



PRODUCED IN KENT

Membership and industry partnership: criteria, fees and benefits

FULL MEMBERSHIP

Full members are guarantors of the company to the value of £1 and therefore have a right to speak and vote at the AGM.

Membership criteria

The criteria for full membership are as follows:

Hard criteria

- A small, medium-sized¹ or a large business or not-for-profit
- in the food and drink industry
- **located in Kent**
- complying with all relevant legislation relating to Food Safety and Hygiene, Traceability, Environmental Health and Trading Standards
- committed to being environmentally and socially responsible, who:

Soft criteria (match with at least three criteria)

Producer/manufacturer

- Produces in Kent or has substantial value added to a product in-county
- Has a distinctly local branding or nature
- Has a product with clear provenance that is considered of high quality in terms of visual appearance and taste
- Has a product that has been sustainably produced/manufactured

¹ i.e. has less than 250 employees or less than £43m turnover



- Supports and promotes the local economy

Wholesaler/Retailer/Hospitality

- Sells or serves in Kent
- Sources from at least four Produced in Kent full members² and specifies this on menu/point of sale
- Supports and promotes the local economy

Produced in Kent full members do NOT necessarily have to sell just to their immediate locality via farmers' markets etc. Produced in Kent membership will assist members to move from local sales to regional, national and international sales if they so wish.

Upon admission, new members are requested to:

- Sign the PinK Charter, including a pledge striving to adopt and implement sustainable management practices

Adherence to membership criteria will be checked annually.

Benefits package

BENEFIT	ESTIMATED VALUE P/A
Use of Produced in Kent trademark™ on all marketing material and packaging	NR
Free access to Produced in Kent copyright-free imagery	£250
Free entry in Produced in Kent's online directory and dedicated business webpage	£300
Free promotion of business, products and services through other PinK marketing channels: HelpKentBuyLocal website, Kent Food Trails website, member and customer bulletins, social media, Taste of Kent publication	£750

² Such a commitment will ensure that food service operators are buying from our full members, which in turn will drive increased sales. Membership is conditional on the provision of annual turnover information and number of staff employed (required for funding purposes)



Exclusive access to stands at Produced in Kent trade exhibitions throughout the County and at Kent County Show	£300
Free attendance to eight physical/virtual Meet the Member events (newest insight into food and drink-related topics, mini fair, networking opportunity) across Kent.	£120
Free access to annual Pink Conference	£60
Representation at local and regional Government level	NR
Free workshops with industry partners throughout the year	£500+
Free access to food and drink sector-related business support and mentoring advice	£500
Discounted access to professional services provided by industry partners	£100
Easy access to apprenticeship and placement programmes	NR
Signposting to relevant business, consumer and trade events	NR
Automatic subscription to regular member bulletin and bi-weekly E-bulletin and Good News bulletin	NR
Affiliate membership with strategic partners Visit Kent and FSB	£250
TOTAL	£3,130

Annual membership fees

Band 1	Up to £85,000 (VAT threshold)	£300
Band 2	£85,000 to £250,000	£400
Band 3	£250,000 to £500,000	£500
Band 4	£500,000 to £1000,000	£600
Band 5	£1,000,000 to £5,000,000	£700
Band 6	£5,000,000 upwards	£800



ASSOCIATE MEMBERSHIP

Associate members do not hold a guarantee in the company and therefore have no right to vote at the AGM, but are welcome to attend. The business support package offered is smaller and annual fees are therefore lower.

Membership criteria

Eligible for Associate Membership are all **non-food and drink producers**, who:

- Are based in Kent
- Make products that fit the **Lifestyle and Home** category
- Have a distinct local branding or nature
- Are able to show an affinity and professional link with the Kent food and drink sector
- Are committed to being environmentally and socially responsible

Upon admission, new members are requested to:

- Sign the PinK Charter, including a pledge striving to adopt and implement sustainable management practices

Adherence to membership criteria will be checked annually.

Membership benefits package

BENEFIT	ESTIMATED VALUE P/A
Use of Produced in Kent trademark™ on all marketing material and packaging	NR
Free access to Produced in Kent copyright-free imagery	£250
Free entry in Produced in Kent's online directory and dedicated business webpage	£300



Free promotion of business, products and services through other PinK marketing channels: HelpKentBuyLocal website, Kent Food Trails website, member and customer bulletins, social media, Taste of Kent publication	£750
Exclusive access to stands at Produced in Kent trade exhibitions throughout the County and at Kent County Show	£300
Free attendance to eight physical and virtual Meet the Member events (newest insight into food and drink-related topics, mini fair, networking opportunity) across Kent.	£120
Discounted access to professional services provided by industry partners	£100
Easy access to apprenticeship and placement programmes	NR
Signposting to relevant business, consumer and trade events	NR
Automatic subscription to regular member bulletin and bi-weekly E-bulletin and Good News bulletin	NR
TOTAL	£1,820

Annual rates

Band 1	Up to £85,000 (VAT threshold)	£150
Band 2	£85,000 to £250,000	£200
Band 3	£250,000 to £500,000	£250
Band 4	£500,000 to £1000,000	£300
Band 5	£1,000,000 to £5,000,000	£350
Band 6	£5,000,000 upwards	£400