



Guidelines

Nova Scotia Loyal Producer Labelling Program

1. Program Objective

The Nova Scotia Loyal Producer Labelling Program (the “Program”) supports local producers, harvesters, crafters and manufacturers looking to:

- Enhance buy local brand visibility; and
- Encourage consumers to support locally made products.

The Program provides financial assistance for producers to purchase labelling products and services, including graphic design to incorporate the Nova Scotia Loyal logo onto product packaging materials, labelling dies, and first print run of labels and/or packaging materials for use on locally made products. Producers who are registered with the Nova Scotia Loyal program ([Producer registration - Nova Scotia Loyal](#)) are eligible to apply to receive a rebate for **70%** of eligible expenditures **up to \$3,000 CAD** (excluding GST/HST).

The Program covers costs associated with:

- **Graphic design services** for incorporating the Nova Scotia Loyal logo onto product packaging;
- **Purchase of new labelling dies; and/or**
- **Printing and production of new packaging** featuring the Nova Scotia Loyal logo.

Any costs not listed under the eligible costs above are deemed ineligible.

Applicants must provide proof that the design and procurement of materials related to this project are received from a Nova Scotia-based service provider or supplier and that they are at arm’s length from the applicant (i.e., not related to or affiliated with the applicant). If there is no Nova Scotia-based service provider or supplier, the applicant must demonstrate the product or service is not otherwise available in Nova Scotia.

2. Eligible Applicants

All applicants must meet the following criteria:

- 1) Be a registered Nova Scotia Loyal [Producer](#).
- 2) Have no outstanding or pending claims/litigation, injunctions, judgments, orders, legal or administrative actions, or similar proceedings against the business, its principals and/or



any related business(es). (Some exceptions may apply. Contact the [Regional Business Development Advisor](#) in your area to discuss.)

- 3) The business, principals and/or any related business(es) shall not be in default of any obligations under any other form of financial assistance and/or incentive program from Invest Nova Scotia, the Province of Nova Scotia, or any agency of the Province of Nova Scotia. For purposes of this criteria, the [Credit Union Small Business Loan Guarantee Program](#) is considered a form of financial assistance provided by the Province of Nova Scotia.
- 4) Your application demonstrates how the funds will be used to integrate the Nova Scotia Loyal logo onto your branding and packaging.

By making an application, the applicant is consenting to Invest Nova Scotia confirming the applicant's status as a producer with Nova Scotia Loyal. Eligibility is at Invest Nova Scotia's sole discretion, based on the above-outlined criteria and information provided by the applicant. Invest Nova Scotia reserves the right, in its sole discretion, to revoke an Agreement based on information discovered after the issuance of the Agreement should the information reveal that the business is not in compliance with the Program Guidelines and Terms and Conditions of the Agreement, and Invest Nova Scotia will be under no obligation to pay the business the incentive as set out in the Agreement.

3. Application Process

- A completed application form and supporting statement of work or quote must be submitted online to Invest Nova Scotia **before the start date of the project**. Only expenses incurred on or after February 1, 2025, are eligible to be claimed. Any expenses incurred prior to approval are at the applicant's own risk.
- Service providers and suppliers **must be based in Nova Scotia** unless the applicant can demonstrate the product or service is not otherwise available in Nova Scotia.
- Service providers and suppliers **must** be at arm's length from the applicant (i.e., not be related to or affiliated).
- The minimum project cost **must be no less** than \$500 CAD (before GST/HST).
- There is no application fee for this Program.
- If approved, the Nova Scotia Loyal Producer Labelling Program Agreement ("Agreement") will be issued and must be accepted within 15 days to be valid. Failure to return an Agreement within 15 days may result in Invest Nova Scotia cancelling the Agreement with no further notice.
- All approved applicants must submit label designs for review and approval prior to printing. If the application is solely for design-related activities, the design must also be reviewed and approved prior to submission of a claim.
- Invest Nova Scotia reserves the right to close any draft applications not submitted within 60 days of application creation.



4. Application Intake

- Businesses can submit completed applications for the Nova Scotia Loyal Branding Support Program between **February 27, 2025, and March 31, 2026, at 2:00 PM AST.**
- Approval under the Program is subject to budget availability.
- Applications will be considered for projects started and completed between **February 1, 2025, and March 31, 2026.**

5. Service Providers/Suppliers and Statements of Work/Quotes:

Selection of the service provider or supplier is at the discretion of the applicant. Service providers and suppliers **must be based in Nova Scotia** unless the applicant can demonstrate the product or service is not otherwise available in Nova Scotia.

The chosen consultant/service provider must be at arm's length from the applicant.

Submission of a statement of work/quote is required for Invest Nova Scotia to determine project eligibility and service provider or supplier suitability. Applications will be **declined** if a statement of work is not included in the submission. Invest Nova Scotia reserves the right to contact any service provider or supplier.

The statement of work or quote must be prepared by the service provider/supplier and should include (if applicable):

- Project objective
- Detailed breakdown of the work/deliverables to be performed or summary of items to be purchased
- Timelines for the project, including start and end dates (i.e., day, month and year)
- Fee structures (hourly rates, cost per deliverable, etc.) including currency and total project costs
- For Canadian consultants/service providers: if no GST/HST/PST/QST is included in the cost, it must be noted that costs are either exempt, subject to, or inclusive of GST/HST/PST/QST

6. Terms of Incentive

- Funding is provided in Canadian dollars.
- GST/HST is not an eligible expense.
- You commit to maintaining the Nova Scotia Loyal branding on your products for a minimum of 1 year.
- The total amount of all Canadian government funding (federal, provincial/territorial, or municipal) must be no more than 70% of the total eligible project cost in any single fiscal year (April 1 to March 31) to a maximum of \$3,000 CAD.



- Logos must be used according to brand use guidelines.
- Applicants are required to pay all invoices **prior** to receiving a claim under the Program.
- The incentive is only payable against eligible expenses as outlined in the Agreement.
- All approved projects must be completed and claimed in accordance with the timelines and other terms as outlined in the Agreement.
- An Agreement may be revoked based on information discovered after the issuance of the Agreement.
- No changes to the Agreement are permitted.

7. Incentive Compliance and Claim Payment

The incentive is only payable against eligible expenses as outlined in the Agreement. There is (1) claim permitted per approved Agreement.

Deliverables for completed projects must be submitted online no later than 30 days from project completion. Invest Nova Scotia reserves the right to make any adjustments to the claims as part of the claim review process. Failure to adhere to these timelines will result in the project claim being denied, with no further notice.

Deliverables include:

- A signed Invest Nova Scotia Branding Support Program Claim Form
- Related project invoices from the service provider or supplier
- Proof of payment in the form of credit card/bank statements, copies of the front and back of cleared cheques (indicating they have been cashed at a financial institution) or a wire or e-transfer receipt that shows the status of the transaction as “completed” or “confirmed”
- Proof of **completed** branding work (i.e., photos of updated packaging) - must be reviewed and approved by Invest Nova Scotia prior to printing. If the application is solely for design-related activities, the design must also be reviewed and approved prior to submission of a claim.

Note: The invoices and proof of payment documents must be made to/ paid by the company that holds the Agreement.

8. Other Pertinent Information

a) Freedom of Information and Protection of Privacy Act

Information collected in connection with this program is subject to, and will be treated in accordance with, the [Nova Scotia Freedom of Information and Protection of Privacy Act](#).

b) Public Announcements and Disclosure of Information

Approved businesses must consent to:



- Participate in any public announcement or public ceremony relating to the awarding of the Nova Scotia Loyal Producer Labelling Program funding to the business and related accomplishments, at a mutually agreeable time; and
- The release of project information (business name, sector, region, and total Nova Scotia Loyal Producer Labelling Program funding amount approved) to the media and general public.

c) Contact Information

For more information, visit investnovascotia.ca/nova-scotia-loyal-producer-labelling-program or contact the [Regional Business Development Advisor](#) in your region.