

Ministry for Primary Industries  
Manatū Ahu Matua



# LET'S BRING YOUR IDEAS TO LIFE

**SFF Futures**

Make it happen

SFF Futures is a new investment programme from the Ministry for Primary Industries, designed to back new game-changing innovations across the food and fibre sectors.

## CONNECTION

SFF Futures is about making connections – bringing people, communities, government, industry and organisations together – helping them to explore and discover new perspectives, new opportunities and new ways to do things.

# SFF Futures

## COLLABORATION

SFF Futures is about encouraging collaboration and working in partnership to take ideas from possible to realised – to unearth potential and then make things happen so we reap the rewards of our efforts.

## THE COLLECTIVE GOOD

SFF Futures is about giving flight to truly transformative initiatives that are being developed for the benefit and prosperity of the collective good – not just individuals, but the primary sector, our people and our country.

One of the strongest features of SFF Futures is its broad scope. Spanning a wide range of industries, project types and all parts of the value chain, SFF Futures provides co-funding opportunities for almost anyone in the primary food and fibre sectors.

## Two types of funding are available

### Partnerships

- Long-term, large-scale and multi-faceted programmes involving multiple co-investors. MPI and the applicant work actively together and MPI is involved in project governance.
- Available as either Small Partnerships (typically \$2M – \$5M over 3–5 years), or Partnerships, typically \$5m+ across 5 or more years.
- MPI provides a maximum of 40% of the total project cost.

### Grants

- Relatively smaller-scale initiatives with more of a community focus. They typically have relatively fewer workstreams and shorter timeframes, and require less financial investment than partnership programmes.
- Available as either small grants (up to \$100,000 and up to one year), or larger grants typically up to \$2m across 1–3 years.
- MPI normally contributes 50–60% of the total project cost. Up to 80% may be available for highly compelling cases, subject to available funding and other considerations.

**Applications can be made at any time of the year. So you can develop your proposal when you're ready to do so, or if you want to be able to take advantage of particular market or sector conditions.**

# What we're looking for

- Innovation. We want to see new ideas – big or small – that can transform the way people work or live in our sectors, community or country
- Significant and sustainable public good benefits – economic, environmental, social or cultural
- Initiatives that are clearly additional to work already happening
- Initiatives that are clearly aligned with agreed sector strategies, or would provide innovation to benefit a sector
- A well-considered plan to achieve uptake. The active involvement of farmers, growers or other producers will be a key feature
- Ability to deliver a capable and appropriately resourced project team, a sound approach and methodology, and any necessary permits (if applicable) either in place or realistically available
- An appropriate governance structure to provide oversight, direction and decision making
- Identified risks and mitigation strategies to deal with these
- A realistic and appropriate budget, with eligible and adequately specified costs.

Feel free to contact us at any time to discuss any of these things and how your initiative stacks up against them. We may be able to help clarify some things for you or help you get some things over the line.

Also see our Applicant Guidelines at [sff-futures.mpi.govt.nz](https://sff-futures.mpi.govt.nz) for helpful information.

## Who can apply?

Those in the primary food and fibre sectors who have a game-changing innovation they want to bring to life, including businesses, NGOs, research organisations, training institutions, Māori landowners, community groups and industry bodies.

### It starts with a conversation

The best way to start your co-funding application process is with a conversation with the MPI funding team. No matter what stage your initiative is at, we'll be able to discuss your opportunities and help you take your next step.

To find out more, call us on **0800 00 83 33**, email us at [sff.futures@mpi.govt.nz](mailto:sff.futures@mpi.govt.nz) or visit [sff-futures.mpi.govt.nz](https://sff-futures.mpi.govt.nz)



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