

MAINE STATE LEGISLATURE

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FIRST REGULAR SESSION

ONE HUNDRED AND THIRTEENTH LEGISLATURE

Legislative Document

NO. 1544

H.P. 1134 House of Representatives, May 13, 1987
Submitted by the Department of Agriculture, Food and
Rural Resources pursuant to Joint Rule 24.

Reference to the Committee on Agriculture suggested and
ordered printed.

EDWIN H. PERT, Clerk
Presented by Representative SHERBURNE of Dexter.

Cosponsored by Representative BRAGG of Sidney, Senators
BLACK of Cumberland and ANDREWS of Cumberland.

STATE OF MAINE

IN THE YEAR OF OUR LORD
NINETEEN HUNDRED AND EIGHTY-SEVEN

1 AN ACT to Create an Agricultural Market
2 Research and Development Fund Program.
3

4 Be it enacted by the People of the State of Maine as
5 follows:

6 7 MRSA §401-D is enacted to read:

7 §401-D. Agricultural Market Research and Development
8 Fund

9 1. Agricultural Market Research and Development
10 Fund. In order to provide greater returns to the
11 State's agricultural economy through improved market-
12 ing of Maine agricultural products, an Agricultural
13 Market Research and Development Fund is established
14 to encourage careful and thorough analysis of market
15 potential and more extensive development of markets

1 for Maine agricultural products. This fund shall be
2 nonlapsing and include money appropriated by the Leg-
3 islature for this purpose and money received from
4 other public or private sources.

5 2. Fund uses and limitations. The fund shall be
6 used to provide grants to individuals, firms or orga-
7 nizations to conduct market research or to undertake
8 market development activities for the purpose of ex-
9 anding existing markets and developing new markets
10 for Maine agricultural products. At least 25% of the
11 total cost of any project shall be funded by the ap-
12 plicant or applicants and at least 10% of the total
13 cost shall be funded from nonpublic sources. No sin-
14 gle grant may exceed 20% of the total funds to be
15 granted in a given year. Preference shall be given
16 to projects targeted to markets in which Maine
17 products do not already have a significant presence.

18 3. Applications. In the case of market research
19 proposals, an application for a grant shall include
20 an appropriate market research design. In the case
21 of market development proposals, an application for a
22 grant shall include a marketing plan which reflects
23 an understanding of the target market addressed and a
24 clearly articulated marketing strategy. The Depart-
25 ment of Agriculture, Food and Rural Resources shall
26 provide, upon request from a potential applicant, as-
27 sistance with application preparation.

28 4. Rules. The commissioner shall establish, by
29 rule, in a manner consistent with the Maine Adminis-
30 trative Procedure Act, Title 5, chapter 375, criteria
31 for the allocation of grant money, application re-
32 quirements consistent with the provisions of this
33 section, a schedule for accepting and reviewing ap-
34 plications, reporting requirements on grant expendi-
35 tures and project results and any other administra-
36 tive requirements necessary for the efficient imple-
37 mentation of this program.

38 5. Proprietary information. Information rela-
39 tive to market research or development activities
40 provided to the department prior to formal applica-
41 tion, included in grant applications or provided to
42 the department to fulfill reporting requirements is
43 confidential information and shall not be publicly
44 disclosed by the department provided that:

