



## **Grants for Marketing and Promotional Activities in Agribusiness PROGRAM DESCRIPTION & CRITERIA**

### **Background and Summary**

The USAID Agribusiness Project is a five-year program of technical and financial assistance to the agricultural and food industry value-chains in Serbia, funded by the United States Agency for International Development (USAID). The overall objective of the USAID Agribusiness Project is: "Increased value of Serbian agricultural product sales, and increased agricultural employment." The USAID Agribusiness Project is designed to achieve this objective by (1) increasing the efficiency and competitiveness of Serbian agribusinesses along the value chain in the high-potential sectors identified during the sector selection and analysis, and (2) improving enabling environment for Serbian agribusinesses.

The USAID Agribusiness Project assists Serbian agribusinesses to take advantage of emerging opportunities in domestic, regional and international markets. However, an efficient market access requires significant investments in marketing and promotion. Therefore, the USAID Agribusiness Project has designed an investment incentive grant scheme whereby all interested agribusinesses (agriculture-related firms, food processors, business associations, agriculture cooperatives and farmer associations) will be able to utilize the USAID Agribusiness Project funds to improve their marketing capacities.

Hereby, the USAID Agribusiness Project invites all interested agriculture-related firms, food processors, business associations, agriculture cooperatives and farmer associations from the following six sectors to apply for the grant funds:

1. Vegetables
2. Livestock
3. Dairy
4. Mushrooms, herbs and forest fruits
5. Berries
6. Tree fruit

The USAID Agribusiness Project's grant funds may be used to support the agribusinesses activities in the following areas:

- Design of new packaging for various purposes e.g. shifting from bulk to retail, new market trends, etc.
- Design of a new company's logo and/or visual identity
- Design of a new product logo and/or visual identity
- Design of product label
- Design of marketing material for export and domestic markets e.g. catalogues, leaflets, and other promotional material
- Creation of company's website
- Other activities aimed at improving marketing and promotion of agribusinesses

**Grant funds may not exceed \$30,000 in amount, or finance more than 45% of the total required investment; and the project activity must be completed by December 31, 2009. Grant funds are provided on a cost reimbursable basis.**

### **Eligibility Criteria**

- Grant recipients must be from the abovementioned six sub-sectors;
- Grant recipients must be Serbian Non-Governmental organizations, both non-for-profit and for-profit with not less than 51% domestic ownership, e.g. agriculture-related firms, food processors, business associations, agriculture cooperatives and farmer associations, whose proposed activities are consistent with the objectives of the USAID Agribusiness Project and contribute to Project's results;
- Grant recipients must provide a justification for introduction of new packaging or redesign in the attached Concept Paper form e.g. market demand, shifting from bulk to retail, new market trends, specific market requirements, trade fair, etc.;
- Grant recipients must be registered under Serbian law; the grant recipients requiring special permits for their activities should have adequate approvals e.g. slaughterhouses/meat processing plants and dairies should have approvals from the Veterinary Directorate at Ministry of Agriculture;
- Grant recipients must have an active and functional, unencumbered bank account;
- Grant recipients business operations and assets must be environmentally sound, and designed to operate in compliance with all applicable national, provincial and local environmental laws, standards and other regulatory requirements; not restricted or prohibited by international environmental agreements;
- It is preferable but not required that grant recipients be export oriented;
- Grant recipients should have international standards applicable to their production and target markets.

### **Application Process**

The grant recipients that fulfill all the abovementioned eligibility criteria should submit the following documents:

1. Concept Paper, properly filled-out (provided as an attachment)
2. Three or more written quotes from the registered service providers e.g. marketing agencies, design studios, etc., for the required design services
3. Copy of the registration document issued by Serbian Business Registry Agency and/or the Ministry for Public Administration and Local Self-government as applicable; and/or a proof of registration with the Ministry of Agriculture (Veterinary Directorate) where applicable
4. Copy of the income balance sheet for the year of 2008
5. Copy of HACCP, ISO and/or other international standard applicable to their production

The abovementioned documents should be sent in a sealed envelop to the following mail address:

**USAID AGRIBUSINESS PROJECT**  
***Ref. Grants Program for Marketing and Promotional Activities***  
**Internacionalnih brigada 57**  
**11 000 Beograd**

The closing date for applications is **June 12, 2009**.

USAID Agribusiness Project provides equal opportunity to all applicants and does not discriminate based on gender, ethnicity or religion.

**Grant Review Procedure**

All the received applications will be reviewed and assessed against the eligibility criteria within 4 weeks from the RFA closing date.

The applicants that fulfill the criteria will be invited to further elaborate their ideas in a detailed grant application, and will be obliged to attend the USAID Agribusiness Project-sponsored training on marketing trends prior to the grant award.

The recommended service providers will also be obliged to attend the marketing training held by an expert from the USAID Agribusiness Project.

The selected grant applicants will undergo an environmental assessment prior to grant award.