

CIAB
FORM #7

**Handler Application for
New Market or New Product Diversion Credits
Cherry Industry Administrative Board
P.O. Box 388, DeWitt, MI 48820-0388
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 four (4) 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 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.

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 applicant's 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.

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