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## **Weston Seeding Food Innovation 2017 Grant**

### **Sponsor**

George Weston Limited and Loblaw Companies Limited

### **Program**

Seeding Food Innovation Grants Program

### **For More Information**

Please refer to the [Funding Guidelines](#) [1] or visit <http://www.weston.ca/en/Funding-Guidelines.aspx> for more detailed information about this grant program.

### **Description**

Seed funding will be provided for trans-disciplinary research proposals that address food and health challenges that will impact Canadians and are of global concern OR offer debt/equity investments to business-focused projects that have a real social impact both in Canada and globally.

### **Eligibility**

- Funding will only be awarded to institutions that are Canada Revenue Agency registered
- Principal Applicants must be at the level of Postdoctoral Fellow or higher OR have an Administrative Supervisor that has a permanent post at recognised Canadian post-secondary institution
- To be most effective, projects should involve teams of partners to provide a trans-disciplinary approach. Partnerships could be with university-based researchers, the private sector, civil society organizations, or community organizations.

### **Funding Availability**

- Funding of up to \$150,000 per project is available for up to two years within the field of food innovation

### **Indirect Costs**

0%

## Special Notes

- **Funding available for both research as well as early-stage ventures.** After the LOI stage, research proposals will follow a different evaluation stream than applications seeking a debt/equity investment.
- **Funds are provided contingent on meeting milestones.** If your project is selected, funds are provided in tranches as experimental milestones are successfully completed.
- **The application process is interactive.** You will likely receive feedback on your application and may be asked to consider making modifications.
- **Many projects are declined at the Letter of Intent (LOI) stage.** Only ~15% of LOIs are invited to the Proposal phase, so that applicants and reviewers spend their time on Proposals that have an excellent chance of being funded.
- **Weston provides more than funding.** Our grantees may also benefit from expert advice from our scientific advisors, suggestions from seasoned retail executives with deep experience into customers needs, and networking opportunities.

## Deadlines

If College-level review is required, your College will communicate its earlier internal deadlines.

Type	Date	Notes
<b>External Deadline</b>	Monday, April 17, 2017 - 2:00pm	Please submit the LOI to the Sponsor through their online system: <a href="https://westonsfi.smartsimple.ca/s_Login.jsp">https://westonsfi.smartsimple.ca/s_Login.jsp</a>
<b>Internal Deadline</b>	Friday, September 8, 2017 - 4:30pm	If invited to submit a full application based on the results of the LOI round, please submit the complete application package along with a signed OR-5 form to <a href="mailto:resserv@uoguelph.ca">resserv@uoguelph.ca</a> .
<b>External Deadline</b>	Friday, September 15, 2017 - 4:30pm	Please submit the full application to the Sponsor.

## Weston Seeding Food Innovation 2017 Grant

Published on Research Alerts (<https://www.uoguelph.ca/research/alerts>)

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### How to Apply

The application process consists of two stages: Letters of Intent (LOI) and Proposal. Only applicants who submit an LOI may be invited to submit a full proposal to enter the second stage.

To submit an Application, go to the [online application system](#) [2].

For Questions, please contact

[Food.Innovation@Weston.ca](mailto:Food.Innovation@Weston.ca) [3] or 416-965-5435

### Office of Research

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Alert Classifications **Category:**

Funding Opportunities and Sponsor News

### Disciplines:

Health and Life Sciences

Humanities

Information and Communications Technology

Physical Sciences and Engineering

Social Sciences

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### Source

**URL:** <https://www.uoguelph.ca/research/alerts/content/weston-seeding-food-innovation-2017-grant>

### Links

[1] <http://www.weston.ca/en/Funding-Guidelines.aspx>

[2] [https://westonsfi.smartsimple.ca/s\\_Login.jsp](https://westonsfi.smartsimple.ca/s_Login.jsp)

[3] <mailto:Food.Innovation@Weston.ca>

[4] <mailto:cosborn@uoguelph.ca>