

OVERVIEW

These requirements are designed to assist you in acknowledging funding received from the Investment Agriculture Foundation of BC (IAF) through BC Climate Agri-Solutions Fund (BCCAF). Funding for this program has been provided to IAF by Agriculture and Agri-Food Canada's Agricultural Climate Solutions: On-Farm Climate Action Fund. The purpose of these requirements is to ensure that acknowledgement and recognition of IAF and the Government of Canada is communicated in an effective, coherent and consistent manner. Failure to follow these requirements may put the committed funding at risk.

WHY

When publicly announcing or speaking about funding or a project, acknowledgment is a condition of funding. Public acknowledgment shows how public funds are being spent and raises public understanding of the economic and social benefits of agreements such as yours. When funded projects are successful, acknowledgment of government assistance can provide us with a valuable rationale to continue to support industry organizations in a tangible way.

WHEN

For BCCAF, the creation of public communication or marketing materials is not common, but they are required if you decide to make an announcement or share the news of your funded project. This could include social media posts speaking to the funding, or a report of the results you put together to share with your association. Simple put, if you are publicly speaking about the funding you must acknowledge the funding appropriately.

ACKNOWLEDGEMENT

Please use the following as a guide to acknowledge funding assistance for your project. Note: all materials must be approved prior to distribution, see below for details.

1. **Verbal or Written Acknowledgement**

Use this for: project-related interviews, presentations, publications, signage, promotional materials, publicity materials or other communications materials.

In publications, this wording is normally placed inside the document within the first couple of pages in an "acknowledgements" section. This is also a good place to acknowledge any other financial supporters, sponsors or other contributors. IAF funding assistance should be recognized using standard wording, such as:

"This [project/publication/report/event/etc.] was funded in part by Agriculture and Agri-Food Canada through the BC Climate Agri-Solutions Fund delivered by the Investment Agriculture Foundation of BC."

2. **Disclaimer Statement:**

Used for publications and similar:

"Agriculture and Agri-Food Canada and the Investment Agriculture Foundation of BC are pleased to participate in the [production/delivery] of this [project/publication/event, etc.]. We are committed to working with our industry partners to address issues of importance to the agriculture and agri-food industry in British Columbia. Opinions expressed in this [report, publication, etc.] are those of [organization name, the authors, etc.] and not necessarily those of the Investment Agriculture Foundation or Agriculture and Agri-Food Canada."

3. **Logos:**

The AAFC and IAF logos below should also be included on all printed or electronic materials (publications, signage, presentation materials, promotional materials, publicity materials, etc.). Contact IAF Communications to obtain the logos.

DELIVERED BY:



FUNDING PROVIDED BY:



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

REVIEW OF MATERIALS

Provide a draft copy of project-related products to IAF Communications at communications@iafbc.ca for review before printing, distributing or posting to ensure that contributors receive appropriate recognition.

Please note: From AAFC guidelines for funding recognition can change from time-to-time. The IAF Communications Team will provide updated guidance when materials are submitted.

ADDITIONAL INFORMATION

For questions, logos and material review, contact IAF Communications:

IAF Communications Team
communications@iafbc.ca