**Communication 7.2 - Email Template(s) for Members –**

**Discover the New Fundsearch™ Tool**

This document provides three versions of email content that can be used to announce the launch of the **Fundsearch™ Tool** to your regional pork producers and processors. Each version offers a unique approach to the announcement, allowing PPOs to choose the one that best fits their communication style and needs:

1. **Version 7.2.1: Concise**
A streamlined version that introduces the tool in brief, making it ideal for use in newsletters or short email announcements.
2. **Version 7.2.2: Balanced**
This version strikes a balance between brevity and detail, offering a clear explanation of the **Fundsearch™ Tool** with examples of available funding, both regional and federal.
3. **Version 7.2.3: In-Depth**
A detailed version that covers the tool’s benefits and specific examples of funding programs available across the Prairie Provinces, Central Canada, Atlantic Provinces, and Northern regions, as well as federal funding programs.

**Customization Options:**

You have the option to customise the “Funding in Action: Supporting the Canadian Pork Industry” section in **communication 7.2.2 (Balanced email draft)** or **7.2.3 (In-depth email draft)** to better align with your specific province or region. Simply adjust or remove references to other regions and tailor the funding details based on your members’ needs.

All three versions—the **concise**, **balanced**, and **in-depth**—allow you to highlight the **tailored nature** of the **Fundsearch™ Tool**. Additionally, you can provide quick links to federal programs and emphasise the tool as a valuable new resource for your members.

**Communication 7.2.1 - Concise**

**Subject Line Options:**

1. **Special Announcement**: Discover Fundsearch™: The New Tool to Find Grants & Funding
2. **Newsletter**: Fundsearch™ Tool: Find Grants & Funding for Pork Producers & Processors

Dear Pork Producers and Processors,

We’re pleased to introduce the **Fundsearch™ Tool**, a powerful resource designed to help you find government grants, tax credits, and other funding programs tailored to your farm or business. Developed in partnership with Fundingportal™, the **Canadian Pork Council (CPC)**, and provincial partners, this tool provides you with quick access to funding opportunities that support sustainability, biosecurity, equipment upgrades, and more.

**How Does the Fundsearch™ Tool Help?**

* **Tailored Funding Matches**: The tool finds grants, incentives, and tax credits that align with your specific needs based on your region, project, and business type.
* **Access to Expert Services**: You can also request additional help, such as grant writing or consultation, directly through the tool.

**Examples of Available Federal Programs:**

* **Sustainable Canadian Agricultural Partnership (SCAP)**: A joint federal-provincial initiative that offers funding for both small- and large-scale projects in sustainability and biosecurity.
* **AgriInnovate Program**: Repayable contributions for the adoption of innovative technologies to enhance competitiveness.
* **AgriAssurance Program**: Up to **$50,000** per project for small- and medium-sized producers to meet market requirements.

**Get Started Today:**

1. **Visit the Fundsearch™ Tool** on the CPC website: [Insert link to tool].
2. **Enter Your Business Information** to get tailored results.
3. **Explore & Apply**: Find funding programs and apply directly or request expert assistance.

For additional support, refer to the **Fundsearch™ User Guide** or the **FAQ** section.

Best regards,
[Your Name]
[Your Position]
[Your PPO/Organization Name]
Contact: [PPO Contact Information]

**Communication 7.2.2: Balanced**

**Subject Line**: Discover New Funding Opportunities with the Fundsearch™ Tool for Pork Producers

**Email Body**:

We’re excited to introduce the **Fundsearch™ Tool**, a new resource that makes it easier than ever for pork producers and processors across Canada to find and apply for government funding tailored to their specific needs.

Whether you are focused on biosecurity, infrastructure upgrades, sustainability projects, or innovation, the **Fundsearch™ Tool** connects you with relevant grants, tax credits, and funding programs available to help grow and modernize your operations. This tool has been developed in partnership with **Fundingportal™**, the **Canadian Pork Council (CPC)**, and provincial partners, making it a valuable resource for pork producers across the country.

**Key Features of the Fundsearch™ Tool**

* **Tailored Funding Matches**: The tool provides customized funding opportunities based on your location, business size, and project focus, ensuring you only see programs that fit your farm or processing facility’s unique requirements.
* **Simple Search Process**: By inputting basic information about your business, the tool quickly generates a list of relevant grants and funding programs.

**Funding Opportunities by Region**

The **Fundsearch™ Tool** highlights a variety of region-specific programs, ensuring that pork producers and processors in each part of Canada can access financial support tailored to their needs.

* **Prairie Provinces (Alberta, Saskatchewan, Manitoba)**:
Pork producers across the Prairies can benefit from various funding initiatives. In **Alberta**, the **On-Farm Efficiency Program** provides up to **$150,000** for infrastructure upgrades and energy-efficient technologies. In **Saskatchewan**, biosecurity and disease preparedness remain key priorities, with **$1 million** allocated for swine disease prevention and preparedness. Meanwhile, **Manitoba** producers can access the **Ag Action Manitoba Program**, which has invested **$2.2 million** in precision feeding, animal welfare, and sustainability, with individual grants ranging from **$25,000 to $75,000** per project.
* **Central Canada (Ontario, Quebec)**:
**Ontario** pork producers benefit from initiatives like the **Biosecurity Enhancement Initiative**, with up to **$7.5 million** allocated for infrastructure upgrades aimed at safeguarding farms from disease. In **Quebec**, programs such as the **ASRA Program** have allocated over **$103.7 million** in 2023 to help offset income losses for pork producers due to market fluctuations and biosecurity risks. Funding opportunities in the region range from **$50,000 to $150,000** per project for biosecurity and infrastructure-related projects.
* **Atlantic Provinces (New Brunswick, Nova Scotia, PEI, Newfoundland & Labrador)**:
In the **Atlantic Provinces**, pork producers have access to funding for infrastructure improvements, disaster preparedness, and biosecurity enhancements. Grants ranging from **$25,000 to $100,000** are available through various regional programs, supporting efforts to modernize facilities and protect against disease outbreaks and natural disasters.
* **Northern Canada (Yukon, Northwest Territories, Nunavut)**:
While pork production in **Northern Canada** is less prominent, programs exist to support biosecurity, disaster preparedness, and infrastructure modernization. Funding amounts for individual projects range from **$20,000 to $50,000**, with grants available to help producers strengthen biosecurity measures and ensure sustainability.

**Federal Funding Programs Open for Application**

In addition to regional opportunities, the **Fundsearch™ Tool** connects producers with key federal programs, such as:

* **Sustainable Canadian Agricultural Partnership (SCAP)**: Offers funding for sustainability, biosecurity, and innovation projects, benefiting both large and small-to-medium-sized producers across Canada.
* **AgriAssurance Program**: Grants up to **$50,000** for small and medium-sized producers to meet market and regulatory standards, particularly in areas like biosecurity and quality assurance.

**Start Using the Fundsearch™ Tool Today**

Get started with the **Fundsearch™ Tool** and explore the funding programs that can help enhance, grow, and protect your farm or processing facility. Visit the tool online today and discover the financial support available to you.

**[Insert link to Fundsearch™ Tool]**

Best regards,
[Your Name]
[Your Position]
[Your Organisation]

**Communication 7.2.3 - In-depth**

**Subject Line Options:**

1. **Special Announcement**: Discover Fundsearch™: The New Tool to Find Grants & Funding
2. **Manual Send**: Fundsearch™ Tool is Live—Explore Funding Opportunities Today
3. **Newsletter**: New Fundsearch™ Tool: Tailored Funding Opportunities for Pork Producers & Processors

Dear Pork Producers and Processors,

We’re excited to announce the launch of the **Fundsearch™ Tool**, now available to pork producers and processors across Canada. This easy-to-use tool is designed to help you find government grants, tax credits, and funding programs that can support your farm or business—all with just a few clicks.

Developed in partnership with Fundingportal™, the **Canadian Pork Council (CPC)**, and provincial partners, the Fundsearch™ Tool simplifies the funding search process, providing tailored matches based on your location, business type, and project needs.

**What Can the Fundsearch™ Tool Do for You?**

* **Find Tailored Funding**: Quickly access grants, incentives, and tax credits based on your farm or processing facility’s specific needs. From sustainability initiatives to biosecurity and equipment upgrades, the tool connects you with funding opportunities that align with your projects.
* **Access Expert Services**: If you need help navigating the funding process, you can request additional services like grant writing or consultation directly through the tool.

**Funding in Action: Supporting the Canadian Pork Industry**

Pork producers and processors across Canada have accessed significant funding to boost sustainability, innovation, and competitiveness. Here’s how these opportunities have been distributed across the regions:

* **Western Canada (Pacific Provinces)**:
	+ Producers have benefited from initiatives focused on sustainability and biosecurity. Programs like the **AgriAssurance Program** have provided grants averaging between **$25,000 and $50,000** per project to help producers meet market and regulatory requirements.
* **Prairie Provinces (Alberta, Saskatchewan, Manitoba)**:
	+ **$2.2 million** was invested in precision feeding, animal welfare, and sustainability through programs like the **Ag Action Manitoba Program**.
	+ The region has also seen up to **$1 million** allocated for biosecurity preparedness and disease mitigation, with individual projects receiving **$25,000 to $75,000**.
* **Central Canada (Ontario, Quebec)**:
	+ **$7.5 million** was allocated to biosecurity improvements through initiatives such as Ontario's **Biosecurity Enhancement Initiative**. On average, individual producers received **$50,000 to $150,000** per project.
	+ Quebec pork producers and processors have also accessed up to **$4.6 million** in funding for export capacity improvements and biosecurity measures.
* **Atlantic Provinces** (New Brunswick, Nova Scotia, PEI, Newfoundland and Labrador):
	+ In the **Atlantic Provinces**, pork producers received **$25,000 to $100,000** for infrastructure upgrades and biosecurity improvements, with **$4.6 million** overall provided through regional recovery and modernization programs.
* **Northern Canada (Yukon, NWT, Nunavut)**:
	+ Funding initiatives for Northern regions have supported biosecurity and infrastructure upgrades, with individual projects receiving between **$20,000 and $50,000** per applicant.

**Federal Funding Programs Available**

Through the **Fundsearch™ Tool**, you can explore a wide range of federal programs currently open for intake, including:

* **Sustainable Canadian Agricultural Partnership (SCAP)**: A joint federal-provincial initiative that supports sustainability, biosecurity, and innovation. SCAP offers funding to help both large and small-to-medium sized producers and processors adopt environmentally friendly practices and improve biosecurity across Canada.
* **AgriInnovate Program**: Provides repayable contributions to support the adoption of innovative technologies, helping pork producers improve competitiveness and sustainability. Typical awards range from **$100,000 to $10 million**.
* **Advance Payments Program**: Offers low-interest cash advances to help pork producers manage cash flow and cover operational expenses.
* **AgriAssurance Program**: Supports small- and medium-sized producers in meeting market and regulatory standards, with funding available up to **$50,000** per project.

These are just a few examples of the many federal programs available to support the growth and innovation of your farm or processing facility. The **Fundsearch™ Tool** can help you find the right funding opportunities for your specific needs.

**How to Get Started:**

1. **Visit the Fundsearch™ Tool** on the CPC website: [Insert link to tool].
2. **Enter Your Business Information**: Complete a quick form with details about your farm or business.
3. **Explore Your Matches**: Instantly view funding programs that are tailored to your operation.
4. **Apply or Request Services**: Apply for funding directly or request professional grant writing assistance if needed.

Don’t miss out on the opportunity to access valuable financial resources that can help you grow, innovate, and strengthen your farm or business.

For additional guidance on how to use the tool, please refer to the **Fundsearch™ User Guide** or the **FAQ** section on the website.

Best regards,
[Your Name]
[Your Position]
[Your PPO/Organization Name]
Contact: [PPO Contact Information]