

FAQ

Nova Scotia Loyal Producer Labelling Program



1. What is the Nova Scotia Loyal Producer Labelling Program?

The Nova Scotia Loyal Producer Labelling 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.

2. What is the application submission deadline?

Businesses can submit completed applications for the Nova Scotia Loyal Producer Labelling Program **until March 15, 2027, at 2:00 PM AST.**

3. What is the project/activity completion deadline?

Applications will be considered for projects started and completed between **April 1, 2026, and March 31, 2027.**

4. Is there a minimum project size or cost?

Yes. The minimum project cost must be no less than \$500 CAD (before GST/HST).

5. How much of the total cost of the project does the funding cover?

Business can receive a rebate for **70%** of eligible expenditures **up to a lifetime maximum of \$3,000 CAD** (excluding GST/HST). 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).

6. What happens if my application is approved, but plans for my project change?

If plans for your project change after your application is approved, please contact your [Regional Business Development Advisor](#) immediately.

7. Who do I contact if I have questions about the application form?

Please contact your [Regional Business Development Advisor](#) for any questions regarding your application.

8. How do I submit my application form?

Applicants must submit a completed application via the online form. Please refer to the [Nova Scotia Loyal Producer Labelling Program Guidelines](#) for further information on what is required for an application to be considered completed.

9. Where can I find the Nova Scotia Loyal logo?

To access the approved logo files, log into your Nova Scotia Loyal account at: <https://nsloyal.ca/en>

10. Now that my project is complete, how do I submit a claim?

Once you've received your new packaging, you can submit your claim for reimbursement online. Refer to [Nova Scotia Loyal Producer Labelling Program](#). For questions on how to complete and submit a claim, reach out to claims@investnovascotia.ca.

For additional information, please refer to the [Program Guidelines](#) or contact the [regional business development advisor](#) in your region.