



INDUSTRY PROGRAM APPLICATION

Applicants must complete a self assessment prior to submitting an application for brand use.

Have you completed your Self Assessment Checklist? Yes No

SECTION 1: BUSINESS DETAILS

Registered name of business:

Operating name of business (if different than above):

Business owner or manager:

Contact Person:

Position:

Contact Number:

Email:

Mailing Address:

City/Town:

Postal Code:

ONLINE COMPANY INFORMATION:

Company website address:

Facebook page name:

Other social media account information (Twitter/Instagram):

PRODUCT INFORMATION:

Do you have a head office in Nova Scotia? Yes No

Do you have a licensed production/processing facility located in Nova Scotia? Yes No

What seafood(s) are you looking to have permission to use the brand for?

SECTION 2: BUSINESS DESCRIPTION

Please provide a brief description of your company and seafood products. Please note this description may be used in Seafood Branding promotional materials. Please limit description to 100 words or less.

SECTION 3: EXPORT INFORMATION

Does your company export seafood/seafood products outside of Nova Scotia?..... Yes No

What markets does your company currently export its seafood/seafood products to?
Please select all that apply:

- Canada
- United States
- Caribbean
- Central America
- Europe
- Asia
- Australia/New Zealand

SECTION 4: NOVA SCOTIA SEAFOOD BRAND PROGRAM CRITERIA

To ensure that premium seafood products are represented under the Nova Scotia Seafood Brand, interested companies will be required to meet a defined set of administrative and live seafood products criteria. If you do not meet some of the required eligibility criteria, please contact info@nsseafood.com

Member companies must comply with applicable regulatory requirements and will demonstrate a commitment to continuous improvement through quality assurance documentation (e.g., HACCP, Good Manufacturing Practices, ISO).

- Do you have a federal or provincial licence to operate a food facility?..... Yes No
- Do you have a written traceability program and recall plan?..... Yes No
- Do you agree to undergo company audits to ensure all quality standards are being met?..... Yes No
- Do you agree to participate in Nova Scotia Seafood Brand marketing and promotion events? Yes No
- Do you agree to your company being listed on the Nova Scotia Seafood Brand website?..... Yes No

Please note that a \$60 application fee is required to be considered for the Nova Scotia Seafood Branding program. You will receive an email confirmation following the submission of your application. Your application will not be considered until payment for the application fee is received.

Please return completed form and application fee using one of the following methods:

By Mail:
NS Seafood Brand Program
C/o Perennia
32 Main Street
Kentville, NS
B4N 1J5

By Email:
info@nsseafood.com