

Ontario Market Investment Fund (OMIF)

What is it?

The Ontario Market Investment Fund is a \$12-million, four-year fund targeted to promote consumer awareness of Ontario-produced foods and encourages Ontarians to buy locally.

Who Qualifies?

Eligible applicants include:

- Strategic alliances between individuals, businesses, farmers, processors, community organizations, including not-for-profit, and/or municipalities.
- Agriculture and food industry associations in Ontario, including the food retail and the foodservice industry.
- Groups comprised of two or more partner organizations or businesses, including at least one food producer or processor.

Individuals or individual businesses are not eligible to apply as sole applicants.

What Qualifies?

Innovative market research, communications and/or marketing projects that encourage Ontarians to buy locally-produced foods may qualify. Applicants must complete one project prior to applying for additional project grants. However, multiple-year applications that are continuous in nature will be considered, to a maximum funding of \$100,000.

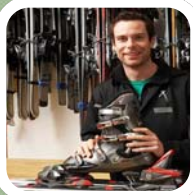
What is the benefit to your company?

You could receive up to 50 per cent of the project's eligible cost. Grants of up to \$100,000 per approved project are available. Funding from other provincial programs will be considered in calculating the level of investment.

Eligible expenditures include:

- Market research designed to increase understanding of consumer and trade channel demands and sector capabilities.
- Advertising and promotional materials.
- Project management costs related to the delivery of the project.

Payments are based upon the receipt of paid eligible invoices along with proof of payments. Funding from other levels of governments is not eligible for cost-sharing.



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For Example....

Market Research: projects that will improve the understanding of, and access to, market opportunities for Ontario local foods such as emerging opportunities in developing ethnic markets or consumer demand for region-specific food products.

Development of Market Opportunities: creating local food networks linking farmers, food processors, retailers, institutional food service companies, restaurants, culinary tourism events and consumers that will encourage Ontarians to buy locally.

Communication Initiatives: projects that build capacity and develop skills within local food networks, commodity organizations and other stakeholder groups for the promotion of Ontario foods through marketing campaigns.

Consumer or Trade Events: culinary tourism events that build business relationships between the food service sector and producers.

How do I apply?

Applications are accepted on an ongoing basis and may be submitted either online at www.ontario.ca/omif, electronically by email to the Ontario Market Investment Fund at omif.omafra@ontario.ca, or in hard copy, (one unbound copy) to:

Ontario Market Investment Fund
Ontario Ministry of Agriculture, Food and Rural Affairs
1 Stone Road West, 4NW
Guelph, Ontario N1G 4Y2

Please allow up to eight weeks for the review of your application.

Where can I find more information?

Need more information? Check out the program guidelines at <http://www.omafra.gov.on.ca/english/food/domestic/omif/guidelines.htm>.

Call: 1-888-588-4111
Fax: (519) 826-4336 or
Email: omif.omafra@ontario.ca

We're Here to Help

To find out how the Business Development Branch at OMAFRA can provide you with knowledge, connections, and resources to help you grow your business, call toll-free at 1-888-466-2372 extension 64474 or e-mail at foodinvest@ontario.ca. For information about this program and others, as well as our branch, visit www.omafra.gov.on.ca/english/food.

Knowledge, Connections and Resources for your Business