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AGRICULTURE INDUSTRY MARKETING STRATEGY (AIMS) INITIATIVE

The Agri-Food Industry Market Strategies (AIMS) Initiative is a process by which Canadian agri-food associations seeking assistance for export development can access federal government funding. In conjunction with a working group of representatives from the funding departments, industry associations develop long term strategic market plans consistent with current requirements.

Based on the recommendation of the sector working group the AIMS Steering Committee reviews the business plan and approves funding through appropriate federal government departments. The committee is composed of officials from Agriculture Canada, Industry, Science and Technology, External Affairs and International Trade Canada, and Western Economic Diversification.

AIMS SECRETARIAT

Elwood Hodgins
Secretary

International Market Services Division, International Markets Bureau
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AIMS WORKING GROUP TEAM LEADER FOR CANOLA, FLAX AND SOYBEANS

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