



**2023 GRAINS INNOVATION FUND: PROGRAM APPLICATION
GRAIN FARMERS OF ONTARIO**

Grain Farmers of Ontario is the province's largest commodity organization, representing Ontario's 28,000 barley, corn, oat, soybean and wheat farmers. The crops they grow cover 6 million acres of farm land across the province, generate over \$4.1 billion in farm gate receipts, result in over \$18 billion in economic output and are responsible for over 75,000 jobs in the province.

Please read the instructions provided for each question and complete **all** sections in grey.

PART 1: APPLICANT INFORMATION

PRIMARY APPLICANT

CONTACT NAME:	
POSITION:	
COMPANY NAME:	
ADDRESS:	
PHONE, PRIMARY:	
PHONE, SECONDARY:	
EMAIL:	
WEBSITE:	

SECONDARY APPLICANT (if applicable*)

CONTACT NAME:	
POSITION:	
COMPANY NAME:	
ADDRESS:	
PHONE, PRIMARY:	
PHONE, SECONDARY:	
EMAIL:	
WEBSITE:	

*If more than two applicants are collaborating on this project, please include the contact information for the remaining applicants at the end of this document

PART 2: COMPANY INFORMATION

Provide information on your company's history and achievements to date (Limit 200 words)

What products or services does your company produce and/ or sell? (Limit to 100 words)

How many employees are employed?

What was your sales revenue in 2021?

How has COVID-19 impacted your company? (positive/negative/neutral)

PART 3: INDUSTRY AND MARKET ANALYSIS

Identify the industry you operate in

Who is your target market? How competitive and mature is this market? (Limit 200 words)

How many companies are there within this market?

Please assess your top 3 competitors for this project (Limit to 200 words)

- What are their strengths and weaknesses? How do these compare to your company?

What is your current market share? What do you expect your future market share to be as a result of this project? (Limit to 100 words)

PART 4: PROJECT INFORMATION

Project Title:

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Executive summary of proposed project (Limit to 500 words)

Please explain the context for this project and how it will impact your business (Limit to 100 words)

Please provide a step-by-step description of your “pathway to market” plan based on the current status of your project (Limit to 200 words)

- How will you position your product in the market?
- How will you promote it?
- How does the price of your product compare to your competitors?
- Where will your product be sold?

PART 5: RETURN ON INVESTMENT

A) Intended benefits to the company (Limit to 250 words per section)

What benefits will the development and launch of this product/process bring to your organization?

What is the sales estimate in Canadian dollars for this product or process during each of the next 3 years?

Jan 1 - Dec 31, 2023:

Jan 1 - Dec 31, 2024:

Jan 1 - Dec 31, 2025:

What is the anticipated payback timeframe?

B) Intended benefits to Ontario grains and oilseed farmers (Limit to 250 words per section)

How will this project help Ontario grains and oilseed farmers? (check each box that applies)

- Open new markets for Ontario grains and residues
- Expand the use of, and demand for, Ontario grains and residues
- Promote Ontario grains or residues as the best choice
- Support development of novel value-added products derived from Ontario grains
- Increase the value (premiums) of Ontario grains

Explain in detail what benefits and innovation the development and launch of this product or process will bring to Ontario grains and oilseed farmers?

What is the anticipated volume of Ontario barley, corn, oats, soybeans or wheat crops or crop residues that will be used for this product or process during each of the next 3 years? Include each type(s) of grain that will be used in metric tonnes per year.

Jan 1 - Dec 31, 2023:
Jan 1 - Dec 31, 2024:
Jan 1 - Dec 31, 2025:

How will your project communicate the positive story of Ontario grains and oilseeds throughout the supply chain including consumers?

Are you open to Grain Farmers of Ontario promoting this project as a case study in the future?

Please only answer the following 2 questions if your anticipated annual utilization of Ontario crops or crop residues is less than 40 metric tonnes per year.

Please explain how your project will be influential in guiding future increases in Ontario crops or crop residues volumes or prices/premiums?

What are your plans for expanding crops or crop residues utilization if the initial project is a success?

PART 6: PROJECT WORKPLAN

Please provide detailed information on key project activities, including timeframe for completion, the objective(s), success criteria and costs associated for each of the activities included. Please list in chronological order.

ACTIVITY 1

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Activity Description:

Outputs (Indicate what will be achieved and how you will measure success):

Breakdown and description of costs (please identify estimated costs):

ACTIVITY 2

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Activity Description:

Outputs (Indicate what will be achieved and how you will measure success):

Breakdown and description of costs (please identify estimated costs):

ACTIVITY 3

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Activity Description:

Outputs (Indicate what will be achieved and how you will measure success):

Breakdown and description of costs (please identify estimated costs):

ACTIVITY 4

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Activity Description:

Outputs (Indicate what will be achieved and how you will measure success):

Breakdown and description of costs (please identify estimated costs):

ACTIVITY 5

Anticipated Start Date (MM/DD/YYYY):

Anticipated End Date (MM/DD/YYYY):

Activity Description:

Outputs (Indicate what will be achieved and how you will measure success):

Breakdown and description of costs (please identify estimated costs):

PART 7: PROJECT BUDGET

			Recipient Contribution	Government Contribution	Other Contribution* (e.g. Partners)
	Activity Costs	Requested Funds	Cash	Cash	Cash
Total Project	\$	\$	\$	\$	\$
Percentage		%	%	%	%

The maximum level of GFO funding that can be requested under this program is 60% of the total project costs, up to \$50,000. Upon request this table can be provided in Microsoft Excel.

* Please specify other contribution sources

ADDITIONAL COLLABORATORS (if applicable)

CONTACT NAME:	
POSITION:	
COMPANY NAME:	
ADDRESS:	
PHONE, PRIMARY:	
PHONE, SECONDARY:	
EMAIL:	
WEBSITE:	

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