



# Marketing and Utilization Grant Guidelines Agricultural Products Utilization Commission

## Definition

The North Dakota Agricultural Products Utilization Commission (APUC) is pleased to issue an invitation to apply for a Marketing and Utilization or Cooperative Marketing Grant. Applicants for the grant are encouraged to use the funds to seek new markets and new marketing ideas to promote North Dakota agricultural products and by-products. Eligible candidates for this grant are companies<sup>1</sup> registered with the North Dakota Secretary of State (SOS), higher education agencies, groups, and individuals that add value to North Dakota agriculture. The products should be new to the particular area targeted for the marketing promotion or should be an expansion of a use or uses of existing products.

The Commission prefers proposals that will encourage the creation of jobs and industry within the agricultural economy of North Dakota, or provide an outlet for products that normally have not been marketed through an existing marketing business. Applicants are encouraged to research the potential market for their products, estimate the financial possibilities of these markets and present a plan of action in their grant application. A realistic timeline for success must be considered. The proposal should exhibit the expansion of jobs in the agricultural economy where the project will take place and the economic impact on the area.

Individuals, a group of individuals or an individual on behalf of a group to organize a cooperative may apply. If a cooperative, the principals in the organization should be individuals rather than a previously existing corporation and those individuals must have some type of cooperative agreement between themselves, which will ensure proper accountability for the proposed plan. This may be a formal or informal agreement, but proof of an agreement must exist. Individuals and cooperatives are encouraged to seek marketing partners within the state of North Dakota.

## Examples of Eligible Projects

- development or implementation of a sound marketing plan
- marketing of an agricultural product or by-product
- conduct a feasibility study of proposed business venture
- conduct a market analysis

## Guidelines

1. Generally, proposals are not limited to a specific dollar amount. However, APUC's grant monies are finite, and as a mechanism to optimize opportunities, some categories of grants may have limitations on allowable costs that may be included in the project budget. Grant requests may include an additional fiscal agent administrative fee up to 5 percent of the amount requested, not to exceed \$5,000 for their services.
2. Generally, grant applicants must commit a minimum match dollar investment of 25 percent of the total amount requested from APUC, exclusive of the fiscal agent administrative fee. In-kind support must not exceed 50 percent of the total match funding.
3. Marketing and Utilization Grants will not fund equipment, salaries or ongoing operational expenses for existing operations.
4. Applicants are only eligible for one grant per project.
5. **Applications will be considered on a quarterly basis with submission deadlines of January 1, April 1, July 1, and October 1.**

Please thoroughly review the [APUC Grant Guidelines](#) for a complete understanding of all program requirements.

**The Commission reserves the right to accept, reject, or partially fund any grant application.**

---

<sup>1</sup> A Corporate registration number (for in-state owned companies) or a Corporate Certificate of Authority registration number (for out-of-state companies) is provided by the North Dakota Secretary of State (ND SOS). It is required of all companies who are doing business in North Dakota. The Corporate Division of ND SOS can be reached at 701-328-4284 or at 1-800-352-0867, Extension 8-4284.