



## 2012 FTSLA Membership Categories, Benefits, and Dues

### ***Benefits for all Members***

- **Education:** E-newsletter, workshops, intensives, webinars and other opportunities to learn from staff, experts and peers
  - **Marketing:** Inclusion in FTSLA member news in e-news, twitter, website for sustainability accomplishments (no commercial inclusions)
  - **Advocacy:** FTSLA provides a voice for members and keeps members updated on key issues and opportunities to advocate effectively on standards, labels, certifications, policy and other areas relevant to the organic food trade sustainable business practices
  - **Consultation:** Customized sustainability briefings, trainings and consultation projects per arrangement, on-site or virtual (fee-based, per project)
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### **Full Business Members**

- Food business
- Produce or sell at least one organic line, commitment to expanding to 100% over time
- Commitment and progress in eliminating GMOs in all products, materials and processes
- Sign *Declaration of Sustainability*, CEO or SVP level
- Annual sustainability reporting to FTSLA, including progress and goals
- Staff contact for participation in FTSLA sustainability progress/reporting activities

### ***Benefits:***

- Vote for the FTSLA Board Directors
- Opportunity to serve on the FTSLA Board of Directors
- Orientation on FTSLA benefits
- Access to Full Members-only website with Toolkit, Forum, reporting tools & templates, member reports, Resource Guides, meeting & webinar materials, member contacts

### ***Education & Consultation***

- Initial benchmarking to inform your strategy and optimize our staff support
- Initial briefing: One-hour webinar on a sustainable business topic of your choice
- Initial coaching: Help with strategy, organization, data/reporting, improvement tactics
- Full metrics and indicators set: Members use shared, industry-specific metrics, facilitating learning, benchmarking and progress
- Reporting templates and data tracking template
- Access to FTSLA members' annual sustainability reports
- Staff review and peer-to-peer feedback on annual sustainability report
- Member Toolkits 1-4: *Sustainability Programming, Measurement & Reporting, Resources, Media*. These guide you through each step of sustainability programming, from strategy and reporting to continuous improvement and communications.
- Resource Guides (analysis, guidance, resources) to drive progress in Declaration areas

- Staff consult: Staff support offering resources and guidance to help you plan and implement sustainability programs. (~ 24hrs per year)
- Free registration for all FTSLA webinars

#### *Networking & Collaboration*

- Staff coordination & support for Collaborative Member work groups (contact staff facilitating work group)
- Facilitated virtual networking (webinar platform)
- Participation in facilitated online networking forum
- Attend FTSLA members-only meetings

#### *Marketing*

- Inclusion in annual FTSLA member report
  - Inclusion in press releases for relevant FTSLA activities and member accomplishments
  - Media referrals for sustainability activities
  - Use of FTSLA member logo (must sign *Logo Use Policy* to use)
  - Opportunity to be an FTSLA sponsor
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### **Associate Business Members**

- Food business
- Produce or sell at least one organic line, commitment to expanding to 100% over time
- Commitment and progress in eliminating GMOs in all products, materials and processes
- Do not engage in activities counter to FTSLA's mission or *Declaration of Sustainability*

#### ***Benefits***

##### *Education & Consultation*

- Initial benchmarking form provided for self-assessment
- Member Toolkits 1-3: *Sustainability Programming, Measurement & Reporting, Resources*
- Staff consult: See above (~ 8 h per year)
- Free registration for all FTSLA webinars

##### *Networking & Collaboration*

- Facilitated virtual networking sessions (webinar platform)
- Attend select FTSLA members-only meetings

##### *Marketing*

- Opportunity to be an FTSLA sponsor
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## **Friends of FTSLA**

- Allied food or non-food business, nonprofit, government or individual
- Support FTSLA's mission
- Do not engage in activities counter to FTSLA's mission or *Declaration of Sustainability*

## ***Benefits***

- Free registration for all FTSLA webinars
- Attend select FTSLA members-only meetings
- Facilitated virtual networking sessions (webinar platform)

## **2012 Membership Dues**

\* Dues are based on **Gross Annual Revenue** \$US.

### **Full Business Membership Dues**

<\$500,000	\$300
\$500,001-\$10 Million	\$500
\$10-20 Million	\$1000
\$20-50 Million	\$1,250
\$50-100 Million	\$1,850
\$100-200 Million	\$2,500
\$200-400 Million	\$3,000
Above \$400 Million	\$3,750

### **Business Associates**

<\$500,000	\$150
\$500,001-10 Million	\$300
\$10-20 Million	\$500
\$20-50 Million	\$625
\$50-100 Million	\$925
\$100-200 Million	\$1,250
\$200-400 Million	\$1,500
\$400 M-\$1 Billion	\$1,875
Above \$1 Billion	\$2,250

## **Friends of FTSLA**

<\$500,000	\$100
\$500,001-10 Million	\$200
\$10-20 Million	\$300
\$20-50 Million	\$500
\$50-100 Million	\$750
\$100 Million	\$1,000
Government Agencies	\$300
Non-Profit Organizations	\$300
Individuals	\$100