

Grow Ontario Market Initiative Overview

	Quick Facts
Eligible Recipients	Primary Producers, Processors, Industry Organizations
Purpose	The purpose of the Initiative is to support Primary Producers, Processors and Industry Organizations to grow their business through marketing analysis and planning, new product development and marketing activities to find, develop and capture new or expand domestic or export market opportunities.
Budget Allocation	Up to \$12M for the Initiative
Intake	Continuous Intake (subject to the availability of funding for the Initiative)
Delivery Partner	OMAFRA – Rural Programs Branch
Key Dates	Intake Opened May 19, 2023 Once funds are allocated, the intake will close.
Link to guidelines/how to apply	Grow Ontario Market Initiative Guidelines ontario.ca

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Project Category/Stream	Cost-Share	Eligible Recipients	Eligible Activities
Grow Ontario Market Initiative	50% up to \$60,000	<ul style="list-style-type: none"> ✓ Primary Producer ✓ Processor 	Third Party Services for: <ul style="list-style-type: none"> • Market analysis and planning • New product development • Marketing products for implementation of a business or marketing plan to access or expand into a new market
	50% up to \$125,000	<ul style="list-style-type: none"> ✓ Industry Organizations 	

See guidelines for further details about eligibility requirements, eligible activities, costs and other pertinent Initiative details.