

## SCHEDULE 1

Regulation 3(1)(b)

### GRANTS FOR MARKETING OF QUALITY AGRICULTURAL PRODUCTS

The purposes for which grant may be paid in accordance with regulation 3(1)(b) of these Regulations are—

**1. Marketing material**

The origination and complete production costs of sales brochures, leaflets, labelling, point of sale material or promotional videos and advertising and distribution costs associated with marketing.

**2. Trade shows and exhibitions**

Attendance as an exhibitor at an approved trade show or exhibition including costs related to stand space and structure, carpeting, furniture hire, electrics, graphics, refrigeration, freight or carriage.

**3. Market consultancy and market research**

Consultant's fees, charges in respect of general marketing advice, market research and the production of marketing plans.

**4. Marketing groups**

Establishing new co-operatives, associations, limited companies or partnerships, preparation of a business plan.

**5. Product development**

Developing new, or improving existing, products or services, technical research and development, product testing, packaging and design.

**6. Educational and sales visits**

Visits aimed at increasing awareness of current trends and market opportunities.

## SCHEDULE 2

Regulation 5(1)(c)

### CRITERIA FOR CONSIDERATION OF APPLICATIONS FOR GRANT

**1.** The proper extent to which the grant is required to enable the investment or project to proceed.

**2.** The extent to which the investment or project meets minimum standards regarding the environment, hygiene and animal welfare as appropriate.

**3.** The extent to which a lasting share of the benefits of the project will accrue to primary producers.

**4.** The economic viability of the investment or project.

**5.** Whether normal market outlets for the products concerned can be found.

**6.** Whether the investment or project—

(a) leads to the production of new products, new markets or innovation packaging or branding;

(b) involves the use of organic products;

(c) increases the value derived from by-products or waste;

(d) involves products designed for export markets;

(e) shortens the food chain, by linking producers with processors;

**Status:** *This is the original version (as it was originally made).*

- (f) involves collaborative marketing;
- (g) will result in value being added to farm produce;
- (h) creates or safeguards employment;
- (i) makes a significant contribution to the local economy;
- (j) results in healthier foods or products; or
- (k) increases the consumption of healthy foods and improves the diet.