SCHEDULE 1

Regulation 3(1)(b)

GRANTS FOR MARKETING OF QUALITY AGRICULTURAL PRODUCTS IN THE HIGHLAND AND ISLANDS AREA

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

Marketing material

1. 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.

Trade shows and exhibitions

2. 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.

Market consultancy and market research

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

Marketing groups

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

Product development

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

Educational and sales visits

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