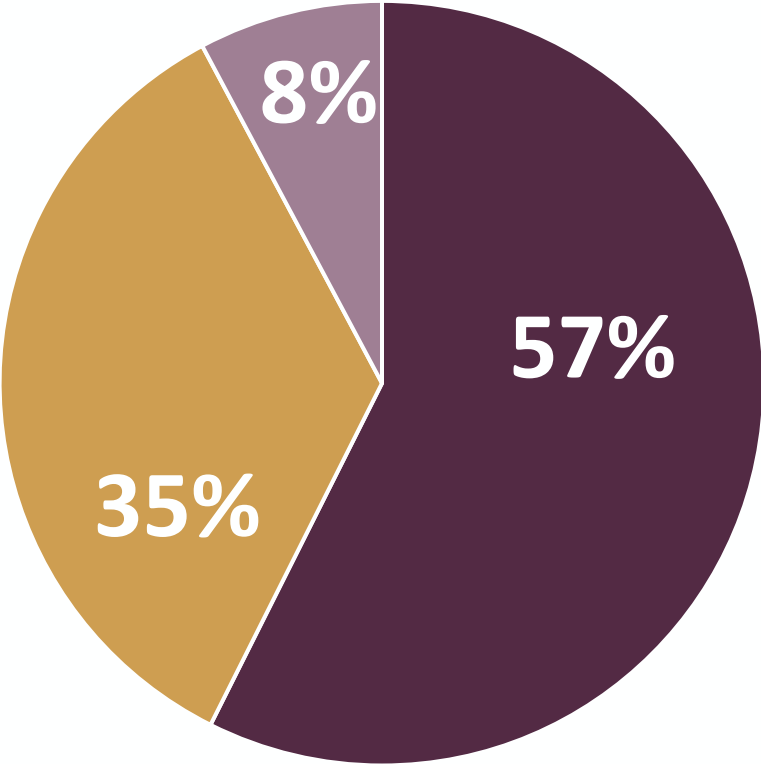


Export



2024/25 Export Market Development (EMD) Proposed Budget



■ EMD - MAP ■ EMD - CPB ■ EMD - EMP

2024/25 EMD MAP/EMP Budget Recommendation Overview

- 2024/25 CPB expenditure is currently aligned with 2023/24 levels
- Recommended from meeting on 14th March to approve budget recommendation to Board

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
MAP Generic (75%)	\$2,273k	\$2,215k	\$2,247k	\$2,361k	\$2,359k	\$2,293k
MAP Branded (25%)	\$758k	\$738k	\$749k	\$787k	\$786k	\$764k
MAP Total	\$3,031k	\$2,953k	\$2,996k	\$3,148k	\$3,145k	\$3,057k
EMP	-	-	-	410k	53k	\$415k
CPB	\$2,010k	\$1,357k	\$1,487k	\$1,827k	\$1,867k	\$1,853k
GRAND TOTAL	\$5,041k	\$4,310k	\$4,483k	\$5,385k	\$5,065k	\$5,325k

Recommended Budget Split 2023/24 – based on Market Focus Strategy

Recommended from meeting on 14th March to approve budget/market recommendation to Board

Strategic Role	Market	% of Total Budget
Primary Focus Markets	Japan	33%
	Italy	18%
	Canada	15%
	South Korea	7%
Secondary Market	U.K.	2%/1%
	Uzbekistan	
Mkt Intel	China	1%
Mkt Development	Mexico EMP	11%
	Export Support	12%
	Total	100%



MAP/RAPP Funding Allocation Procedures

Recommendation to the Board: Branded Allocation 25%

Recommended from meeting on 14th March to approve 25% Branded Allocation to Board

HISTORICAL MAP ALLOCATIONS (\$000)

	Last 5 years				
	<u>Branded</u>	<u>% of</u> <u>Total</u>	<u>Generic</u>	<u>% of</u> <u>Total</u>	<u>Total</u>
20/21	738	25	2,215	75	2,953
21/22	749	25	2,247	75	2,996
22/23	787	25	2,361	75	3,148
23/24	786	25	2,359	75	3,145
24/25	764	25	2,293	75	3,057

RAPP Budget Planning

- RAPP allocation to be announced in June
- Will require 10% matching CPB funds
- Requested \$592,000 over 5 years to cover admin costs (additional income source)

USDA Grant Funding – Generic RAPP Funds Requested & CPB Matching Funds 2024-2029

