

CIAB FORM 7

Handler Application for
New Market or New Product Diversion Credits
Cherry Industry Administrative Board
 12800 Escanaba Drive, Suite A, DeWitt, MI 48820
 Tel: 517/669-1070 Fax: 517/669-1260

An application to the New Market / New Product Committee must provide sufficient information from which the committee can make its decision regarding the “new” aspect of the project. As a general rule, the more specific and detailed the information you provide, the better and more promptly will the committee be able to act. If you do not provide adequate information, the application will be returned for additional information. This serves only to delay the entire process. Therefore, please provide the requested information from the onset.

Product Sample: It is highly recommended that you provide five (5) samples of the product and relevant promotional materials for the activity that is the object of your application request. This is true whether the application is for a product or for a market. The samples, one for each member of the committee and for the Executive Director, will provide better information to the committee about the project.

Information required: The information to be included in the application is, in effect, the equivalent of a marketing plan for the project. You should detail the plan by which your organization intends to develop the project from inception to completion. It should set forth the marketing mix you have developed for the project. You can provide information in the space provided or in a memorandum with your office’s letterhead attached to this form.

Handler: _____ Handler ID# _____
 State: _____
 Project Name: _____
 Crop Year: _____
 Project Type: New Market ____ New Product ____ Market Expansion ____ Experimental ____ Other ____

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number to this information collection is 0581-0177. The time required to complete this information collection is estimated to average 20 minutes per response, including the time for reviewing the collection of information.

Product:

1. Describe, in detail, the cherry product/item that is the subject of the application.

2. If the application is for a new product, detail how the product is “new” and how it differs from other cherry product(s) currently being processed by the cherry industry.

Place / Market:

1. List each specific geographic area in which the product is to be marketed.

2. For each market, set forth information that establishes how that market is “new.” This description should establish how the “new market”

a. is not presently being commercially utilized by the tart cherry industry, and

b. is non-competitive with commercial outlets presently utilized by the tart cherry industry.

Please note: It has been the experience of the committee that applicants tend not to detail this area of information very thoroughly. It is the applicant’s, not the committee’s, responsibility to define and understand the chosen markets and to set forth the non-competitive nature of the requested project. If the needed information is not provided, the committee will not attempt to divine this information for the applicant.

Involvement and/or Promotion:

An important aspect of new products and/or new markets is development and promotion of the project. Please detail the activities that you, the applicant, your buyer and/or your customer will develop and promote the project for which the application is made. Please describe the link between the activities and their intended contribution to the success of the project.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English. To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture Office of the Assistant Secretary for Civil Rights 1400 Independence Avenue, SW Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov. USDA is an equal opportunity provider, employer, and lender.