

# GUIDANCE FOR MARKETING

## 1. Introduction

**Funding in this area will support marketing across aquaculture, catching and processing sectors.**

Funding can be applied for under the following measures:

### **M33 Marketing Measures**

Details of eligible projects and monitoring requirements for each measure can be found in Section 2, Projects you can apply for.

Please note this information is for guidance only and is not exhaustive or binding. If you are unsure whether an item is eligible, please check the General Guidance and if you are still unsure contact the MMO.

## 2. Projects you can apply for

### M33 Marketing Measures

Projects can include:

- The finding of new markets and improving the conditions for the placing on the market of fishery and aquaculture products, including:
  - Species with marketing potential;
  - Unwanted catches landed from commercial stocks in accordance with technical measures;
  - Fishery and aquaculture products obtained using methods with low impact on the environment, or organic aquaculture products.
- Promoting the quality and the value added through the certification of sustainable fishery and aquaculture products.
- Demonstrating the quality and the value added through the promotion of sustainable fishery and aquaculture products.
- The application for registering a given product to the relevant compliance and certification requirements.
- The certification and the promotion of sustainable fishery and aquaculture products, including products from small-scale coastal fishing, and of environmentally-friendly processing methods.
- Domestic marketing of fishery products by small-scale coastal fishers.
- Enhanced marketing of domestically caught species and products to boost UK demand.
- Increasing local sales to consumers to provide a new source of income.
- Promoting the formation of new harbour side stalls.
- Costs related to promoting sustainable English seafood at trade shows.
- Conducting regional and national and promotional campaigns to raise public awareness of sustainable fishery and aquaculture products. These projects cannot be aimed at commercial brands.
- Contributing to the traceability of fishery or aquaculture products.
- Finding new markets and improving the conditions for the placing on the market of fishery and aquaculture products.

- Support for changes to certification and labelling.

Projects referred to above may include the production, processing and marketing activities along the supply chain.

### Projects excluded from funding

Funding will not be provided for:

- Projects aimed at commercial brands.
- Creation of Producer Organisations.

### Result indicators

FaSS result indicators have been designed to measure the benefits delivered by a project. Result indicators are specific to the type of project you are applying for. For projects under M33, Marketing Measures, the following indicators are applicable:

M33 Marketing Measures	
FaSS Indicator	Information you must provide
Change in tonnes exported	<p><b>In your application please provide:</b></p> <ul style="list-style-type: none"> <li>• Total annual volume of seafood exported (tonnes), before the project.</li> <li>• Total expected annual volume of seafood exported (tonnes), after the project.</li> <li>• Company accounts for the last 3 years.</li> <li>• Information on the export markets which you are current using.</li> <li>• Information on any new export markets you expect to use as a result of this project.</li> </ul> <p><i>The expected and actual change in volumes exported and markets utilised will be used to determine the project's success.</i></p>

M33 Marketing Measures	
FaSS Indicator	Information you must provide
Change in tonnes sold on the domestic market	<p><b>In your application please provide:</b></p> <ul style="list-style-type: none"> <li>• Total annual volume of seafood sold on the domestic market (tonnes), before the project.</li> <li>• Total annual volume of seafood sold on the domestic market (tonnes), after the project.</li> <li>• Company accounts for the last 3 years.</li> <li>• Information on the domestic markets which you are current using.</li> <li>• Information on any new domestic markets you expect to use as a result of this project.</li> </ul> <p><i>The expected and actual change in volumes exported and markets utilised will be used to determine the project's success.</i></p>
<p>Change in value (£) of first sales in Producer Organisations</p> <p>Change in value (£) of first sales of Non- Producer Organisations</p>	<p><b>In your application please provide:</b></p> <ul style="list-style-type: none"> <li>• Annual value of first sales (£) before your project.</li> <li>• Expected annual value of first sales (£) after your project.</li> <li>• Company accounts for the last 3 years.</li> </ul> <p><i>The expected and actual change in annual value will be used to determine the project's success.</i></p>

M33 Marketing Measures	
FaSS Indicator	Information you must provide
<p>Change in volume of first sales in Producer Organisations</p> <p>Change in volume of first sales of Non-Producer Organisations</p>	<p><b>In your application please provide:</b></p> <ul style="list-style-type: none"> <li>• Annual volume (tonnes) of first sales before your project.</li> <li>• Expected annual volume (tonnes) of first sales after your project.</li> <li>• Company accounts for the last 3 years.</li> </ul> <p><i>The expected and actual change in annual volume of first sales will be used to determine the project's success.</i></p>
<p>Change in net profits</p>	<p><b>In your application please provide:</b></p> <ul style="list-style-type: none"> <li>• Current profit (£)</li> <li>• Expected profit (£) after the project</li> <li>• Company accounts for the last 3 years.</li> </ul> <p><i>The expected and actual change in net profit will be used to determine the project's success.</i></p>

Not all FaSS result indicators will be applicable to your project. As part of the assessment of your project the most suitable indicator or indicators will be identified and used to form some of the targets and benefits of your project.

As part of ongoing project monitoring you will be required to provide further information on the progress you have made towards the expected benefits of your project. Once the project is complete you will be required to provide evidence as part of post project monitoring to show the actual benefits achieved by your project.

### 3. Funding available

The minimum and maximum funding available for M33, Marketing Measures, are outlined below:

<b>Limits of Funding Available in FaSS Measures</b>		
<b>FaSS Measure</b>	<b>Minimum Grant Value Available (£)</b>	<b>Maximum Grant Value Available (£)</b>
M33 Marketing Measures	1,000	300,000

## 4. Funding required by you

It is your responsibility to source and provide match funding, such as business loans or cash resources. You must state the source of funding when applying. Before committing any private resources, we recommend you seek independent financial advice.

The amount of money you can apply for will depend on your business or organisation type. There are maximum allocations allowed for each applicant are outlined below:

<b>Funding Rates for Eligible Applicants in FaSS</b>				
<b>Applicant Type</b>	<b>Funding Rates as Percentages of Eligible Costs</b>			
	<b>FaSS %</b>	<b>Other national funding %</b>	<b>Total public money %</b>	<b>Private %</b>
Public	75	25	100	0
Private (SME)	50	0	50	50
Private (Non-SME)	30	0	30	70
Private (SSCF)	80	0	80	20
Private (Fishermen's associations)	75	0	75	25
Private (POs)	75	0	75	25

Grant Rates Key; SSCF Small scale coastal fishing – vessels under 12m and not using towed gear; PO Producer Organisation; SME Micro, small and medium enterprises; Other national funding – funding from other public funds – see General Guidance note for further advice.