

Canada's Food Island Gift Card Criteria

Food Artisan Producer: *A manufacturer of a Prince Edward Island food or beverage product with a retail sales outlet; or available for sale at local farm markets. Food Artisan Producers must also commit to the following:*

- Where PEI supply is available, and quality and price are competitive, artisan producers will support local businesses by purchasing product packaging and associated marketing materials from PEI firms.
- A production/processing facility located in PEI.
- A head office in PEI and produce a readily identifiable PEI Product.
- To have required insurance/permits.
- In the case of offering a storefront – a website presence, road signage, published hours of operation and business phone number. If no storefront is available, must be able to identify local farm markets where the consumer can purchase the product.
- Must add value to the product.

Culinary Adventure: *A hands on experience where Prince Edward Island food is the primary attraction. A culinary experience is an activity in which the participants learn about Island cuisine/food through hands-on interaction with someone involved in the food production and preparation industry. They should learn by doing something with someone who lives and works on the Island. Culinary Experience operators must also commit to the following:*

- To offer an experience that links food to its original source.
- To educate, entertain, and enlighten participants.
- Tell a story about the food along with the history/evolution of the food (where applicable).
- To Provide a tasting experience OR a take home keepsake to remind participants of the experience.
- To have required insurance/permits, website presence, on premise signage, published hours of operation and business phone number.

Culinary Festivals & Events: *A festival or event that offers an authentic Island experience with 100% origin in Prince Edward Island. Festival or event should showcase PEI agricultural or fish products (i.e. dairy, fruits & vegetables, meat & poultry, fresh fish and seafood). Must also commit to the following:*

- To offer an experience that links food to its original source.
- To educate, entertain, and enlighten participants.
- To tell a story about the food along with the history/evolution of the food (where applicable).
- To provide a tasting experience/chef demos/hands on experiences

- To have required insurance/permits.
- To have published hours of operation and business phone number.
- To have an identifiable location.

Farmer: *Sells Prince Edward Island agricultural (i.e. dairy, fruits & vegetables, meat & poultry) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:*

- To have the ability to sell PEI harvested products direct to the consumer. (At a local market or farm gate.)
To have required insurance/permits.
To have road signage, published hours of operation and business phone number.
- To have an identifiable location or mobile market.

Fisher: *Sells Prince Edward Island fish products (fresh fish and seafood) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:*

- To have the ability to sell PEI harvested products direct to the consumer. To have required insurance/permits.
To have road signage, published hours of operation and business phone number.
- To have an identifiable location or mobile market.

Local Market: *A market establishment that offers an authentic Island experience with 100% origin in Prince Edward Island. Sells Prince Edward Island agricultural or fish products (i.e. dairy, fruits & vegetables, meat & poultry, fresh fish and seafood) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:*

- A “Buy Local” Philosophy meaning they will purchase PEI products where availability, quality and freshness are competitive.
To have a minimum of 60% of food and beverage selections produced on PEI.
- To have the ability to sell PEI harvested products direct to the consumer. To have required insurance/permits.
To have road signage, published hours of operation and business phone number.
- To have an identifiable location.
To provide staff with training re: Culinary Trail and local products/suppliers.

Restaurants: All Food service establishments that qualify for the Interest Relief Program are eligible - <https://www.princeedwardisland.ca/en/service/tourism-interest-relief-program>