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To Potential Farm & Food Care PEI Members,

Farm & Food Care PEI (FFCPEI) is a coalition of farm families, food processors, restaurants, food retailers, agribusinesses, and other food partners working together to tell the story of PEI's food – from production to consumption. PEI boasts excellent food brought to residents and visitors by a myriad of incredible individuals that are passionate about providing us with safe, healthy, and delicious food. Together we provide credible and accurate information on food and farming on PEI.

We welcome you to join us by becoming a member of FFCPEI! Your membership will help FFCPEI continue to connect people to the food they eat and to the individuals, families, and food partners that work together to produce our local food. PEI food is healthy, is grown responsibly, and is produced by people who care deeply about their land, their animals, and this beautiful Island as a whole. With less than 3% of Canadians having a direct link to agriculture, it makes sense that consumers have questions about their food and how it is produced. Please see attached membership options.

Be a part of FFCPEI's efforts to share the story of PEI's food with consumers by joining us today!

If you have any questions about FFCPEI and what we do, feel free to take a look at our website ([www.farmfoodcarepei.com](http://www.farmfoodcarepei.com)) or contact us directly by phone at 902-368-7289 or by email at [sbeaton@peifa.ca](mailto:sbeaton@peifa.ca).

## Our Vision

We are committed to informing consumers on how food is produced on the Island in a safe and sustainable manner while supporting the Island food community.

## Our Mission

We believe in bringing Islanders together to learn about food and celebrate our local farmers. We develop and host activities that promote PEI's food system.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Maynard".

Ron Maynard  
Chair, Farm & Food Care PEI



FFCPEI Membership Policy:	Policy Subject:  <i>Membership Parameters</i>	Date Approved:
	Review Date:	

1. Farm & Food Care PEI has five levels of annual membership:
  - Principal | \$5,000
  - Partner | \$2,000
  - Supporter | \$1,000
  - Affiliate | \$500
  - Friend | \$250 or less
2. Membership renewal requests will be sent to Farm & Food Care PEI members 12 months from when their membership fees are received.
3. Annual membership levels shall be re-evaluated every three years by the Farm & Food Care PEI Steering Committee.
4. Membership may be denied by the Farm & Food Care PEI Steering Committee if the applicant or member does not support the vision and mission of Farm & Food Care PEI.
5. Membership will be immediately revoked for any public display or statement that contradicts the vision and mission of Farm & Food Care PEI.
6. Members must be in good standing to participate in the membership benefits offered by Farm & Food Care PEI including participating in nominating and voting for members of the Steering Committee.
7. Memberships do not require re-approval prior to renewal.



## **FARM & FOOD CARE IS BUILT BY MEMBERS!**

Farm & Food Care PEI (FFCPEI) is a whole-sector coalition made up of farm families, food processors, restaurants, food retailers, agribusinesses, and other food partners. Together we provide credible and accurate information on PEI's food system with the common goal of building public trust in food and farming in PEI and across Canada. Corporations, associations, and individuals that support the objectives and activities of Farm & Food Care PEI may apply for membership at the following levels:

### **PRINCIPAL MEMBERS - SUPPORT OF \$5,000 +**

Principal members are the heartbeat of Farm & Food Care PEI's (FFCPEI) efforts to build public trust and cross-sector support for the farming and food industry province-wide. Members in this category are among the key influencers in PEI's food system.

Principal members help direct the work of FFCPEI. Principal members influence the efforts of FFCPEI and support its governance by nominating and voting for candidates from within FFCPEI's membership to three Steering Committee positions; as members they are also eligible to be nominated to these positions by other FFCPEI members. Principal members also have the opportunity to assist with the development of FFCPEI communication strategies by nominating members for, or contributing input to, the Communication Advisory Committee which develops and implements plans for proactive and reactive communications focussed on issues facing the food system.

Principal members receive specialized support as part of their FFCPEI membership. Principal members have access to complimentary FFCPEI speaker services including updates on programs, projects, and issues. Additionally, principal members are eligible to receive complimentary customized training workshops (a value of \$4,000 for groups of up to 50) and resources developed by Farm & Food Care. These members also have access to specialized communications support as requested from FFCPEI communications specialists on the Communication Advisory Committee.

Principal members have access to all of the resources provided and developed by FFCPEI. Along with receiving FFCPEI's quarterly newsletter, members will also have access to copies of the Farm & Food Care Publication *The Real Dirt on Farming* and *The Real Dirt on Farming: PEI Digest*. These members are foundational to all of FFCPEI's work and receive priority invitations to new committees, events, and consultation on important issues. Principal members will also have access to public trust research conducted on PEI to gauge consumer opinions surrounding PEI's food system.

FFCPEI members will be acknowledged on the FFCPEI website. Principal members will be recognized at major events and also receive exclusive invitations to host educational exhibits at FFCPEI events.



## **PARTNER - SUPPORT OF \$2,000 +**

Partner members are influential organizations, businesses and groups who provide invaluable input and shape the direction of FFCPEI's efforts. Partner members are passionate about advancing public trust in the food system and are key players in sharing accurate information on how food is produced on PEI and across Canada.

Partner members help direct the work of FFCPEI. Partner members influence the efforts of FFCPEI and support its governance by nominating and voting for candidates from within FFCPEI's membership to three Steering Committee positions; as members they are also eligible to be nominated to these positions by other FFCPEI members. Partner members also have the opportunity to assist with the development of FFCPEI communication strategies by nominating members for, or contributing input to, the Communication Advisory Committee which develops and implements plans for proactive and reactive communications focussed on issues facing the food system.

Partner members receive specialized support as part of their FFCPEI membership. Partner members have access to complimentary FFCPEI speaker services including updates on programs, projects, and issues. Additionally, partner members are eligible to receive customized training workshops at a discounted rate (25% off of the group rate for groups of up to 50 - a value of \$1,000) and resources developed by Farm & Food Care. Partner members also have access to specialized communications support as requested from FFCPEI communications specialists on the Communication Advisory Committee.

Partner members have access to all of the resources provided and developed by FFCPEI. Along with receiving FFCPEI's quarterly newsletter, members will also have access to copies of the Farm & Food Care Publication The Real Dirt on Farming and The Real Dirt on Farming: PEI Digest. These members are foundational to all of FFCPEI's work and receive priority invitations to new committees, events, and consultation on important issues. Partner members will also have access to public trust research conducted on PEI to gauge consumer opinions surrounding PEI's food system.

FFCPEI members will be acknowledged on the FFCPEI website and will be recognized at major events.



## SUPPORTER - SUPPORT OF \$1,000 +

Supporter members, as the category itself implies, provide crucial support for FFCPEI efforts to connect consumers to their food and build confidence in the food system. These members help to provide a foundation for FFCPEI by coming alongside other food partners to share truths about PEI's food production through their FFCPEI membership.

Supporter members help direct the work of FFCPEI. Supporter members influence the efforts of FFCPEI and support its governance by nominating and voting for candidates from within FFCPEI's membership to three Steering Committee positions; as members they are also eligible to be nominated to these positions by other FFCPEI members.

Supporter members receive specialized support as part of their FFCPEI membership. Supporter members have access to complimentary FFCPEI speaker services including updates on programs, projects, and issues. Additionally, supporter members are eligible to receive customized training workshops at a discounted rate (15% off of the group rate for groups of up to 50 - a value of \$600) and resources developed by Farm & Food Care. Supporter members also have access to specialized communications support as requested from FFCPEI communications specialists on the Communication Advisory Committee.

Supporter members have access to all of the resources provided and developed by FFCPEI. Along with receiving FFCPEI's quarterly newsletter, members will also have access to copies of the Farm & Food Care Publication *The Real Dirt on Farming* and *The Real Dirt on Farming: PEI Digest*. These members are foundational to all of FFCPEI's work and receive priority invitations to new committees, events, and consultation on important issues. Supporter members will also have access to public trust research conducted on PEI to gauge consumer opinions surrounding PEI's food system.

FFCPEI members will be acknowledged on the FFCPEI website.





## **AFFILIATE - SUPPORT OF \$500 +**

Affiliate members are farms, businesses and individuals who demonstrate their belief in the mission, vision and values of FFCPEI through their annual support.

Affiliate members help direct the work of FFCPEI. Affiliate members influence the efforts of FFCPEI and support its governance by nominating and voting for candidates from within FFCPEI's membership to three Steering Committee positions; as members they are also eligible to be nominated to these positions by other FFCPEI members.

Affiliate members receive specialized support as part of their FFCPEI membership. Additionally, affiliate members are eligible to receive customized training workshops at a discounted rate (10% off of the group rate for groups of up to 50 - a value of \$400) and resources developed by Farm & Food Care. Affiliate members also have access to specialized communications support as requested from FFCPEI communications specialists on the Communication Advisory Committee.

Affiliate members have access to all of the resources provided and developed by FFCPEI. Along with receiving FFCPEI's quarterly newsletter, members will also have access to copies of the Farm & Food Care Publication The Real Dirt on Farming and The Real Dirt on Farming: PEI Digest . These members are foundational to all of FFCPEI's work and receive priority invitations to events and activities.

FFCPEI members will be acknowledged on the FFCPEI website.

## **FRIEND - SUPPORT OF \$250 OR LESS**

Friend members are individuals who are invested in agriculture and food and are passionate about FFCPEI's vision of connecting people to their food from farm to plate. These advocates and foodies demonstrate their support of food and farming in PEI through their annual membership with FFCPEI. Friend members have access to communications expertise through the FFCPEI Communications Advisory Committee and have access to FFCPEI e-communications and complimentary resources. Friend members will also be acknowledged on the FFCPEI website.

**Thank you for your support and for demonstrating your love for PEI food and farming through your membership with Farm & Food Care PEI!**

## BENEFITS OF MEMBERSHIP

BENEFITS		5,000+	2,000+	1,000+	500+	250 or less
		Principal	Partner	Supporter	Affiliate	Friend
<b>Help Direct FFCPEI's Work</b>	Voting and Nominating Privileges for Steering Committee Positions	X	X	X	X	
	Eligible for Seat on FFCPEI's Steering Committee	X	X	X	X	
	Eligible for Seat on FFCPEI's Sub-Committees	X	X			
<b>Specialized Support</b>	Complimentary FFCPEI Speaker Services: Updates on Projects, Programs & Issues	X	X	X		
	Invitations to Training & Workshops: Speak Up, Media Training, Webinars, etc.	Complimentary	Discounted (25%)	Discounted (15%)	Discounted (10%)	
	Access to Specialized Communications Expertise	X	X	X	X	X
<b>Access to Resources</b>	Subscriptions to FFCPEI E-News & Regular Communications	X	X	X	X	X
	Copies of FFC's Publication, Real Dirt on Farming	X	X	X	X	X
	Special Invitation to FFCPEI Events and Activities	X	X	X	X	X
	Complimentary Registration to FFCPEI Events and Activities	Unlimited	3	2	1	1
	Access to Public Trust Research Regarding PEI Consumer Attitudes Toward Food and Farming	X	X	X		
<b>Recognition</b>	Option to Host an Exhibit at FFCPEI Events	X				
	Recognition on Website	X	X	X	X	X
	Acknowledgement at Major Events	X	X			



## MEMBERSHIP APPLICATION

Name \_\_\_\_\_ Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_

Postal Code \_\_\_\_\_ Tel \_\_\_\_\_

Email \_\_\_\_\_

*Additional email addresses that wish to receive the Farm & Food Care PEI e-newsletter can be sent to [hello@farmfoodcarepei.ca](mailto:hello@farmfoodcarepei.ca) with the subject line "Subscribe" .*

### WE WOULD LIKE TO SUPPORT FARM & FOOD CARE PEI'S EFFORTS

- \$5,000 Principal level membership
- \$2,000 Partner level membership
- \$1,000 Supporter level membership
- \$500 Affiliate level membership
- \$250 or amount \_\_\_\_\_ Friend level membership

Payment Options:  Cheque enclosed  Invoice requested Or pay online at [www.farmfoodcarepei.com](http://www.farmfoodcarepei.com)

- I support the mission, vision and values of Farm & Food Care PEI.

Member Acknowledgement - We are pleased with the support shown to Farm & Food Care PEI from all sectors of agriculture but know that some members are sensitive about public recognition. As such, we'd ask you to choose one of the following:

- We would be pleased to be acknowledged on Farm & Food Care PEI's website as a member/supporter.
- We do NOT want to be acknowledged on Farm & Food Care PEI's website as a member/supporter.