

# CAAP Recognition Requirements

Agriculture Council of Saskatchewan Inc.



## Canadian Agricultural Adaptation Program (CAAP)

This guide will provide all CAAP funding recipients who had projects approved by the Agriculture Council of Saskatchewan Inc. (ACS) with communication guidelines and requirements. Funding for the CAAP program is provided by Agriculture and Agri-Food Canada (AAFC).

Funding recipients must read through these requirements thoroughly before undertaking any publicity or communications on the funded project. The guidelines in this document will allow recipients to properly acknowledge and recognize both ACS and AAFC in communications activities related to their project, such as newsletter articles, news releases, fact sheets, brochures, advertisements, and posters.

**Please notify an ACS Project Officer or the ACS Communications Manager prior to undertaking any project-related announcements, events or recognition activities. Please give ACS as much notice as possible (ideally four weeks or longer). ACS will contact AAFC Communications to give them the details of your communications activity. AAFC will provide feedback within five (5) working days, although some communications activities, such as news releases, may require longer response times.**

### NEWS RELEASES and EVENTS

News releases and project announcements are a common way to publicize and communicate about a project. CAAP funding recipients are encouraged to involve AAFC and ACS in announcements and news releases, as the presence of the Minister of Agriculture or a Member of Parliament at an event increases media attention and the efficacy of your announcement. Similarly, news releases sent from AAFC or including a quote from the Minister of Agriculture tend to receive more media attention than those sent from non-government sources or that do not include a Ministerial quote.

When eligible recipients want to announce a CAAP project, they must inform ACS, who will inform AAFC of this intention with a minimum of **four (4) weeks advance notice**. AAFC Communications will be responsible for notifying the office of the Minister of Agriculture and offering the opportunity to announce the project at an event or to insert a quote into the news release.

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(306) 975-6847

1-800-641-8256



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

## ACKNOWLEDGEMENT

In communications products related to CAAP, each party shall ensure that the CAAP recognition standard is applied and that all other parties to the CAAP agreement are identified equally.

### Choosing Method of Federal Identification

There are three options of identifying federal government and industry council participation in a project. For CAAP communications products intended for the public, by either an eligible recipient or an industry council, **option one will usually be the choice**. The final decision will be made by AAFC communications experts with input from industry councils.

**Option 1 (Preferred Option):** AAFC departmental signature shown as equal partner with the logo of ACS and the other partner(s), but not to show ownership or sponsorship. Either the single council or collective outcome attribution statement, found on the following page, should be used in conjunction with the logos.

#### English



Agriculture and  
Agri-Food Canada

Agriculture et  
Agroalimentaire Canada

#### French



Agriculture et  
Agroalimentaire Canada

Agriculture and  
Agri-Food Canada

**Option 2:** “Canada” wordmark is used instead of the AAFC departmental signature when a province/territory is also a project partner; **an appropriate reference to AAFC (and other participating federal departments, if applicable) must be made in a text acknowledgement.**



Canada

**NOTE:** All of the above logos can be downloaded from the ACS Website at [www.agcouncil.ca/recognition](http://www.agcouncil.ca/recognition). You may also contact ACS Communications Manager Dallas Carpenter at [info@agcouncil.ca](mailto:info@agcouncil.ca) or 975-6856 if you would prefer to receive the logos by E-mail or would prefer a different format.

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**Option 3:** If no other logos are used on a product, then federal participation may be made by a credit line only.

## **SAMPLE ATTRIBUTION STATEMENTS**

### **Single Council Acknowledgement**

*Funding for this project has been provided by Agriculture and Agri-Food Canada through the Canadian Agricultural Adaptation Program (CAAP). In Saskatchewan, this program is delivered by the Agriculture Council of Saskatchewan.*

### **Collective Outcomes or Multi-Council Acknowledgements**

*Funding for the project has been provided in part through Industry Councils from (list provinces involved) which deliver the Canadian Agricultural Adaptation Program (CAAP) on behalf of Agriculture and Agri-Food Canada.*

### **AAFC Disclaimer Statement**

If a disclaimer statement is necessary, i.e., on a report, use the following:

*Agriculture and Agri-Food Canada (AAFC) is committed to working with industry partners. Opinions expressed in this document are those of [xxxxxx] and not necessarily those of AAFC.*

### **CAAP Program Description**

*Funded by Agriculture and Agri-Food Canada, the Canadian Agricultural Adaptation Program (CAAP) is a five-year (2009-2014), \$163 million national program aimed at helping the sector adapt and remain competitive. CAAP provides an industry-led innovative and cooperative approach to funding projects at the national, multi-regional and regional levels.*

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## USE OF FEDERAL IDENTIFIERS

When applying the “Canada” wordmark or the AAFC departmental signature to CAAP communications products the requirements of different participants may vary. The following will help to use federal identifiers correctly.

- Display identifiers in an open space, free from interfering or distracting elements.
- Demonstrate equal representation of all partners (i.e., visual balance between all identifiers on the basis of size, density, weight and colour).
- Do not position the identifiers and wordmarks on any part of any other graphic device. The identifiers and wordmarks cannot be incorporated with, around or behind other graphic elements.
- The identifiers and wordmarks cannot be incorporated into a headline, phrase or sentence.
- When using the AAFC departmental signature, it must appear in a bilingual format. English documents are to use the English-first version of the AAFC departmental signature. French documents are to use the French-first version of the AAFC departmental signature.
- The use of the words “Funding provided by:”, when used in close proximity to federal identifiers, allow the viewer to recognize the support of AAFC without confusing ownership of the communications product.
- Only the official AAFC identifier and/or “Canada” wordmark are to be used and will be provided electronically by AAFC upon request.
- The application of the federal identifiers in graphic layout must be submitted to AAFC for review prior to production/distribution.

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## **CONTACT ACS**

For all communications activities about a CAAP funded project, funding recipients must contact ACS for guidance and to notify AAFC of any potential communication activities.

While you may choose to contact your project officer, it may be more beneficial to contact the ACS Communications Manager directly with any questions or to notify ACS of your intended communications activity. Please contact:

**Dallas Carpenter**  
ACS Communications Manager

**Phone:** (306) 975-6856  
**Toll Free:** 1-800-641-8256  
**Fax:** (306) 975-6850  
**E-mail:** [info@agcouncil.ca](mailto:info@agcouncil.ca)

ACS communications materials, including requirements and copies of the ACS and AAFC logos, are available at the ACS Website:

[www.agcouncil.ca/recognition](http://www.agcouncil.ca/recognition)