

Food Packaging Pilot Program – Deadline to Apply is December 1, 2015

Program Overview:

The Food Packaging Pilot program has been developed to provide assistance to PEI food companies and new start-up food companies who are seeking to differentiate their product in the marketplace in part through the development of a new packaging concept, and/or require assistance to address a specific technical packaging challenge.

The objectives of the program are to:

- Provide participating food companies with access to innovative packaging expertise
- Develop a new packaging concept/prototype or identify a solution to address a specific technical packaging challenge
- Provide participating companies with a solid business case to assist with the implementation of the proposed new packaging solution.

Program Partners:

The recently formed Food Island Partnership is the coordinator for this project. One of the key mandates of this industry led group is to support the growth of food companies in the province. The funding partners for this project are the PEI Department of Agriculture & Fisheries, Agriculture and Agri-Food Canada, and NRC IRAP.

Packaging Solution Expertise:

Canada's Smartest Kitchen has partnered with Foodatelier and DéDutch to provide PEI food companies with access to a leading edge network of packaging experts. Foodatelier and DéDutch are based in the Netherlands and interact at a strategic level with R&D, marketing, manufacturing and design professionals for which they provide strategic packaging solutions. DéDutch develops structural packaging solutions for its food industry clients. Together these specialists collaborate to develop the best suitable solution to meet market demand and assist companies in making the best strategic choices. Interested food companies have the option of working with Canada's Smartest Kitchen/Food Atelier/ DéDutch team or selecting another reputable packaging expert to meet their specific packaging needs within this pilot program.

Funding Provided by:



Food Packaging Pilot Program

Financial Contribution:

- Each approved company will receive funding of 80% of the project costs to a maximum of a \$15,000 project (IE: 80% of \$15,000 = \$12,000 contribution)
- If the project budget exceeds \$15,000, the company is required to secure other required funding before a project receives final approval to proceed.

Application & Approval Process:

Companies are required to complete a one-page application to apply for the program. Projects will be assessed based on how well the project meets the objectives of the program and the company's interest/ability to advance the project to implementation.

The deadline to apply for the first intake of this pilot program is Tuesday, December 1st. Projects received by December 1st will be evaluated by a review committee based on their fit with the program and availability of funds. If all funds are not allocated after this initial intake a 2nd call for applications may be announced.

Contact Information:

For more information or questions please contact:

Tyson MacInnis

Food Island Partnership

902-367-4417

tyson@foodislandpei.ca

Funding Provided by:

