

MAINE STATE LEGISLATURE

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(New Draft of H.P. 801, L.D. 1075)
(New Title)
FIRST REGULAR SESSION

ONE HUNDRED AND THIRTEENTH LEGISLATURE

Legislative Document

NO. 1827

H.P. 1337 House of Representatives, June 11, 1987
Reported by Representative TARDY from the Committee on
Agriculture and printed under Joint Rule 2.

EDWIN H. PERT, Clerk
Original bill sponsored by Representative MAHANY of
Easton. Cosponsored by Senator THERIAULT of Aroostook,
Representatives LISNIK of Presque Isle and PINES of Limestone.

STATE OF MAINE

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

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

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

7 7 MRSA §401-D is enacted to read:

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

10 1. Agricultural Market Research and Development
11 Fund. In order to provide greater returns to the
12 State's agricultural economy through improved market-
13 ing of Maine agricultural products, the Agricultural

1 Market Research and Development Fund is established
2 to encourage careful and thorough analysis of market
3 potential and more extensive development of markets
4 for Maine agricultural products. This fund shall be
5 nonlapsing and include money appropriated by the Leg-
6 islature for this purpose and money received from
7 other public or private sources.

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

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

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

41 5. Proprietary information. Information rela-
42 tive to market research or development activities
43 provided to the department prior to formal applica-

1 tion, included in grant applications or provided to
2 the department to fulfill reporting requirements, is
3 confidential information and shall not be publicly
4 disclosed by the department, provided that:

5 A. The person to whom the information belongs or
6 pertains has requested that it be designated as
7 confidential; and

8 B. The department has determined that the infor-
9 mation gives the person making the request oppor-
10 tunity to obtain business or competitive advan-
11 tage over another person who does not have access
12 to the information or will result in loss of
13 business or other significant detriment to the
14 person making the request if access is provided
15 to others.

1 FISCAL NOTE

2 This new draft will result in the establishment
3 of the Maine Agricultural Market Research and Develop-
4 opment Fund which will be funded by appropriaitons
5 and donations from public and private sources. A
6 General Fund appropriation of \$40,000 for each year
7 of the biennium has been requested in the Part II
8 budget, of L.D. 538. This new draft can be amended
9 to include an appropriation section as indicated, de-
10 pending upon the status in the Part II budget re-
11 quest.

12 STATEMENT OF FACT

13 This new draft establishes the Agricultural Mar-
14 ket Research and Development Fund from which grants
15 are made to fund market research and market develop-
16 ment projects for the purpose of expanding existing
17 markets and developing new markets. Projects
18 targeted to a market in which Maine agricultural
19 products did not already have a significant presence
20 shall be given preference. Applicants shall be re-
21 quired to fund at least 25% of the cost of a project
22 and at least 10% of the cost of a project shall be
23 funded from nonpublic sources.

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