

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.