



# Perennia's Accelerated Direct Marketing Program 2021-22

## A COVID-19 Response for Agriculture and Aquaculture in Nova Scotia

Perennia's Accelerated Direct Marketing program supports Nova Scotia food and beverage companies, registered farms, and licensed aquaculture operations in creating or enhancing their online presence for direct-to-consumer sales. The program aims to help food-based companies quickly, conveniently, and professionally create an online store with product listing and e-commerce features. The store can be added to a current website, Facebook page or used as a stand-alone website.

Through a partnership with Local Line, one of Canada's leading online-store service providers, approved companies will be eligible to receive up to their first six months of core service free. Application deadline is August 25, 2021, and approved credits must be used by March 1, 2022.

Apply through the easy, straightforward **application**.

Visit [www.perennia.ca/coronavirous](http://www.perennia.ca/coronavirous) for more information.

### CORE FEATURES OF THE SERVICE INCLUDE:

- One-on-one onboarding process for operations
- Online store creation and/or website builder/Facebook add on
- Customer management (includes template catalogues for retail, wholesale, foodservice and others)
- Invoicing, payments and inventory management
- Reports and analytics to let you know sales, average sales/customer and other sales trends

### ELIGIBILITY REQUIREMENTS

Businesses who have not previously had an online store through Local Line and are:

- 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, or
- Licensed Commercial Aquaculture operations with an Aquaculture License in good standing

After the first six months of service is funded by this program, the organization may continue to utilize the service at their own cost. The cost of the core features is approximately \$60/month.

Funding is limited, and the program could close at any time, so it is important to **apply** early and get your online store up and running right away. **Approved funding must be used by March 1, 2022, or forfeited.**