



# Grant Opportunities 2015

## Marketing Assistance Programme

### and

## Step Change Programme - new

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January 2015

Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board



# Dual grants programme for 2015

- ✓ Marketing Assistance Programme - MAP
- ✓ Step Change Programme . SCP
- ✓ Application forms on Bord Bia Vantage Website
- ✓ Guidelines and Frequently Asked Questions
- ✓ **Closing date** for MAP and SCF is **6<sup>th</sup> Feb 2015**

# Marketing Assistance Programme

- ✓ Producers with a turnover greater than " 100,000 and less than " 3.5 million in year of application
- ✓ Marketing activities such as trade fair attendance, market visits, in store tastings, NPD, packaging design, website development, quality measures
- ✓ 50% of eligible expenditure
- ✓ 60% if registered for Origin Green and making progress on Sustainability Plan

# Marketing Assistance Programme

- ✓ Number and level of approvals will be determined by quality of applications and the budget available
- ✓ Grants generally commence at c. " 2,000, average grant expected to be in the region of " 4,000.
- ✓ If demand high, reserves the right to limit grants under MAP to 3 successive years

# Step Change Programme - SCP

- ✓ SCP being introduced on a pilot basis in 2015
- ✓ Producers with a turnover greater than " 100,000 and less than " 5 million in the year of application
- ✓ Applicants must demonstrate significant new activities or a major new project, which will involve a substantial step change or departure for the company.

# Step Change Programme - SCP

- ✓ Grants of up to " 50,000, covering a two year programme of activities
- ✓ Competitive programme with the number of approvals being limited to 8 in 2015
- ✓ Marketing activities such as trade fair attendance, market visits, in store tastings, NPD, packaging design, website development, quality measures
- ✓ 60% of eligible expenditure (50% for seafood)
- ✓ Registered and progressing under Origin Green

# Step Change Programme - SCP

- ✓ Robust assessment procedure, including sector management engagement
- ✓ Applicants must demonstrate significant new activities or a major new project . 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

# Single Application Form

- ✓ Companies can apply for MAP and/ or SCP using the one form
- ✓ Complete the relevant sections of the form
- ✓ Important to submit up-to-date accounts promptly
- ✓ Application forms should e-mailed to [jimmy.corr@bordbia.ie](mailto:jimmy.corr@bordbia.ie)



# Key Dates

- ✓ **6 February 2015:** Closing date for receipt of applications for MAP and SCF
- ✓ **27 March 2015:** Final MAP approval notifications and SCP progress notifications.  
Unsuccessful SCP applicants, most of whom will be eligible for MAP, will also be notified
- ✓ **23 April 2015:** Final SCP approval notifications.  
Unsuccessful SCP applicants will be advised of their MAP approval where eligible