



**Comhpháirtíocht Leader Waterford Leader
Phort Láirge Partnership**

Decision of Evaluation Committee

Project ID	31WAT100036
Project Type:	Capital
Project Name:	Mahon Valley Milk
Promoters Name:	Mahon Valley Milk Ltd
Address:	Union Rd, Kilmacthomas, Co. Waterford
Description:	The promoter is looking to invest in a mobile milk dispensing machine and associated pasteurising equipment to sell, non homogenised whole milk in both its fresh form and mixed with flavours near his farm gate in Kilmacthomas to serve the market located within a 10km radius
Theme:	1 Economic Development and Job Creation
Sub-theme:	1a Green Economy
Link to LDS	Supporting enterprises improve efficiencies and reduce carbon footprint

Total Project Costs	€94,175.25		
Eligible Project Costs	€94,175.25		
Funding sought by promoter:	€70,631.43		
State one of the following: - First Review / Previously Deferred or Not Recommend	First Review		
Funding recommended by Evaluation Committee:	€0		
Details of private funding:	€23,543.82		
Voluntary Labour: YES / NO (If yes provide detail)	N/A		
Synopsis of project:	Investment in a milk dispensing unit and pasteurizing equipment		
Detail exactly what WLP will be funding (List items from Project Assessment Report)	Detail	Total Cost (Expenditure)	Grant Aid recommend by the Evaluation Committee @ 0%
	Milk dispensing machine	€60,300.25	€0

Total Funding	Ice bank chiller	€5,850	€0
	Pasteuriser	€28,025	€0
		€94,175.25	€0
Was an assessment completed?: Date: 16/05/24__	Yes		
Are detailed costings provided for the project? Were the costs for the project considered reasonable and how was this measured?	Yes, etendering was used and the most economic advantageous tender process used to select the chosen supplier		
Where the procurement process resulted in less than 3 quotes, the EC must show the additional steps taken to ensure the reasonableness of costs:	While 3 tenders were received for the milk dispensing unit, only two tenders were received for the pasteurizing equipment. As the equipment was priced through etenders and two comparison prices are available, this is considered acceptable		
Innovative Element of the project:	The promoter is planning on selling non homogenised milk which has much greater nutritional value, being easier to digest with a richer taste from a mobile milk vending machine that will be located close to their farm gate. While the machine is mobile, it will be located beside the Workhouse in Kilmacthomas under a lease agreement, which will have maximum footfall while also serving the greater Comeragh area.		
Consideration of Deadweight:	The project would not proceed without funding due to the large outlay of funds to get the business up and running. The promoter is dependent on funding support to implement the project.		
Consideration of Displacement:	The promoter is looking to target the market within 10km reach of his farm in Kilmacthomas initially and looking towards expansion towards the east of the county thereafter into Waterford city. The nearest competitor is Ballyconnery Bo, Colligan which is approximately 30kms from the proposed location in Kilmacthomas and other outlets in Clonakilty and Gorey.		
Economic justification for project:	The project will create one full time job		
Average Score for Project:	57/100		
% level of aid & ceiling:	A maximum of €0 or 0% of eligible expenditure, whichever is the lesser.		
E. C. Executive Summary/Rationale for Funding	The Evaluation Committee agreed to recommend not funding this project for the following reasons:- 1. The project was not considered viable based on the location 2. The project scored 57/100. A maximum of €0 or 0% of eligible expenditure, whichever is the lesser.		

Jobs Created	Jobs Sustained	Match Funding	Previous Grant Aid Received
1	0	€23,543.82	€0

Confirmation on the applicant's position re De-Minibus and double from the relevant agencies.	Date of Confirmation	Signed By
Local Enterprise Office	20 th May '24	Brid Kirby

Detail of Discussion: The following were the main points raised in the discussion of the project:

- Ms Connors briefly outlined the background of the promoters detailing their experience to date advising that John is a dairy farmer and his wife Alma previously worked in retail in her mother's health food store and as a Commis Chef. This project is the first and part of their large-scale plans for developing the farm which they hope to achieve over a period of time. If successful they hope to expand the mobile unit into a high-density area in East Waterford.
- The project will be in Kilmacthomas beside the Waterford Greenway and adjacent to their farm Mahon Valley Farm. They will pull the unit 500 metres from their farm up the laneway to the Kilmacthomas Workhouse where they have permission to leave the self-service unit against the side wall of one of the industrial units. Their target market will be within a 10 km radius.
- The Evaluation Committee discussed Ballyconnery Bó and the reason for the recommendation not to fund due to its location.
- Ms Connors advised that Ballyconnery Bó wrote to advise that they would be negatively impacted if another company was funded within a 40 km radius. The letter received was read out to the Committee.
- The Evaluation Committee discussed the mobile aspect of the proposed project and how it could potentially displace Ballyconnery Bó. It was suggested that if funded a condition stating that they could only operate in East Waterford might be a consideration, but the conclusion was that this would be very hard to monitor.
- The project will create a full-time position for Alma and in time possibly one other part-time position.
- The Evaluation Committee discussed the location and whether it would be viable as Kilmac is a small village. It was noted that a location like Ardkeen Stores with a high population density may be more profitable. It was pointed out that for competition purposes the likes of Ardkeen Stores may not want to locate a business selling a staple item such as milk near their premises.
- While there may be some passing trade; cyclists and walkers were not considered a significant group of potential customers.

- The Evaluation Committee noted how milk is the most competitive product on the market and how you can buy a litre of organic milk in Aldi or Lidl for €1.25.
- The Evaluation Committee expressed doubt about its success noting that it is unlikely 700 to a 1000 people will buy the product in that location every week.
- After careful consideration, the Committee agreed that while they believe it will be a quality product they don't think the project will be viable because of its location.
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The Evaluation Committee agreed to recommend not funding this project for the following reasons:

1. The project was not considered viable based on the location
2. The project scored 57/100.

A maximum of €0 or 0% of eligible expenditure, whichever is the lesser.

Amount Recommended: €0	0% of Eligible Project Funding: €0
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Signed: _____

Signed: _____

Chairperson of Evaluation Committee

Committee Member

Date: _____

Date: _____

Issues / Queries raised by Evaluation Committee	Project Officers Response

Signed: Chavi Amos

Dated: 4th of July '24

WLP Project Officer

Please insert photos below of reference purposes:



Overall Evaluation Committee Scoring Record

Project Title: <u>Mahon Valley Melk</u>	Project Reference no: <u>LE31WAT100236</u>	Date: <u>1/7/2024</u>	Time: <u>11am</u>
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Q	Assessment Criteria	Objective	Evaluation Committee comments	Weighting	Score
1	Has project development officer report indicated that any documentation / information requested has not been provided by the project promoter(s)	Ensure that the project promoter has provided all the required information / documentation requested by project development officer to progress this project.		N/A	Pass ☒ Fail
2	Displacement	Does the project comply with displacement requirements?		N/A	Pass ☒ Fail
3	Compatibility with Local Development Strategy (LDS)	Do the project proposals meet the criteria set out in the LAG's LDS for the relevant measure?			10
4	Innovation	Is the project innovative in its nature?			10
5	Project Promoter experience	Does the promoter have the training/skills, track record or experience to deliver?			10
6	Financial Viability	Do the proposed actions and associated costs appear reasonable and represent value for money, and is adequate funding available to co-fund the project?			10
7	Sustainability	Is the project viable and will the service continue to be delivered?			7
8	Requirement	Does the proposal target a specific need or address a specific gap in the market?			10
9	Deadweight	Would the project proceed without LEADER funding?	YES NO	N/A	10 N/A
N.B. Prior to being recommended for approval, projects must: - pass question 1 and 2 - answer no to question 9 - receive a minimum score of 65%.				Total:	57
Recommendation of the Evaluation Committee:				Not recommended	

Signature of Committee Chair: [Signature] Date: 1/7/2024

Denise Walsh

From: john moloney <moloney.john5@gmail.com>
Sent: Friday 5 July 2024 13:01
To: Denise Walsh
Subject: Re: Evaluation Meeting 1 July 2024 – draft evaluation minutes

Follow Up Flag: Follow up
Due By: Monday 8 July 2024 09:30
Flag Status: Flagged

Hi Denise

I have reviewed the minutes and I am satisfied that they are a true record of the discussion and recommendations of the meeting of the WLP Evaluation Committee on July 1st 2024.

Thank you
Regards
John Moloney

On Fri, 5 Jul 2024 at 10:08, Denise Walsh <Denise.Walsh@wlp.ie> wrote:

Good Morning John,

Attached please find the draft evaluation minutes for you to review.

Kind Regards,

Denise Walsh

Riarthóir / Administrator

Comhpháirtíocht Leader Phort Láirge / Waterford Leader Partnership CLG

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