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## The Green Pursuit, a Sustainability and Innovation Challenge

### Eligibility Guidelines

#### Applicants must be:

- Canadian incorporated and headquartered for-profit business
- Majority owner(s) (51% or more) of the company plan to work full-time within the business
- Minimum Technology Readiness Level 4+ (Component and/or validation in a laboratory environment - basic technological components are integrated to establish that they will work together)
  - [See TRL Level guidelines here](#)
- Operating in agriculture or food & beverage sectors and provide a benefit to or solve a sustainability problem for the broader agriculture and/or food & beverage producer sectors in Canada
  - Specific areas of focus are: Carbon Footprint, Regenerative Agriculture, Biodiversity, Energy, Plastics
- If revenue generating - trailing 12 months revenue must not exceed \$250,000
- Must have 5 or fewer FTE employees