

## 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.