



## PROGRAM CRITERIA

In determining eligibility of applicants, flexibility is allowed as long as the spirit of the program is not compromised, i.e. the applicant is in a position to provide commercial value to Saskatchewan agri-value companies.

### ***Employer Eligibility***

- a) Companies eligible to take advantage of this program will be agri-value companies. These may include food processors, meat processors, and manufacturers of ingredients, functional foods, pet foods, and pet supplements.
- b) Preference will be given to companies that can clearly identify their value proposition and have a strong desire to develop marketing initiatives based on appropriate food safety and quality attributes.
- c) It is expected that participating companies will be small or medium sized commercial enterprises. They must demonstrate their ability to implement the project as outlined and be an operational company.

*Membership in STEP is not a prerequisite for this program.*

*Ineligible employers include companies just at the feasibility stage; associations, government departments, non-profits and service organizations.*

### ***Intern Eligibility***

- a) Current Master of Business Administration (MBA) students and recent (within five years) MBA graduates, along with recent Commerce or Administration graduates are eligible to become interns in the program. Recent graduates from other post secondary institutions or programs may be considered based on expertise and the nature of the proposed marketing project.
- b) All interns participating must be legally entitled to work in Saskatchewan during their internship. In the case of foreign students, it is up to the student and the employer to ensure all paperwork is in order.

- c) Interns related to the employers (family members) are eligible for program funding provided they meet all other criteria.

*Interns should not be employed by the company prior to approval of the application process.*

**Important Note:** *to obtain approval, a photocopy of the graduate's degree must be submitted to STEP and upon approval, STEP will issue a written statement of eligibility. STEP must also be notified regarding the date of employment of the intern. Should the intern be replaced, for any reason, the same process applies.*

### **Internship Term Lengths**

- a) Term lengths may typically consist of 4, 8 or 12 months per intern (minimum 4 months, maximum 12 months). Full-time hours are expected.
- b) Internship placements may run concurrently.
- c) Term extensions are acceptable (i.e. extending a 4-month term to 8 or 12 months) provided a revised project description and other documentation as required by STEP is received prior to the initial end date of the contract.

### **Eligible Costs under the Program:**

In order to be eligible for funding any other Canadian financial resources from government sources (federal, provincial and municipal) CANNOT be used to cover the same travel cost (return economy airfare, gas mileage, translation or interpretation services).

A holdback of \$1500 will be in effect until STEP receives and reviews the final report submitted by the Employer.

### **Intern's Wages – Salary Costs**

- a) The funding will be 50% of the intern's monthly salary up to a maximum of \$1500 per month.

STEP requires the company's payroll schedule to determine when payments will be processed (i.e. weekly, biweekly, monthly). The employer is expected to pay the intern and then submit the intern's payroll stub with an expense claim for reimbursement.

**Important Note:** *Salary costs do not include the costs to the Employer of any employee benefits, bonuses or sales commissions. In addition, all mandatory employment related costs such as EI and CPP are the full responsibility of the Employer.*

### **Market Activity Funding**

For each employee engaged by the Client under this Project for a term of 4 or more months a sum equal to a maximum level of \$3,000 may be used for travel, as well as for costs incurred to implement marketing strategy of the product or marketing activities

performed by the intern and related to the project (flights, accommodations and translation, marketing materials, market research).

### **Amount of the Reimbursement:**

- a) The reimbursement on costs incurred will be based on either air travel or gas mileage.
  - The amount of the reimbursement on **air travel** will cover 50% of the return economy airfare.
    - ◆ If business class airfare is purchased, the applicant will receive the reimbursement based on the cost of an economy fare ticket as quoted by STEP's official travel agency.
  - The amount of the reimbursement on **gas mileage** will cover 50% of the determined cost.
    - ◆ Gas mileage will be based on the Saskatchewan Provincial Government's reimbursement rate. Distance covered as determined by Mapquest (<http://www.mapquest.com>).
- b) The amount of the reimbursement on **market activities** is 50% of the cost with supporting documentation.

**Important Note:** *Reimbursement on interpretation services does not include travel costs, per diems, incidentals, accommodations, or any other cost related to the interpreter besides interpretation services rendered.*

### **Market Activities Reimbursement Procedure:**

- a) Prior to reimbursement, the applicant must provide:
  1. receipts of their travel costs (e-tickets / airline tickets & receipts or mileage amount as determined by Mapquest.com). Photocopies of receipts are acceptable since costs are a shared expenditure. STEP requires access to original receipts (held for 7 years) in the event of an audit,
  2. an invoice detailing relevant costs related to the market activities (if applicable),
  3. a brief evaluation form outlining the potential business generated by their visit.
- b) The applicant will have 7 days from return/arrival date in which to submit the requested documentation.
- c) Upon receipt of all required documentation, reimbursement will be issued by cheque within two weeks.
- d) The cheques will be made out to the company/legal entity, not the individual.



Saskatchewan  
Ministry of  
Agriculture

*The Agri-Value Marketing Internship Program  
is funded by  
Saskatchewan Ministry of Agriculture  
and administered by  
Saskatchewan Trade & Export Partnership.*

