

Potatoes New Zealand Inc. Export Market Development Grants Application Guidelines

1. Objective of the Programme

The objective of this programme is to encourage New Zealand potato sector businesses to initiate and progress market development activities in export markets. The programme is designed to support successful Applicant businesses to gain a deeper understanding of their markets and identify and pursue potential opportunities.

2. Selection Process

All applications will be considered by the PNZ Export Market Development Grants Committee and their advisors.

3. Grant Level

PNZ is offering grants of up to \$25,000 (GST inclusive) for the Export Market Development Grant and up to \$5,000 (GST inclusive) for the Export Market Exploratory Grant. There is a requirement that successful Applicants will provide matching cash funding on a dollar for dollar basis.

Grants will be paid *ex post* so will in effect be a reimbursement of 50% of the costs of the project. Evidence will be required demonstrating that the approved expenses have been delivered and paid for. In-kind contributions are not recognised as an eligible funding contribution.

Decisions on the applications and final amounts approved will be at the sole discretion of the PNZ Export Market Development Grants Committee.

4. Eligible Applicants

To be eligible for consideration for PNZ Export Market Development grant funding, Applicants must:

- be one or more businesses, operating in the New Zealand potato sector;
- clearly demonstrate how the project will assist them to integrate with customers in the marketplace;
- identify what difference PNZ EMD grant funding would make to the project (i.e. likelihood of the project proceeding or proceeding more quickly);
- demonstrate to PNZ's satisfaction that the Applicant has the capability and financial resources to support the project throughout its planned time and beyond;
- be committed to retain the value and benefits arising from the project within New Zealand; and
- present a Project Management Plan which demonstrates to PNZ's satisfaction that PNZ's investment in the project would be worthwhile and consistent with the objectives of the PNZ Inc. Strategy.

5. Eligible Projects

PNZ EMD grants are eligible for consideration by PNZ for projects in the following areas:

- Marketing collateral
- Advertising and promotion
- Trade shows
- Market visits
- In-market representation
- Market research
- Preparation of market development plan
- Commercial or industry collaboration

6. Ineligible activities

Some activities are not currently eligible for consideration for funding from this programme. The following list is a guide to the types of project related activities or costs the programme does not cover. The PNZ EMD Grants Committee has the right to exclude other costs if they believe appropriate. The programme does not currently cover costs relating to:

- Business as usual' expenses, including;
 - overheads incurred in the course of your normal business; activities that are already happening in your business; capital expenditure, such as spending on machinery, equipment, stock, software, and so on; and
 - expenses your business would incur anyway if you did not get funding under this programme.
- Costs that are not in cash, including;
 - contra, transfer, and internal invoices and payments; and
 - barter or in-kind payments or contributions.
- Services supplied by anyone with a personal or financial interest (whether direct or indirect) in the project, such as any immediate family of the Applicant or shareholders of an Applicant company, unless otherwise agreed to by the PNZ EMD Grants Committee.
- Duplication of funding assistance, or potentially support by other agencies (e.g. NZTE), unless expressly agreed to by the PNZ EMD Grants Committee. The Applicant acknowledges that it must disclose to PNZ all such third party funding (both when applied for and, if appropriate, when such funding is granted).
- Entertainment or personal costs that are not directly related to, and solely concern, the project.
- Costs your business incurred before the project begins or after the project has ended.
- Web-based product/services are regarded as capital expenditure.
- Duplication of work proposed in the project (i.e. the same project has recently been completed by the Applicant or another party).

Payments

The Applicant must have its own bank account with duly authorised signatories. Payments will be made in the name of the successful Applicant.

Each claim for payment must be accompanied by:

- A completed Claim Form to be signed by the Project Manager to confirm the expenditure is in accordance with the approved grant.
- Detailed expenditure items need to be identified, with copies of invoices (exclusive of GST) and proof of payment to be attached; and
- a progress report, or a Final Report prior to the last claim (refer below).
- All payments must be applied solely and exclusively for the Project.

Reporting

Successful Applicants will be required to report on the delivery of the project and any milestones set out in the Funding Agreement. The Final Report must:

- Include an executive summary;
- link the objectives and goals of the project to outcomes achieved;
- detail results achieved against the Milestones set out in the original application;
- report on how the project enabled the successful Applicant to develop a deeper understanding of their market(s) and how they identified and pursued potential opportunities arising out of the market development project; and
- a summary of total income and expenditure of the project compared with the original budget.

Dissemination

As an industry good organisation PNZ Inc. usually makes the information arising from its grants publically available, and reserves the right to do so subject to confidentiality requirements agreed between PNZ Inc. and the applicant.

Unless otherwise agreed to by PNZ Inc. and the successful Applicant, PNZ Inc. will provide a summary of the aims of the project on its website, followed by a summary of the project when completed.

Should the project be, in PNZ's view, commercially sensitive then PNZ Inc. and the successful Applicant will discuss and agree on the information to be made publically available.

Successful Applicants must not make any public statement or issue any press release or other publicity relating to this funding agreement, without the prior written approval of PNZ Inc. as to the form and content of such statement.