

Grant 1 Key Objectives:

The objectives of this grant are to:

- Increase public and job seeker awareness of the agriculture and agri-food processing sectors. (Human Resource Marketing).
- Promote agriculture and agri-food processing sectors awareness; including social media campaigns focused on highlighting the career opportunities in the sector.
- Promote specific job opportunities with individual Alberta-based companies.

Eligible applicants must meet the following criteria:

Agri-food Processor means an entity that:

(a) is active in the business of changing an agricultural commodity into a value-added product through physical, chemical, or thermal means, including packaging.

(b) contracts to have product(s) processed and packaged on its behalf.

(c) operates a processing facility that markets its products through wholesale distribution channels (e.g., retail foodservice) and does not sell exclusively through an on-premise or single company owned retail outlet.

Primary Producer: means a person responsible for the day-to-day management and work on the farm, including responsibility for input costs for agricultural crops or livestock producing at least \$10,000 worth of farm commodities annually, but does not include a landlord whose only interest in the crop or livestock is that of ownership of the land.

Industry Organizations: means a registered Alberta organization whose members belong to primary agriculture or agri-food processing companies in Alberta. The main membership, governance and/or ownership of the organization is held with, or for, primary producers or agri-food processing companies with business related activities directly benefiting on-farm and/or the production of value-added products (as defined above). **This grant is designed to directly support Alberta producers (farmers and ranchers).**

This excludes applicants whose sole business purpose or mandate is retail sales. Organizations must directly serve primary agriculture, this does not include third-party affiliations such as agriculture societies, community groups, post-secondary alumni, or other non-direct affiliations including trade show organizers and/or producers, event promoters, youth focused charities. The eligible applicant may include such groups and venues in their outreach strategy, however in-eligible applicants are not eligible for direct funding through Grant Stream 1.

Examples

Projects under Grant 1 could include:

- **Third-party development** of a strategic marketing and communications plan. The plan could include elements such as:
 - An in-depth SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your organization's current HR marketing strategy.
 - A targeted social media, print or out-of-home HR marketing campaign.
 - Website updates showcasing the variety of occupations and opportunities available within your organization.
 - Participation in job fairs.
 - Develop a cohesive employer brand.
 - Copywriting and creative design of organizations job postings.
- Grant 1 does not include direct employee training.