

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
External Deadline	Monday, April 17, 2017 - 2:00pm	Please submit the LOI to the Sponsor through their online system: https://westonsfi.smartsimple.ca/s_Login.jsp
Internal Deadline	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 resserv@uoguelph.ca .
External Deadline	Friday, September 15, 2017 - 4:30pm	Please submit the full application to the Sponsor.

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

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 [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

Source

URL: <https://www-research.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

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

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