

### THE MARKETING ASSISTANCE PROGRAMME

In the Marketing Assistance Programme (MAP), Bord Bia provides financial support to food, drink and horticulture companies, to help them improve their marketing techniques and capabilities, while maintaining the highest standards of quality and hygiene.

### THE STEP CHANGE PROGRAMME

Under the Step Change Programme (SCP), Bord Bia assists companies in funding a major new project which will involve a substantial step-change or departure for the company.

**For example:** Product launch on a new export market / establishing a new route to market / launch of a new brand or a new product range, etc.

### OBJECTIVES OF THE MAP AND THE SCP

The objective of the MAP is to help small food, drink and horticulture companies to establish a foothold in new and emerging niche markets.

The objective of the SCP is to assist small and medium sized food, drink and horticulture companies to fund a significant new project which will impact strongly on the company's growth levels.

### WHO CAN APPLY FOR THE MAP AND THE SCP?

Both programmes are open to food, drink and horticulture (edible and amenity) companies that satisfy **each** of the following requirements

1. Produce and market agricultural products, and operate directly from Ireland
  2. Produce and sell product to independent 3<sup>rd</sup> party retailers, food service providers, distributors, on-line or direct to market via farmers markets.
  3. Operate with a minimum annual turnover of €100,000 in the year of application
  4. Operate with a maximum turnover of €3.5million in the case of the MAP, and €5million in the case of the SCP (per latest financial year's accounts).
- **Note:** The turnover of linked and partner enterprises will also be taken into account in determining a company's eligibility for both programmes.
  - **Note:** Producers who also operate retail or food service outlets, are not eligible for MAP or SCP grant support unless their total company/group turnover is less than €3.5m and €5.0m respectively. The level of their 3rd party sales (outside of their own outlets) must amount to at least €100,000 p.a. This figure will need to be certified by an accountant at application stage
  - **Note:** Applications are invited from groups with PGI/PDO status or from those who have lodged an application for PGI/ PDO approval with the DAFM. A lead company or sole trader within the group should make the application on behalf of the group.

- **Note:** Eligibility does not confer an automatic entitlement to aid. The selection process is a competitive one.

### LEVEL OF SUPPORT

- In general, the MAP supports 50% of eligible expenditure, up to a maximum specified approved amount. Applicants who are registered for [Bord Bia Origin Green](#) are entitled to support of 60% of eligible expenditure. However, companies who have been registered for Origin Green for over one year, will be expected to have made progress towards preparing a sustainability plan, if they are to avail of the 60% support.
- In general, the SCP supports 60% of eligible expenditure, up to a maximum specified approved amount. In the case of seafood companies, support is at 50% rate (to respect EU rules for that sector).

### DE MINIMIS

Grant aid under the Marketing Assistance Programme and the Step Change Fund is provided in accordance with EU Reg. No. 1407/2013 (and Reg. No. 717/2014 in the case of Seafood) on de Minimis aid. Applicants should complete and sign the accompanying Declaration of De Minimis Aid and return it to Bord Bia together with the completed grant application form.

### CLOSING DATE FOR THE MAP AND SCP

**Friday 22 January 2016:** Late submissions will not be considered.

## ELIGIBLE ACTIVITIES UNDER THE MAP AND SCP

**MAP:** Companies can apply for funding across a wide range of marketing activities

**SCP:** Companies apply for funding for a particular project, demonstrating significant new activities or a departure from the norm.

The principal areas for which support is available, under both programmes, are those costs relating to:

- 1. Trade Fairs and Exhibitions**
- 2. Marketing, Design and New Product Development**
- 3. Quality Measures**

### **1. Trade Fairs and Exhibitions:**

- Space rental, stand construction, installation of services, telephone connection
- Samples, transport of exhibits to and from the exhibition
- Design & display costs, origination of Point of Sale material (**but not printing**)
- Photography, interpreter, stand valeting, catalogue-entry, insurance expenses
- Economy airfare, public transport, taxi, car hire
- Subsistence – set rate of €200 expenditure, per person per night

### **2. Marketing, Design and New Product Development:**

- Market Research Visits: Economy airfare, public transport, car hire and subsistence (set rate of €200 expenditure, per person per night)
- Marketing Consultancy, focus groups and published reports
- Marketing Training, courses and seminars
- Design and origination of packaging/ labels/ POS/ brochure (but not printing).
- Design of website – design and consultancy costs only
- In store promotions & tastings, product samples – used in product development

### **3. Quality Measures:**

- Quality research and quality training – including airfare and subsistence
- Market Research Visits: Economy airfare, public transport, car hire and subsistence (set rate of €200 expenditure, per person per night)
- Quality consultancy – costs linked to the feasibility, introduction and application of recognised quality schemes (HACCP, ISO, BRC etc), audit costs
- Nutritional analysis
- Origin Green Programme: Formal application fee and annual participation fee

### **Activities undertaken by third parties**

**For example:** Marketing consultancy, website design and packaging design. These activities can only be supported if they are carried out by a qualified company or individual. Invoices with headed paper/ VAT registration may be required at claim stage.

With regard to consultancy, support would normally be provided for a period of 1-3 months maximum. Anything beyond this timeframe would be considered an operational day-to-day activity, which is not eligible for MAP or SCC funding.

### **Activities approved in previous years**

**MAP:** In view of high demand for grant support, Bord Bia reserves the right to limit grants under MAP to 3 successive years. In addition, if companies have been approved MAP applications in the previous two years, support for a new and different range of activities should be sought in the current application.

**SCP:** As approvals cover activities spanning a two year period, successful applicants from 2015 cannot reapply until 2017.

### **Expenditure that is not eligible for support**

- Capital costs, including equipment or machinery
- Printing or production costs
- Advertising (print or media)
- Petrol/ mileage
- Employees' salaries/ wages

### **Eligible Period**

**MAP:** Activities are eligible for support only if they are undertaken in 2016.

**SCP:** Activities are eligible for support only if they are undertaken in 2016 and/or 2017

**Activities which are undertaken prior to the receipt of an application form by Bord Bia, are not eligible for support under the MAP or the SCP**

## GRANT APPLICATION PROCESS – what is required from the applicant?

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1. <b>Application Form:</b>          | to be typed and returned by e-mail   |
| 2. <b>Latest Company Accounts:</b>   | to be submitted by e-mail or post    |
| 3. <b>De Minimis Declaration</b>     | to be returned with application form |
| 4. <b>Tax Clearance Certificate:</b> | may be required - see below          |

### 1. Application Form

The application form covers both the MAP and the SCP, and is available to download from the Bord Bia Vantage Website. All sections must be completed, and returned to Bord Bia by **e-mail** as soon as possible before the closing date of **22 January 2016**.

The form includes a business/marketing section which is an important element of the application, and will be a factor in determining the level of support offered. There is no limit on word count, so applicants should provide as much information as is deemed relevant.

The form also requires applicants to provide details of their proposed activities for 2016, an estimate of the costs and the dates on which they will take place. These details can be amended at a later date, but any additional activity must be notified to Bord Bia before it is undertaken.

**SECTION A:** To be completed by **all** applicants

**SECTION B:** To be completed by applicants applying **only** for the MAP

**SECTION C:** To be completed by applicants applying **only** for the SCP

**ALL SECTIONS** to be completed by applicants applying for both the MAP and the SCP

**APPENDIX 1 & 2:** To be completed by all applicants

### 2. Latest available accounts – to be submitted with application

Applicants are required to submit a full copy of their latest available year-end accounts. Up-to-date management figures may also be required.

Accounts should preferably be submitted by e-mail, but may be posted if an electronic version is not available.

**Important:** Where possible, accounts should be submitted as soon as possible, in advance of the application form.

### 3. De-Minimis Form – to be submitted with application

Applicants are required to submit a De-Minimis declaration, declaring the level and type of de minimis aid that has been received within the last three years. The declaration form is provided with the application form.

### 4. Tax Clearance Certificate – may be required at payment stage

Under Tax Clearance procedures, where the grant amount exceeds €10,000 over a 12-month period, Bord Bia must receive a Tax Clearance Certificate before payment can be made. Applications for a Tax Clearance Certificate can be made online at [www.revenue.ie](http://www.revenue.ie)

## GRANT APPROVAL PROCESS – What happens next?

### Stage 1

Application is acknowledged by Bord Bia.  
Additional information may be requested from the applicant.

### Stage 2

Applications are assessed and considered for approval using the following criteria:

- Proposed marketing expenditure
- Potential for growth, sustainable practices and strength of marketing proposal
- Management and track record
- Financial assessment

The **SCP** requires a more robust assessment and will focus on the following areas

- Project Goals
- Project Capabilities, Potential Impacts and Business Opportunities
- Project Challenges

The SCP assessments may also involve interaction between applicant and Bord Bia Sector Manager.

### Stage 3

Applicants are notified of the outcome by the middle of March. If an application is approved, a letter is sent outlining the level of support approved, the conditions that attach to it, and the procedure for making a claim.

### Stage 4

The company is required to sign a letter accepting the conditions of the grant, returning it without delay to the Marketing Finance Department of Bord Bia.

## GRANT CLAIM PAYMENT PROCESS

### Stage 1

When an approved activity has been completed, applicants should submit a claim form together with the original invoices and proof of payment (receipts or bank statements). Alternatively, an audit certificate may be submitted, covering all expenditure detailed in the claim. An outturn report is also required, with details of the company's performance during the year. Full details of how to make a claim will be made available to all applicants who have been approved for grant aid.

### Stage 2

Claims are processed by Bord Bia and payment is made.

### Claim conditions

- The claim should be forwarded to the Marketing Finance Department of Bord Bia.
- The claim must **exclude** VAT and Government Tax.
- The claim must be signed by one of the following: Company Owner, Financial Controller, Managing Director, Company Director
- A maximum of 3 claims should be submitted until the full approval amount has been drawn down.
- Claims for approved grants can only be submitted after the activity to which they relate has taken place and been paid for.
- **Final claims** must be submitted within **two years** of the approval letter date

## OTHER CONDITIONS

1. Eligibility does not confer an automatic entitlement to aid. The selection process is a competitive one.
2. Support cannot be offered for activities for which the applicant is already receiving support from another State agency.
3. Support cannot be offered for activities which are already being directly or indirectly subsidised by Bord Bia.
4. The amount approved will be cancelled or reduced if the beneficiary does not proceed with the proposed activity or reduces its scale.
5. Activity which is undertaken prior to receipt of an application by Bord Bia is not eligible for support.

6. Where proposed expenditure is not likely to take place, Bord Bia should be notified as soon as possible.
7. Where grant aid for additional eligible activity is required, Bord Bia should be notified prior to commencement of that activity.
8. If a grant claim is not made within two years of the date of the approval letter, the approval automatically lapses and no claim for a grant will be accepted thereafter.
9. If claims are made in respect of market research reports, copies of these reports should be forwarded to the relevant Sector Manager in Bord Bia.
10. Bord Bia reserves the right to publish details of grant aid to individual companies.
11. All documentation relating to grant payments must be retained for a period of ten years. These records should be accessible to Bord Bia officials and other appropriate personnel for audit purposes as required.
12. Applications received are subject to the provisions of the Freedom of Information Act 1997