

# Seafood Marketing Support Program

## Program Objectives

The Seafood Marketing Support Program (SMSP) will help Newfoundland and Labrador seafood processing and marketing companies, industry associations, and not-for profit organizations identify, assess, target and develop new market opportunities in response to potential tariffs in the United States (US). The objective of this program is to support market diversification and reduce reliance on the US market while capitalizing on new opportunities in domestic and international markets.

The program will focus on:

- Market information and research
- Market development planning
- Adapting products and packaging for new markets
- Market development activities
- Marketing material and promotional tools

## Program Overview

**Market Information and Research:** identify, analyze and understand current and emerging domestic or international market development opportunities, particularly in retail and direct sales channels. Consultants can be contracted to conduct new market research studies or purchase existing market research studies from qualified market research firms.

**Market Development Planning:** contract agencies to develop marketing plans, export plans, and/or branding strategies for domestic or international markets.

**Adapt Products and Packaging for New Markets:** adopting new technology to make changes to product format, packaging and labelling to adapt existing products to new markets.

**Market Development Activities:** develop domestic and international markets through participation in market development events, in-market promotions, trade shows and missions, whether in-person or virtually.

**Marketing Material and Promotional Tools:** design, develop, produce and distribute marketing material and promotional tools, including targeted advertising using social media platforms, videos, etc. directed towards retail or direct sales channels, website upgrades to include online sales.

## Funding Levels

- Maximum funding contribution per project is \$100,000 non-repayable grant
- The level of contribution for a processor will not exceed a maximum of 60% of eligible expenses.
- Non-profit organizations and research and development institutions qualify for up to 90% of eligible costs (excluding post-secondary institutions). Proposals from non-profit organizations and institutions must demonstrate solid industry partnership with one or more processing companies or an industry association.
- Proposals must clearly outline how it meets program criteria.
- Travel stipends of \$3,500 for one person attending a trade show or mission representing a processor, association, or a harvester.
- Travel stipends of \$5,000 for two people attending a trade show or mission representing a processor, association, or a harvester.
- Funding may be eligible to leverage federal funding, subject to program parameters and funding caps.
- Stacking limit of 80% in cases where funds are leveraged from other government sources.
- Maximum program or annual contribution per applicant

Proposals from non-profit organizations and institutions must demonstrate solid industry partnership with more than one processing company or an industry association.

## Eligibility Criteria

The following proponents will be eligible for assistance under the program:

- Licensed Newfoundland and Labrador fish processors, aquaculture companies and seafood marketing firms.
- Industry associations representing those listed above.
- Research and development institutions, fisheries organizations, and development associations. All proponents must be in good standing with the Government of Newfoundland and Labrador and have a head office in the province.

## Eligible Activities

- Re-development of packaging for new markets, including graphic design, trial printing and product samples.
- Adoption of innovative processes and/or technology that directly supports market diversification.
- Market research for new domestic and international markets.
- Participation in new tradeshow and other missions, whether in-person or virtual.
- Export development planning, including consulting fees.
- Marketing and promotion efforts focused on new markets.
- Advertising, including traditional and social media.
- Website upgrades, including e-commerce enabled.
- Brand and marketing strategy development.

## Ineligible Activities

- Working capital, including salaries.
- Standard processing equipment.
- Production run of packaging.
- Participation and travel costs for Seafood Expo North America, Seafood Expo Global or China Fisheries and Seafood Expo.
- Projects by companies, groups, or individuals who are in default of debts to the Government of Newfoundland and Labrador, and any related companies, associates or entities.

## Evaluation Criteria

The project evaluation criteria include, but are not limited to:

- **Applicant's history with funding programs administered by the department:** Status of ongoing projects. Were past projects completed on time and within budget?
- **Project Scope:** Does the project fit the objectives of the program? Is the budget consistent with the costs for these types of activities? Are the activities sufficiently focused and support the proponent's stated goals? Can efforts be sustained when the project ends? Is the project consistent with industry and market trends?
- **Capacity:** Is the project in line with the applicant's ability to deliver? Will a consultant be hired? Is the applicant likely to utilize the funding requested?
- **Partnerships:** Is the proponent working with other organizations such as Agriculture and Agri-Food Canada, Canadian Trade Commissioner Service or Global Affairs Canada.
- **Economic impact on the province, industry and applicant.**

## Application Process

For funding consideration, submit application and detailed project proposal to:

Program Manager  
Seafood Marketing Support Program  
Department of Fisheries, Forestry and Agriculture  
E-mail: [smsp@gov.nl.ca](mailto:smsp@gov.nl.ca)