

* Percentage can vary depending on the project's purpose, i.e., might be 100% if project is only for purebreds, etc.
 ** MDP Plan projects may also be funded from sources outside of PAT and AHA, for example, through fundraising efforts or sponsors. Also, AHA and PAT may choose not to fund an MDP project or fund other development/promotional projects of their choosing.

AHA Market Development & Promotion (MDP) Funding Process

