

RESOURCE GUIDE

FOR WOMEN &
2SLGBTQIA+
ENTREPRENEURS
IN THE AGRI-TECH
INDUSTRY



FEBRUARY 2026

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INTRODUCTION

Canadian agriculture and agri-food technology sectors (or "agri-tech") are facing increasingly uncertain changes and shifting priorities for new and emerging entrepreneurs. Trade uncertainties, growing demand for Canadian products, and climate change all present challenges and potential opportunities for innovative solutions. However, the **agriculture** and **agri-food** technology sectors are a challenging space in which to launch a **startup**. The sector is capital intensive, directly (and indirectly) affect living plant and animal organisms, and is highly regulated.

While it may be daunting to start an **agriculture** or **agri-food** technology business, there are many resources to help get you started. That is why we created this database: to curate **startup** relevant topics that can help you begin your business-related venture.

The following database is structured across the following crucial topical areas: **agri-tech**, business fundamentals, entrepreneurial mindset, financing, pitching & communication, as well as resources specific for women and 2SLGBTQIA+ entrepreneurs. Each section is summarized and contains links to blogs, podcasts, papers, videos, and guides.

The database is dynamic and will be continuously updated via the University of the Fraser Valley's Sustainable Food Systems for Canada national network page. Stay tuned for further updates and reach out to keep in touch with all of our **agri-tech** entrepreneurship training.

AGRI-TECH RESOURCES

This subset of resources covers topics that intersect the **agri-tech** and the entrepreneurial landscape. Resources in this section come in the form of written posts that range from comprehensive guides to blog-style posts, to more formal reports, in addition to organizations dedicated to helping entrepreneurs in the **agri-tech** industry. Topics covered include, but are not limited to: business models; risks, challenges, and barriers faced; opportunities; the current and potential future state of the **agriculture** industry; and advice for getting started in the **agriculture/agri-tech** industry as a new entrepreneur.

Article & Report-Style Publications

[Agritech for Women Farmers: A Business Case for Inclusive Growth](#)

by the World Economic Forum (2024)

[From the Field to the Boardroom: Women Driving Change in Canadian Agriculture](#)

by the Canadian Agricultural Human Resource Council (2025)

[Supporting Rural Agriculture Entrepreneurship](#)

by Future Skills Center, Diversity Institute, Ted Rogers School of Management (2025)





Blog Posts & Guides

AgriStudoc (2024)

by AgriStudoc (2024)

Agtech Investors: How to Find and Pitch Agtech Investors for Pre Seed Funding for Your Startup

by Faster Capital (2025)

Agtech Startups: Strategies, Business Models, and Profitable Niches to Consider

by PitchDrive Academy (2023)

Introduction to Agripreneurship

by Agriculture Institute (2023)

Sowing Success: Breaking Down Barriers for Canadian Agri-Tech and Food-Tech Startups

by BioEnterprise (2024)

The rise of gender-inclusive agritech and why it matters

by the World Economic Forum (2024)

The Ultimate Guide to AgriTech Entrepreneurship: Start and Succeed

by Faster Capital (2025)

Did you know...

that 319 **agri-food** businesses are currently being supported through the Government of Canada's Agri-Tech Innovation Initiative, to help them invest in innovative technology, equipment, or processes? These investments will allow these businesses to increase their production capacity and/or efficiency, contributing to more efficient and sustainable food systems in Canada (Government of Canada, 2024b).

BUSINESS FUNDAMENTALS

This subset of resources covers topics that can be helpful for entrepreneurs that are new to the business world, or are looking for ways to strengthen the foundations of their business. Resources in this section explain the nuts and bolts of key business topics, but apply them to the unique context of agriculture. Topics covered include, but are not limited to: business proposals; demonstrating **traction**; business models; common challenges faced; running an **agriculture**-based business; and best practices/advice for pitching and securing **pre-seed** funding.



Article & Report-Style Publications

Supporting Rural Agriculture Entrepreneurship

by Future Skills Center, Diversity Institute, Ted Rogers School of Management (2025)

Blog Posts & Guides

Agtech Investors: How to Find and Pitch Agtech Investors for Pre-Seed Funding for Your Startup

by Faster Capital (2025)

Agtech Startups: Strategies, Business Models, and Profitable Niches to Consider

by PitchDrive Academy (2023)



How to Write an Effective Business Proposal

by Bank of Canada (2025)

Introduction to Agripreneurship

by Agriculture Institute (2023)

Sowing Success: Breaking Down Barriers for Canadian Agri-Tech and Food-Tech Startups

by BioEnterprise (2024)

Startup Funding Demystified: How You Can Demonstrate Traction to Investors

by Founder Institute (2024)

The Ultimate Guide to Agritech Entrepreneurship: Start and Succeed

by Faster Capital (2025)



LinkedIn Posts

by YCombinator

How to build a successful MVP Using the Y-Combinator Strategy

The Startup Playbook

Ultimate Startup Job Guide

Veed.io YC Application S19



Did you know...

that in 2024, Canada's **agriculture** and **agri-food** system employed 2.3 million people, providing every 1 in 9 jobs in Canada? It is also one of Canada's highest potential economic growth sectors, with demand for Canadian farmers and **agri-food** businesses continuing to grow (Government of Canada, 2025b).

ENTREPRENEURIAL MINDSET

The resources below cover topics that can be helpful for inspiring confidence in entrepreneurs. Resources in this section include stories and strategies to succeed in entrepreneurship while avoiding burn-out. This challenges the notion of the 'lone wolf' entrepreneur, highlighting the importance of community. Topics and discussions detail individual entrepreneurship journeys and advice to help founders grow and lead their businesses.



Blog Posts & Guides

[Agriculture Entrepreneurship: 4 Types, Importance & Examples](#)
by AgriStudoc (2024)

[The Ultimate Guide to Agritech Entrepreneurship: Start and Succeed](#)
by Faster Capital (2025)

Podcasts

[From idea to impact: The power of storytelling in startup growth](#)
by Women in Leadership & Entrepreneurship (2025)

Raise + Rise Connection Series Podcast

by Spring (2025)

- **[Episode 1: De-Mystifying the Funding Landscape with Jillisa Brown](#)**
- **[Episode 2: The Power of Community For Black Women Founders](#)**
- **[Episode 3: Leading While Black with guest speaker Emily Mills](#)**

Free Online Courses

Launchpad for Women Entrepreneurs Courses

by DMZ

1. Setting the Stage

(a free course consisting of
40 lessons)

2. Building Your Foundation

(a free course consisting of
59 lessons)

Did you know...

that as of 2022, 99.3% of Canadian businesses in the **agriculture** industry were considered to be small businesses? Being an industry of such high entrepreneurship rates only further highlights the importance for those entering the **agri-food** and **agri-tech** industry to become familiar with the world of entrepreneurship early on in their careers (Government of Canada, 2024a).



LinkedIn Posts

by YCombinator

[How to build a successful MVP Using the Y-Combinator Strategy](#)

[The Pocket Guide of Essential YC Advice](#)

[The Startup Playbook](#)

[Ultimate Startup Job Guide](#)

[Veed.io YC Application S19](#)

[60 questions to work on your startup](#)

Resource Databases

Entrepreneur's well-being

by Business Development Bank
of Canada

Empowering Entrepreneurs: Mental Wellbeing Resources & Support

by MentorshipChallenge.ca

Mental health in agriculture - Information and Resources

by Government of Canada

FINANCIAL RESOURCES

This subset of resources provides support for the financial aspect of entrepreneurship. In the resources, you will find an entry-level into funding landscapes (what exists) and the basic building blocks that make for compelling funding applications.

Blog Posts & Guides

Agtech Investors: How to Find and Pitch Agtech Investors for Pre-Seed Funding for Your Startup
by Faster Capital (2025)

Startup Funding Demystified: How You Can Demonstrate Traction to Investors
by Founder Institute (2024)



LinkedIn Posts

by YCombinator

Guide to Fundraising
by YCombinator

Ultimate Startup Job Guide
by YCombinator

Funding & Grant Opportunities

Additional barriers to accessing funding opportunities can be experienced by many entrepreneurs, especially for women and LGBTQ+ identifying. We have created a database of current funding and grant opportunities accessible to these individuals, which can be found in **Appendix B** of this guide.

PITCHING & COMMUNICATION

Pitching is an art and skill that can make or break a new business. A good **pitch** communicates value, a story, a specific need, and can generate the market-based interest as well as capital necessary for the success of your business. Resources in this section are meant to provide helpful tools and advice for creating the perfect **pitch**, and how to deliver it effectively. From explaining the importance of storytelling, to templates for creating the perfect **pitch deck** for an **agri-tech** business, this subset of resources covers the many different components to creating and delivering the perfect **pitch** to best showcase your business.

Blog Posts & Guides

[Agtech Investors: How to Find and Pitch Agtech Investors for Pre Seed Funding for Your Startup](#)
by Faster Capital (2025)

[Agriculture Pitch Deck Presentation Guide | Template, Structure & Examples](#)
by Viktori (2025)

[How to Pitch Your Startup](#)
by Founder Institute

[Inside the AgriTech Pitch: What VCs Want to Hear](#)
by BioxList (2025)

[Mastering the Art of Pitching: How to Pitch an Idea Like a Pro](#)
by Emeritus (2024)

[Startup Funding Demystified: How You Can Demonstrate Traction to Investors](#)
by Founder Institute (2024)



Podcasts & Videos

[AgTech Webinar Developing an Elevator Pitch](#)

by Startmate (2022)

[From idea to impact: The power of storytelling in startup growth](#)

by Women in Leadership & Entrepreneurship (2025)

[Why VCs and Angel Investors Say "No" to entrepreneurs](#)

by Alicia Syrett - TEDx (2018)

Resource Database

[Pitches and Decks](#)

by University of Toronto



LinkedIn Posts

by YCombinator

[Pitching vs. Storytelling: Why You Need Both](#)

by A.L.L.I.E.S Pro Services LLC

[Seed Deck Template](#)

by YCombinator

[Veed.io YC Application S19](#)

by YCombinator

Check out our recorded panel discussion!

Securing funding is by no means a simple task, and it is important not to get discouraged at this stage (you are definitely not alone!).

The strength of an entrepreneur's **pitch** plays a key role in making their business stand out and successfully secure funding, making there many factors one must consider!

To help entrepreneurs at this crucial stage, we interviewed experts from the **agri-food** and **agri-tech** industry through a recorded panel discussion, which can be found in **Appendix C** of this guide. Their wealth of advice from lived experiences in addition to the resources provided in this section will be sure to point you in the right direction.

WOMEN & 2SLGBTQIA+ ENTREPRENEURS

While barriers of many kinds are faced by all entrepreneurs, women and 2SLGBTQIA communities face additional structures and biases that make pitching, fundraising, and business development more challenging. This subset of resources aims to highlight those challenges while also sharing success stories and recommendations. In these resources, you will read and hear unique cases and compelling stories in which women and 2SLGBTQIA community entrepreneurs navigate the agri-food, agri-tech and entrepreneurial landscape.

Article & Report-Style Publications

AgriTech for Women Farmers: A Business Case for Inclusive Growth

by the World Economic Forum (2024)

From the Field to the Boardroom: Women Driving Change in Canadian Agriculture

by the Canadian Agricultural Human Resource Council (2025)



Blog Posts & Guides

Breaking Barriers: Women in Canadian agriculture

by Farm Credit Canada (FCC) (2025)

Farming with Pride: LGBTQ-Led Farms and Organizations to Support

by Food Revolution (2024)

The rise of gender-inclusive agritech and why it matters

by the World Economic Forum (2024)



Podcasts

From idea to impact: The power of storytelling in startup growth
by Women in Leadership & Entrepreneurship (2025)

Raise + Rise Connection Series Podcast

by Spring (2025)

- **Episode 1: De-Mystifying the Funding Landscape with Jillisa Brown**
 - **Episode 2: The Power of Community For Black Women Founders**
 - **Episode 3: Leading While Black with guest speaker Emily Mills**
-

Start Out - for LGBTQ Entrepreneurs with Host Catherine Gray Ep. 431

by the Invest In Her Podcast (2025)

The QT Podcast

by QueerTech



Did you know...

that the 2023 Women Entrepreneurship Strategy (WES) progress report highlights that not only are women entrepreneurs more likely to prioritize social and environmental goals, but that investments in women-led companies have also been shown to generate higher returns?

Additionally, the WES Ecosystem fund has provided support to over 110,000 women entrepreneurs since 2018, from providing them with networking and mentorship opportunities, to helping them grow or start their businesses (Government of Canada, 2025c).

Programs & Courses

Invest Together in Women-Led Impact Program

by Spring

Launchpad for Women

Entrepreneurs Courses (free!)

by DMZ

1. Setting the Stage

(a free course consisting of 40 lessons)

2. Building Your Foundation

(a free course consisting of 59 lessons)



Resource Database

Curated 2SLGBTQIA+

Entrepreneurship Resource Guide

by Wealthy Unicorn



Did you know...

that the Government of Canada is investing \$25 million in Canada's first-ever 2SLGBTQIA+ Entrepreneurship Program? (Government of Canada, 2025a)

The program is administered by the CQCC and aims to address barriers and build a more inclusive economy. The program is made up of a Business Scale-up, and Ecosystem Fund, and a Knowledge Hub.

GLOSSARY

agriculture: The art and science of cultivating land and/or creating controlled environments for growing crops and/or raising livestock. (Arnold, 2024)

agri-food: A comprehensive ecosystem that includes all actors, operations, and processes working within and across food networks, starting with farmers and extending to food retailers, wholesalers, and food service providers, in addition to supporting industries such as seed producers, fertilizer manufacturers, machinery suppliers, packaging companies, and logistics providers. (Agricultural Synergies, n.d.)

agripreneurship: The practice of applying entrepreneurial skills and principles to the agricultural sector, involving the identification of opportunities within the agricultural value chain, developing innovative solutions, and creating viable agricultural enterprises. (Agriculture.Institute, 2023)

agri-tech: The integration of technology into agriculture, with technology used as an umbrella term for any solutions or innovations intended to make agriculture more efficient. Often, agri-tech refers to emerging and cutting-edge innovations of the 21st century including, but not limited to, controlled environment production, novel foods, alternative proteins, digital agriculture solutions, and the application of machine learning and artificial intelligence.

angel investor: An investor that invests in early-stage startups typically in exchange for ownership equity.

pitch: A clear, compelling, and concise presentation or proposal that outlines the key elements of a product, service or business idea. Pitches provide an opportunity to highlight unique value and benefits, in efforts to persuade potential investors, partners, or customers. (Active Campaign, n.d.)

pitch deck: A visual presentation prepared to concisely summarize an idea, product, or company, in efforts to help showcase its value to managers and/or investors, and secure their support. (Indeed, 2025)

pre-seed funding: Often a startup's first source of external capital to help lay the foundation of growth and development. (Atanassov, 2025)

seed deck: A visual tool typically consisting of 10-15 slides, designed to strategically communicate your business idea and spark investor interest. Slides are used as a visual aid to showcase your vision, market opportunity, and financial projections. (FasterCapital, n.d.)

seed funding: Funding provided to startups that is used for accessing resources to help them refine their product, build momentum, and expand their market presence. (Atanassov, 2025)

startup: A business in its early stages of development.

traction: The initial momentum that a startup builds and continues to grow. (Founder Institute, 2024)

venture capital: High-risk, private funding generally coming from private individuals and organizations, including investors, investment banks, and financial institutions. This type of funding is available to young companies in exchange for an ownership stake, and is usually delivered in stages alongside proof of growth. (Scott, 2026)

venture capitalist (VC): An investor that invests in companies with high growth potential typically in exchange for an equity stake. (Gratton, 2025)

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APPENDIX A

Organizations

Canadian **agriculture** and **agri-tech** fields are expanding rapidly with assistance from institutions, governments, and companies. Many more organizations are working to support entrepreneurs that are advancing new technologies and delving into new fields of study. Below are just a few well-rounded resources from prominent supporters in the sector.

Organization	Key Focus	
	<u>BC Centre for Agritech Innovation</u>	<ul style="list-style-type: none"> • Agri-Tech
	<u>Canada's 2SLGBTQIA+ Chamber of Commerce</u>	<ul style="list-style-type: none"> • 2SLGBTQIA+ Entrepreneurs
	<u>Female Entrepreneurship in Agri-Food Development</u>	<ul style="list-style-type: none"> • Agri-Tech • Women Entrepreneurs
	<u>The Forum</u>	<ul style="list-style-type: none"> • Networking & Ecosystem Building • Pitching & Communication • Women Entrepreneurs
	<u>Futupreneur</u>	<ul style="list-style-type: none"> • Networking & Ecosystem Building • Women Entrepreneurs • 2SLGBTQIA+ Entrepreneurs
	<u>QueerTech</u>	<ul style="list-style-type: none"> • Networking & Ecosystem Building • 2SLGBTQIA+ Entrepreneurs
	<u>Sustainable Food Systems for Canada</u>	<ul style="list-style-type: none"> • Agri-Tech • Entrepreneurship
	<u>Spring</u>	<ul style="list-style-type: none"> • Entrepreneurship • Networking & Ecosystem Building
	<u>YCombinator</u>	<ul style="list-style-type: none"> • Entrepreneurship

APPENDIX B

Funding & Grant Opportunities

Entrepreneurship has many pre-requisites, and perhaps none more important than capital. Appendix B represents a non-exhaustive list of North American and Canadian private and public funding opportunities that may help transform your ideas into a reality. Each funding opportunity includes a brief description along with clearly outlined eligibility requirements to help you easily identify if an opportunity is a good fit for you and your needs.

Canada-Wide

Canadian Agricultural Strategic Priorities Program



up to \$1M

Purpose: Supports short-term, strategic projects that help Canada's **agriculture** sector test new ideas and respond to emerging challenges not addressed by ongoing programs.

Focus: Emphasizes sector adaptability, sustainability, coordination, and innovation, including technology uptake and responses to evolving risks.

Funding model: Cost-shared federal contributions for eligible public-interest projects led mainly by not-for-profit, Indigenous, or public-sector organizations, with rolling intake.

Projects can receive **up to \$1 million** from the federal government, generally covering about half of eligible project costs, with the potential for higher support for clearly public-benefit activities. Proposals are reviewed on an ongoing basis, and submissions are accepted **until March 31, 2029, or until the program's funds are fully allocated**. Support can take the form of repayable or non-repayable contributions, depending on the project and its alignment with strategic priorities.

APPENDIX B

Government of Canada AgriAssurance



up to \$50,000 per project

Purpose: Helps small and medium-sized Canadian **agriculture**/agrifood businesses adopt or implement third-party assurance and certification systems to meet domestic or international market or regulatory requirements.

Eligibility is limited to **small and medium-sized enterprises**, companies with less than 500 employees.

Government of Canada AgriScience



up to \$5M per project

Purpose: Funds **pre-commercial** scientific research and applied R&D that aims to solve real-world **agriculture** or **agri-food** challenges and accelerate sector innovation.

Focus: Projects must address key themes such as climate and environment, economic development, or sector resilience and societal challenges, and generate benefits for the **agriculture** and **agri-food** sector and Canadians.

Funding model: Allows participation by for-profit, not-for-profit, and Indigenous organizations, encouraging collaboration among industry, researchers, and government scientists.

Single projects can receive **up to \$5 million** in federal support, with typical cost-sharing at a minimum of 50 % (AAFC/applicant); for certain applicants or research areas (e.g., GHG reduction, carbon sequestration) higher federal shares (up to ~70 %) may be available. The program operates under the Sustainable Canadian Agricultural Partnership **through March 31, 2028**, with applications accepted until funding is exhausted or the intake period closes. Over the lifespan of the program, an applicant may receive multiple awards up to approximately \$10 million total, depending on how many projects are funded.

APPENDIX B

Agricultural Clean Technology Program



up to \$2M per project

Purpose: Supports the creation and advancement of clean technologies in the **agriculture** and **agri-food** sector that can help reduce greenhouse gas emissions, enhance energy efficiency, and contribute to a lower-carbon economy.

Focus: Targets projects that are **pre-commercial**, including research, development, demonstration, piloting, and commercialization of innovative solutions in areas such as green energy and energy efficiency, precision **agriculture**, and bioeconomy technologies.

Funding Model: Provides federal contributions that may be non-repayable for early-stage R&D and demonstration, and repayable for commercialization and scale-up activities, typically covering up to 50 % of eligible project costs.

Projects under this stream can receive **up to \$2 million** in total federal support per project, with applicants generally responsible for the remaining eligible costs; recipients with multiple projects may receive a combined maximum of about \$5 million over the program's life. Contributions are structured so that research, development, and demonstration phases are **usually funded without repayment obligations**, while funding tied to commercialization or scaling up can be repayable under negotiated terms. Applications are being accepted on a continuous basis until the program's funds are fully committed, and all projects must be completed by **March 31, 2028** as part of the Agricultural Clean Technology Program's funding horizon.

APPENDIX B

Kosher and Halal Investment Program



up to \$2M

Purpose: Designed to help Canadian red meat processors address the operational challenges of producing kosher and/or halal beef and veal, including meeting religious slaughter requirements and related production constraints.

Focus: Concentrates on boosting efficiency and productivity in kosher and halal processing operations by supporting investments that optimize slaughter, processing and handling practices specific to these market needs.

Funding Model: Provides non-repayable federal contributions for eligible costs, typically subsidizing up to 50 % of approved project expenditures, with a maximum contribution of up to \$2 million per applicant

Supply Management Processing Investment Fund



up to \$10M

Purpose: Helps Canadian processors in supply-managed sectors (dairy, poultry, and egg) invest to boost productivity, efficiency, and competitiveness in processing facilities.

Focus: Supports the acquisition and implementation of new or improved machinery, automation, and technology that enhance processing operations, including upgrading production lines and management systems.

Funding Model: Provides non-repayable federal contributions (grants) based on eligible costs, with contribution rates that vary by company size (higher support for smaller enterprises).

APPENDIX B

British Columbia Opportunities

BuyBC Partnership Program



up to \$30k per year

Purpose: Designed to help British Columbia's **agriculture**, food and beverage sector grow local market visibility and sales by supporting collaborative marketing and promotional projects tied to the Buy BC brand.

Focus: Supports projects that raise consumer awareness and drive demand for locally produced food, beverage and seafood products within the province, using the Buy BC logo and coordinated marketing efforts.

Funding Model: Provides cost-shared funding through two streams, including one for producers/processors and one for industry associations, with funding sizes adjusted based on applicant type and prior participation.

For primary producers, processors, and cooperatives, funding ranges from a **minimum of \$5,000 up to \$15,000 per year** for smaller revenue businesses and **up to \$30,000** per year for larger ones. For industry associations, boards, and councils, funding ranges from **\$5,000 up to \$75,000 per year**. Applicants must be able to self-fund a share of project costs, hold a valid Buy BC logo license, and have a BC presence. The program typically runs on an **annual intake cycle**, with anticipated application windows (for example, opening June 27, 2025 and closing July 18, 2025) and project completion deadlines by March 31, 2026 for that intake.

BC Ministry of Food and Agriculture Knowledge and Technology Transfer Program (KTTP)



up to \$7500

Purpose: Helps strengthen B.C.'s **agriculture**, seafood, and food processing sectors by funding activities that share practical knowledge and build skills, enabling producers and processors to become more competitive, resilient, and innovative.

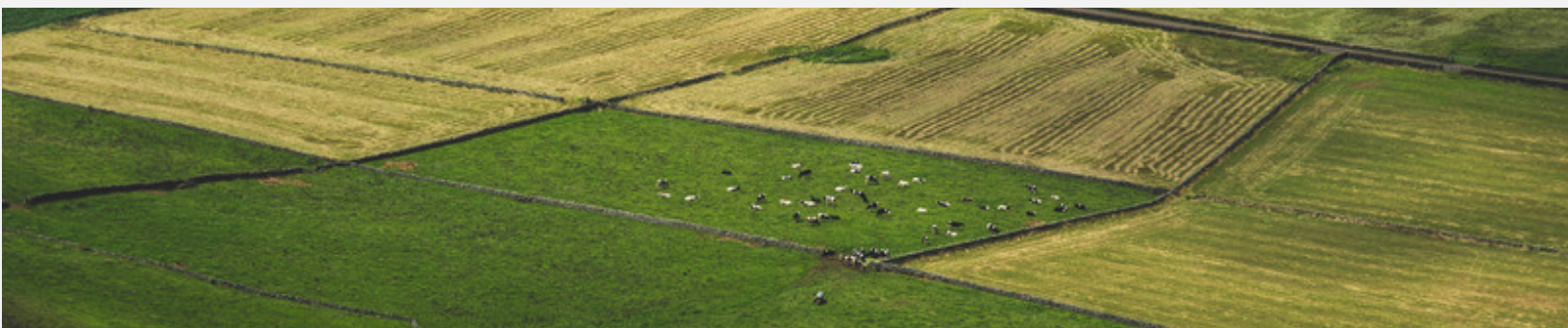
Focus: Prioritizes knowledge transfer and hands-on skill development through events and learning opportunities such as workshops, field days, demonstrations, and expert-led sessions that address key sector topics (e.g., climate adaptation, production practices, business management, workforce development).

APPENDIX B

Continued from page 20

Funding model: Operates as a cost-shared reimbursement program where eligible organizers can receive up to 75 % of project costs, with applicants contributing at least 25 % through cash or in-kind support.

There are two funding streams offering, respectively, **up to \$1,500** to bring in subject matter experts for knowledge sharing, and another offering **up to \$7,500** for organizing hands-on learning activities; both streams follow a 75 % cost-share ratio. Applications opened on March 19, 2025 and **remain open until the available funds are fully allocated**, with approvals typically dependent on the strength of the proposed knowledge transfer activities. Eligible activities **must occur between April 16, 2025 and March 1, 2026** to qualify for reimbursement.



North American Funding

The Amber Grant

Each month the Amber Grant is awarded to one outstanding woman-owned business (business must be at least 50% woman-owned). Business owners can hold American or Canadian citizenship.



up to \$10k USD

APPENDIX C

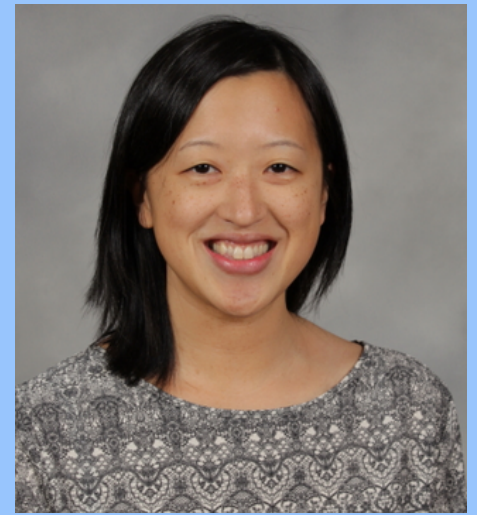
Entrepreneurship in Agri-tech: Panel Discussion



Alycia van der Gracht
QuantoTech Solutions
(Founder/CEO)



Sahr Mian
Genome BC
(Research and Innovation
Manager, Agrifood and Natural
Resources)



Victoria Leung
Les Verts Living
(Chief Marketing Officer)



The following panel discussion highlights a conversation among three experts from the **agri-tech** industry. They share several insights from navigating their personal endeavours and the challenges, opportunities, and learnings they have encountered along the way.

Video length: 28:55

 [View video](#)

If you are interested in a particular topic or question, please find shortened clips from the panel discussion on the following page.

APPENDIX C



Question:

How do gender, sexuality, and identity shape who is seen as a credible innovator in agri-tech?

Video length: 4:35



Question:

Where do you see the most friction & opportunity in connecting scientific research and business acumen/entrepreneurship?

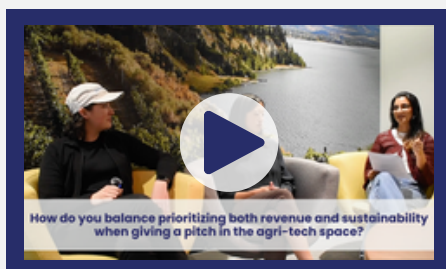
Video length: 2:09



Question:

How do you translate technical/complex/biological concepts into a pitch that resonates with a non-technical audience?

Video length: 6:45



Question:

How do you balance prioritizing both revenue and sustainability when giving a pitch in the agri-tech space?

Video length: 2:19



Question:

Is there a piece of advice you'd give to the younger generation looking to move in this direction of entrepreneurship?

Video length: 1:48





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