



Accelerated Direct Sales: A COVID-19 Response for Agriculture and Aquaculture in Nova Scotia

A Pilot Program | Effective May 19, 2020 and revised August 25, 2020

Perennia is pleased to offer a pilot program to support Nova Scotia agriculture based registered farms or food and beverage companies and licensed aquaculture operations in getting or enhancing their online presence for direct to consumer sales. This new pilot program is for Nova Scotia-based agriculture businesses and licensed aquaculture operations wanting to quickly, conveniently and professionally create a website with product listing and e-commerce features, or to add an online store to their current website. To facilitate this, Perennia has entered into an agreement with one of Canada's leading providers of this service: Local Line Co. (<https://site.localline.ca/>)

The program will cover six months of service with Local Line from date of sign-on (must be before March 1, 2021). After the six months, the company will be able to continue on at their cost if they are seeing a return on investment and the service is meeting their needs. The cost is between \$50-\$60/month. The more companies who sign up, the lower the cost for all Nova Scotia companies, regardless of if they are eligible for this program. As a pilot, spots are limited for eligible businesses so we encourage you to sign up as early as possible to ensure you get the benefit of this opportunity. Sign on must be completed by March 1, 2021. Based on funding, this program may close at any time.

Core features of the service include:

- One-on-one onboarding process for operations
- Website Builder and Online Store creation
- Customer Management (includes template catalogs for retail, wholesale, foodservice and others)
- Invoicing, Payments and Inventory Management
- Reports & Analytics to let you know sales, average sales/customer and other sales trends

The following businesses are eligible:

- Registered Nova Scotia farms as demonstrated through a farm registration # in good standing
- An active Nova Scotia-based food and beverage company registered with Nova Scotia Registry of Joint Stock Companies in good standing.
- Licensed Commercial Aquaculture operations

Visit www.perennia.ca/coronavirus for more information and to sign up