support improved environmental performance while fostering productivity, growth, and competitiveness. Eligible projects must demonstrate how the project will grow the business in a way that benefits the environment or lessens the impact on the environment through technology adoption. Projects that can quantify these positive and negative impacts will be prioritized.[iii]

  Examples of potentially eligible projects include:
  - Irrigation or rainwater harvesting system to increase productivity and improve drought resilience.
  - Minimal or no-till equipment to improve crop productivity and increase environmental benefit.
  - Passive solar greenhouse system to increase year-round production and reduce energy use.

Eligible Costs

Eligible costs are limited to the purchase of equipment, materials, and related technology that directly support eligible project activities. Purchases must be made after the SNAPP Intake opening date **(November 9, 2026)** to be eligible.

Examples of **Eligible Costs** include but are not limited to:

- Food or fibre processing equipment
- High-tunnels or greenhouse structures
- Food packaging or labelling equipment
- Cold storage equipment
- Building materials (i.e., lumber, fencing)
- Farm production equipment
- Equipment Delivery Costs
- Technology upgrades
- Used equipment

Ineligible Costs

- Equipment installation or servicing
- Rolling stock[iv]
- Inventory
- Labour costs
- Consumables (any non-permanent equipment, products or structures that cannot be used for multiple years)
- Rented or leased equipment
- Equipment purchased through trade-in arrangements
- Purchase or lease of lands or buildings
- Gifts or incentives
- Computer software
- HST
- Land Clearing
- Any ongoing operating costs associated with carrying out business
- Any costs that have the sole purpose of coming into or maintaining compliance with Requirements of the Law that pertain to current operation

Other Program Requirements

1. Applicant(s) will be required to attach a copy of their Articles of Incorporation, Farm Business Registration No., Master Business License, or Business Name Registration, whichever is applicable (some exceptions may apply).
2. Business start-ups (in first 3 years of operation) must submit a business plan (including financial projections) with application form (a business plan template can be made available).
3. Stacking[v] with other financial support programs is acceptable if the overall funding does not exceed 75% of the total project costs and adheres to stacking limit requirements set by other funders. Other FedNor-funded programs are excluded and cannot be stacked with SNAPP. A list of programs is available.
4. A SSMIC Client Intake Form must be completed (required with application).
5. **Projects approved under this program must be completed and invoice(s) and proof of payment(s) submitted to SSMIC by December 31, 2027 (for Intake 2).** Once invoices and proof of payments are received in full, a contract will be sent for review and signature. A signed contract is required in order to receive the approved grant. Once the purchase(s) are completed and all required documentation has been received, the recipient will be granted 90% of the approved funding. Approved applicants may submit ONE claim only per project.
6. A completed Final Results Report will be due **June 30, 2028 for Intake 2**. The final 10% of funding will be remitted after this report is submitted.
7. Applicants are eligible to submit one application per intake period. Successful applicants can receive a maximum of $15,000 in SNAPP funding throughout the entirety of the current program (2026-2029).
8. Previous successful applicants of any previous SNAPP programs are eligible to apply to the current program. All approved projects must be completed and closed prior to the applicant submitting a new application.
9. Clients are to refer to the reporting requirements stated in the application terms and conditions.

Review Process and Confidentiality

All applications are reviewed by the SNAPP Review Committee. SNAPP Review Committee members are anonymous, and their identities or affiliations will not be disclosed at any time.

All reviewers abide by The Sault Ste Marie Innovation Centre's Conflict of Interest Policy. All proprietary data, commercially sensitive information and potentially valuable results or ideas will be protected from unauthorized, inadvertent, or untimely disclosure.

At any time during the application process, SNAPP staff may contact the applicant for additional information, including missing or incomplete documentation. Delays in responding to requests for additional information may result in a delayed decision or rejection.

Please contact your regional representative (below) to receive an application form.

Your representative will discuss the eligibility of your project and answer any questions you may have. They are also available to review your application prior to submission and to ensure application completeness.

Submitting your application without speaking to one of the following representatives is NOT recommended and may result in a rejected application.

Algoma/Manitoulin:
Cathy Bouchard - snapp@rainalgoma.ca or (705)942-7927 ext. 3135

Sudbury/Nipissing/Temiskaming/Cochrane/Parry Sound/Muskoka:
Ian Mclennan – info@nofia-agri.com or (705) 647-4782

Northwest - Thunder Bay/Kenora/Rainy River:
Chathura Jayasinghe – chathura@nwoinnovation.ca or (807) 768-6681 x3916

en français:
Sabine Bouchard - sabine.bouchard@collegeboreal.ca ou (705) 560-6673 x4190

[i] **Productivity** refers to how well a business converts input (such as labour, materials, machines, and capital) into goods and services or output. Productivity is measured by comparing the amount of goods and services produced with the inputs which were used in production. This can be achieved by:

1. Using technology to improve a good or service. This usually includes significant improvements in technical specifications, components and materials, user friendliness or other functional characteristics
2. Reviewing existing setup and processes. This usually results in a new or significantly improved production or delivery method and could include significant changes in techniques and/or equipment

[ii] **Agri-food Value Chains** are designed to increase competitive advantage through collaboration in a venture that links producers, processors, marketers, food service companies, retailers and supporting groups such as shippers, research groups and suppliers. A Value Chain can be defined as a strategic partnership among inter-dependent businesses that collaborate to progressively create value for the final consumer resulting in a collective competitive advantage. (http://www.omafra.gov.on.ca/english/food/valuechains.html)

Strengthening Value Chains refers to different business enterprises (i.e. producer and processor) working together to produce and market products and services effectively and efficiently, responding to needs by linking production, processing and marketing activities to market demands.

[iii] **Clean Growth in Agri-Food Projects** - Projects that want to implement Best Management Practices (BMPs) for rotational grazing (fencing/livestock watering systems), cover cropping (seeding equipment) or nutrient management (fertilizer application equipment) are encouraged to apply to the On-Farm Climate Action Fund (OFCAF).

[iv] **Rolling stock** is any general-purpose transportation equipment vehicle that would be used in transporting items or making deliveries from one place to another.
Examples of customized or ag-specific equipment:

Ineligible costs:	Eligible Costs:
Skid steer	**Attachments, such as post auger**
Tractor	**Attachments with farm specific use, round baler, tillage equipment, harvester, GPS**
Four-wheeler, wagon	**Feed equipment**
Multiple use equipment (i.e., trailer)	**Farm specific equipment with one intended use (ie trailer customized for cold storage)**

[v] **Stacking** refers to more than one government program cost-sharing the same costs. Stacking limits vary from funding program to funding program.