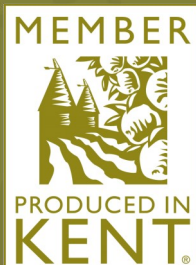




YOUR MEMBERSHIP PACK



WELCOME TO
**Produced
in Kent...**



FULL MEMBERSHIP Introduction

AS A LOCAL INDEPENDENT FOOD AND DRINK BUSINESS, YOU PLAY A CRUCIAL ROLE IN DEVELOPING KENT AND CREATING A BETTER FOOD SYSTEM IN OUR COUNTY:

- Providing jobs and putting money back into the local economy.
- (Re-)Connecting consumers with the land and animals their food comes from and creating a sense of place and community.
- Offering a healthier alternative to super processed foods high in sugar, salt and protein¹ and contributing to greater regional food security.
- Maintaining the countryside that gives the UK its unique character and appeal to visitors.
- Spearheading a more sustainable operational model with a smaller carbon footprint, using local supply chains, maintaining high animal welfare standards, adopting regenerative farming methods, caring for their staff, redistributing surplus food.
- Providing a food and drink experience and infrastructure to visitors and the tourism industry: food and drink is the glue of any tourist experience and greatly influences its success.

Produced in Kent recognises your contribution to the local economy, the Kent landscape, the environment and our community. We want to make sure everyone else does, too, and buys your product. We want to connect you to the right people and help your business thrive.

Established in 2005, Produced in Kent is the collective voice of the local independent food and drink industry, representing over 200 growers, producers, manufacturers, distributors, retailers and hospitality businesses in Kent and Medway. We are a dynamic network of foodie entrepreneurs who are passionate about local sustainably produced food and keen to work together.

We have the profile, expertise, networks and connections to help market your product and business, to link you to specialists who can help your business flourish and be more sustainable, and to fellow entrepreneurs for advice and collaborations.

¹ Our current relation with food is an unhealthy one. Henry Dimbleby's National Food Strategy states that 'the food we eat – and the way we produce it – does terribly damage to the planet and to our health.' [25585_1669_NFS_The_Plan_July21_S12_New-1.pdf](#)

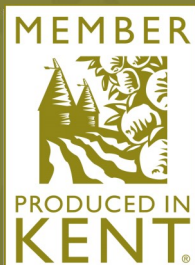
FULL MEMBERSHIP

Benefits of Membership



JOIN US TO ACCESS THE FOLLOWING MEMBERSHIP BENEFITS:

Details of benefit	Membership Saves you:
Use of Produced in Kent trademark™ on marketing material and packaging	/
Free dedicated webpage on PinK website linked to your own site/shop/socials/news on PinK site.	£300
Min. 24 entries per year in fortnightly PinK newsletters sent to 15,000+ readers (open rate over 39%)	£600
Min. 24 posts created by PinK with your business tagged, reaching >38k followers	£300
Exclusive seasonal PR opportunities throughout the year with our media & PR partners	£150
Exclusive advertising discounts from our media partners	£150
Automatic subscription to regular member bulletin and bi-weekly Flavour of the month & Flavours newsletters	/
Exclusive access to the Members events calendar & noticeboard + Members Bulletin to advertise your B2B opportunities	£50
Exclusive stands in the Produced in Kent area at the Kent County Show and other food and drink events throughout the county	£300
Free access to Member networking events across Kent.	£120
Free attendance at our annual B2B event The Future Food Forum	£60
Representation with regional Government as well as with regional and national trade organisations and central Government departments	/
Business analysis and sign-posting to available expert business advice, business support programmes and activities, R&D support and funding	£500+
Introduction to and facilitation of new routes to market	£500+
Discounted access to professional services provided by industry partners	£100
Free workshops with industry partners throughout the year	£500+
Signposting to relevant business, consumer and trade events	/
Sign-posting to apprenticeship and placement programmes	/
Affiliate membership with strategic partners	£250
Total value of the benefits you receive in membership	£3880



FULL MEMBERSHIP Criteria

MEMBERSHIP CRITERIA

In order to join Produced in Kent as a full member, food and drink businesses must meet the following criteria:

You must be:

- A small, medium-sized* or large business or a 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 matches at least 3 of these:

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
- Supports and promotes the local economy

Wholesaler/Retailer/Hospitality

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

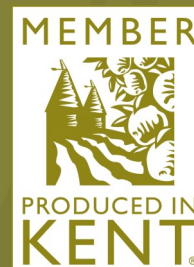
Produced in Kent full members do NOT necessarily have to sell just to their immediate locality via farmers' markets etc. Produced in Kent membership will assist members to move from local sales to regional, national and international sales if they so wish.

Applicant members will be requested to sign the membership Terms and Conditions. By signing the Terms and Conditions, members automatically agree to act in the spirit of the vision, mission and values as set out in Produced in Kent's Charter, and to strive to adopt and implement sustainable operational practices as set out in Produced in Kent's Sustainability Pledge.

Adherence to membership criteria will be checked annually.

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

FULL MEMBERSHIP Fees



ANNUAL MEMBERSHIP FEES

Membership Band	Turnover	Cost of membership per annum
Band 1	Up to £85,000 (VAT threshold)	£300
Band 2	£85,001 to £250,000	£400
Band 3	£250,001 to £500,000	£500
Band 4	£500,001 to £1000,000	£600
Band 5	£1,000,001 to £5,000,000	£700
Band 6	£5,000,001 upwards	£800



PRODUCED IN KENT Charter

INTRODUCTION

This charter sets out:

- ((a) in Kent's hopes and aspirations for the organisation's business; and
- (b) relationship between the members and the Business (Produced in Kent).

Produced in Kent acknowledges that this document is not legally binding. However, all members are requested to adopt it and encouraged to operate in its spirit.

OUR PURPOSE

'Championing local and sustainable food and drink'.*

BACKGROUND

Kent is an exciting and sustainable food hub:

- contributing to the local economy
- maintaining Kent's unique countryside and heritage
- improving the quality of life for its residents
- helping the environment
- attracting visitors, businesses, investors and new residents to the county

OUR VISION IN A NUTSHELL

For Kent to be recognised as THE food and drink destination of the UK.

OUR VISION IN DETAIL

For Kent to be recognised as the English region with an expanding, vibrant, diverse and accessible local independent food and drink sector that sustainably grows, produces, sells and serves the finest food and drink in the UK to a wide and growing audience contributing to the local economy, maintaining Kent's unique countryside and heritage, improving the quality of life for its residents, helping to protect the environment and attracting more visitors to the County.

OUR MISSION TO OUR MEMBERS & PARTNERS

To proudly represent, promote and support all Kent businesses that sustainably grow, produce, manufacture, sell and serve the finest local food, with the aim to steer consumers to buying more 'local' and pave the way to a commercially viable local trading infrastructure and measurable year on year economic growth of the local independent food and drink sector.

*Please note that, wherever the text refers to 'food' only, this encompasses 'drink' also.



PRODUCED IN KENT Charter

OUR STRATEGIC OBJECTIVES

- Create better awareness of and support for local, healthy and sustainable food and drink amongst Kent residents and visitors
- Put local food enterprise at the heart of local economic development and make it more accessible to a wider public
- Support Produced in Kent members in becoming fully environmentally and socially sustainable
- Develop a Brand Kent Marketing Partnership with Visit Kent

The full **Produced in Kent 2023–2026 Strategy** can be made available upon request



PRODUCED IN KENT Charter

VALUES

We are Accountable and Ethical

Produced in Kent is first and foremost a membership organisation, acting on behalf, and in the interests, of its paying members. In all that we do, we strive to be honest, responsible and ethical. We are committed to be transparent about our operations, goals achieved and impact generated through our annual company statement and regular communications, and welcome an open and constructive dialogue with, and constructive criticism from, our members and wider stakeholder community.

We Strive to be Sustainable

As the voice of the local independent food and drink sector, Produced in Kent puts sustainability at the heart of its mission and is committed to work towards a better future for all. The organisation, its members and industry/strategic partners are keen advocates for sustainable food and are striving to operate in a pro-active, socially and environmentally responsible manner as set out in Produced in Kent's Sustainability Pledge, thereby contributing to a healthier, happier and more equal community, a better quality of life and greener environment.

We are Inclusive

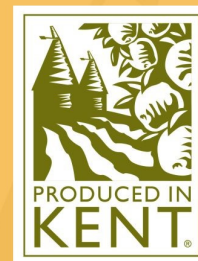
Produced in Kent strives to be a home for all those who are passionate about local and sustainable food and drink. It values the individual and group differences within its membership and embraces the diversity in backgrounds, beliefs and perspectives of its members as a catalyst for innovation and change.

We Champion Creativity

Acknowledging that we are living in a complex environment with a great number of societal, economic and environmental challenges impacting on our daily lives and future, Produced in Kent, in all its outputs, actively encourages its staff, members and stakeholders, as well as the general public, to think creatively and 'look at things from a different angle' – as a way to push through a difficult situation, turn a challenge into an opportunity, come up with innovative solutions, maintain good mental and physical health and create a more positive, fair, humane and sustainable future for the next generation .

We Work Together

Produced in Kent believes that great things can be achieved by working in partnership, and that working together creates a sense of community. It actively encourages collaboration amongst its members and seeks collaboration with external stakeholders through strategic and industry partnerships with the aim to create synergy, cut costs, maximise impact and drive innovation.



PRODUCED IN KENT Charter

ORGANISATIONAL STRUCTURE

Produced in Kent was established in 2005 and operates as a not for profit, private company limited by guarantee. Produced in Kent profiles itself as a membership organisation, open to businesses operating in the Kent local independent food and drink sector.

A joint venture arrangement is in place between Produced in Kent and Kent County Council, which offers two of its members of staff on secondment to the organisation.

Produced in Kent is acting on behalf and in support of its members. Members pay an annual fee depending on annual company turnover figures, in exchange for advocacy, promotional and business support provided by the Produced in Kent team. Full members (food and drink businesses) are Members in the legal sense of the word and have a right to speak and vote on certain matters of interest to the company at its Annual General meeting. Associate members (non-food and drink producers) 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.

Produced in Kent may enter into industry and strategic partnerships with any for-profit and not-for-profit business, supplying food and drink industry-related services such as marketing, regulation, human resource management, IT, finance, research and development, education and business management. Industry partners pay an annual fee for a benefits package, which includes access to member events and activities. For a more detailed overview of Produced in Kent's membership and partnership structure, please refer to our Membership and Industry Partner package.

Strategic management of the company is in the hands of a Board of Directors (maximum of nine Directors), appointed on a personal title for a three-year period by the sitting Board, with the option to be re-elected for another 3-year period. Kent County Council currently holds an observer position on the Board.

Current Directors of Produced in Kent Limited are: Stephen Clarke (Q Catering), Sally Newall (Simply Ice Cream), Finnian Dunlop (Macknade Fine Foods), Sue Warran-Smith (FoodTalkGroup), Tilly Clarke (Outset UK) Carol Ford (Ford Synthesis) and Stephanie Karpetas (BEIS). Huw Jarvis (Pink contact within KCC) holds an observer status.

The day-to-day operational management of the company is in the hands of its chief executive, with the position currently held by Floortje Hoette.

Produced in Kent's Board Directors, its Chief Executive and the team, as well as the organisation's paying members and industry partners are expected to:

- conduct themselves and act in the spirit of the organisation's values
- subscribe to Produced in Kent's Sustainability Pledge



PRODUCED IN KENT Sustainability Pledge

PRODUCED IN KENT WANTS TO BE A SUSTAINABLE ORGANISATION, REPRESENTING MEMBERS AND WORKING WITH INDUSTRY AND STRATEGIC PARTNERS THAT ARE ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE, AND SEEK TO EMBED SUSTAINABILITY INTO THEIR BUSINESS MODEL. WE ACKNOWLEDGE THAT WE ARE NOT PERFECT, AND ON MANY FRONTS STILL HAVE A LONG WAY TO GO, BUT WE ARE COMMITTED TO MAKE THE TRANSITION TO A SUSTAINABLE ORGANISATION .

As a membership organisation representing the local independent food and drink sector in Kent, sustainability is at the core of Produced in Kent's mission:

To grow the revenues of our members by increasing their visibility with consumers and buyers and to encourage them to operate sustainably.

Produced in Kent wholly subscribes to Kent County Council's Environment Strategy to continue to support economic growth whilst protecting and enhancing our natural and historic environment and creating and sustaining communities that are vibrant, healthy and resilient. We also fully acknowledge and support Canterbury City Council's 2019 declaration of an environment and climate emergency, the first Council in the UK to do so.

The time we have to avoid a climate catastrophe on earth is limited: according to [UN](#), less than a decade, whereas other institutions have issued even gloomier [forecasts](#). The UN's 2030 sustainable development agenda – [17 goals](#) ranging from good health and equality to climate action and responsible production and consumption – can only get back on course through concerted action from Governments and their populations, reshaping how people live, learn, work and [consume](#).



PRODUCED IN KENT Sustainability Pledge

We are embarking on the path to sustainability not just because it is part of our ideology and an emergency situation is shaping up, but also because research and good practice have shown that businesses operating under sustainability principles are more resilient to external threats and more likely to be profitable – and therefore more sustainable [economically](#). In addition, businesses who are striving to be good citizens and good employers, and are giving back to the community, tend to sit well with consumers and may use this to their advantage when seeking funding, investment or high-level strategic partnerships with public and private institutions. Businesses who perform well on the sustainability monitor have a distinct USP over their competitors.

From here onwards, Produced in Kent wants to be an example and driver of sustainable development in Kent. It expects its members and its industry partners to show a similar dedication and continuous corporate responsibility towards environmental, social and economic sustainability.

To this end, it adopts the UN's **Sustainable Development Goals (SDGs)** as the guiding principles for all aspects of its organisation and, as the collective voice of its members, commits to:

REDUCE, REUSE AND RECYCLE (SDG: 6, 7, 12, 13)

Apply the principle of reduce, reuse and recycling of key resources used across operations and the supply chain:

- Water use, capture and loss
- Energy and fuel use, efficiency and generation
- Packaging and materials in products, processes and waste
- Use of chemicals, products or processes harmful to humans and the environment.

With the aim of;

- Reducing organisational carbon and energy footprint with the aim to reaching Net-Zero
- Reducing biodiversity decline and improving the natural environment and landscape for present and future generations.
- Reducing water consumption to ensure sustainable water resource supplies
- Reducing and re-purposing food waste and waste materials to contribute to a circular economy and the recovery and re-use of materials and waste
- Striving to eliminate the use of single-use plastic, unnecessary and environmentally harmful packaging, materials and chemicals

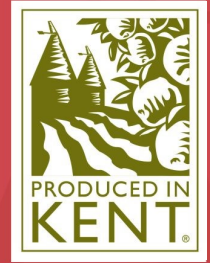
BE ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE (SDG: 2, 3, 8, 10, 11)

- Strive to engage with ethical supply chains only
- Advocate sustainably grown, reared and produced food and drink.
- Support local food and drink businesses
- Facilitate education on food sustainability and the offering of healthy, balanced food high in nutritional value
- Support the marginalised and disadvantaged, and donate to the community what we don't use
- Be a fair and inclusive employer
- Bike, walk or use public transportation where possible



PRODUCED IN KENT Terms & Conditions

1. A business cannot become a member or associate member of Produced in Kent unless it meets the relevant membership criteria set out by Produced in Kent.
2. Produced in Kent reserves the right to inspect and/or audit a member prior to approval of their application and at any time during the period of membership.
3. The member agrees to provide information, confidentially, to Produced in Kent about the performance of its business when requested for subscription fee calculation and fundraising purposes. Produced in Kent may audit a prospective member, or audit a member during the term of their membership and may require a certified copy of a prospective member or member's accounts.
4. The member will inform Produced in Kent of any relevant memberships of quality schemes and advise them of any changes in membership of such schemes.
5. The member agrees to be bound by the Produced in Kent website Terms and Conditions.
6. By signing Produced in Kent's membership Terms and Conditions, a member business agrees to act in the spirit of the vision, mission and values as set out in Produced in Kent's Charter, and to strive to adopt and implement sustainable operational practices as set out in Produced in Kent's Sustainability Pledge.
7. Produced in Kent reserves the right to refuse any application for membership if, in its absolute discretion, it considers that the applicant does not meet the standards required of members, as set out in the Produced in Kent Charter and Sustainability Pledge or in any other document published for that purpose by Produced in Kent. The decision of Produced in Kent will be final.
8. Membership is conditional upon payment of the annual subscription fee to Produced in Kent. The annual subscription fee may be collected on a monthly or yearly basis by direct debit or BACS payment. The membership term will be 12 months, starting on the date of the first membership invoice raised by Produced in Kent.
9. Each member will be notified of the renewal of its membership two weeks prior to the renewal date. Membership renewal will take place automatically, unless Produced in Kent is otherwise informed by its member latest on the date of renewal.
10. In the event of non-payment, Produced in Kent reserve the right to terminate or suspend a membership without further notice and all benefits of membership will immediately cease or be suspended.
11. Membership will only be reinstated at the absolute discretion of Produced in Kent, upon payment in full of any outstanding payments and any other monies owed.



PRODUCED IN KENT

Terms & Conditions

12. Produced in Kent reserve the right to refuse renewal or to terminate the membership of any member if, in its absolute discretion, it considers that the member has acted in a manner detrimental to Produced in Kent or in a manner likely to bring Produced in Kent into disrepute, failed to comply with, or maintain, the standards required of members as set out in the Produced in Kent Charter and Sustainability Pledge or in any other document published for that purpose by Produced in Kent. The decision of Produced in Kent will be final. In the event of terminating the membership on these grounds, notice of termination will be given to the member and all benefits will immediately cease, but there shall be no entitlement to a refund of any sums paid by that member.
13. If an application for membership is refused, or membership is cancelled, Produced in Kent shall have no liability whatsoever for any alleged loss which may result.
14. Produced in Kent may record and store and use information and materials members have posted, transmitted, sent or communicated on all Produced in Kent websites.
15. Information supplied via these websites will be retained by Produced in Kent on a database and will be used for furtherance of its legitimate interests, to update its records and to contact members with information about relevant initiatives, services or opportunities. Member details will be stored securely and will not be released to any other organisation. Produced in Kent is the Data Controller for member information. Members who do not wish Produced in Kent to use this information in this way should contact info@producedinkent.co.uk. Data will be kept for the duration of the membership and for such reasonable period thereafter as is necessary for the purposes of the operation of Produced in Kent or compliance with any of its reporting obligations or the operation of its
16. The member business will be entitled to use the PRODUCED IN KENT certification mark, provided that such use is in accordance with the attached Terms and Conditions for using the certification mark.
17. In granting membership Produced in Kent reserves the right to require any member to alter, remove or cease any form of sales production and sale of goods associated in any way with Produced in Kent that contravenes any current relevant legislation or brings, or is likely to bring Produced in Kent into disrepute.
18. All intellectual property rights on and relating to the Produced in Kent websites and in the logos, including trademarks, trade names or other signs, vest in Produced in Kent.
19. All marketing and other materials bearing the Produced in Kent name or logo must only be used in accordance with the Produced in Kent brand guidelines. On termination of membership, the licence granted to the member of Produced in Kent Ltd to use its logo, marketing information or any other material of any description ("the materials") is immediately terminated and the materials must, at its option, either be returned to Produced in Kent or destroyed.



PRODUCED IN KENT

Terms & Conditions

20. Each member is entirely responsible for the accuracy of all information included on the site concerning that member. Information provided will be available to members of the public. However, Produced in Kent reserves the right to reject, edit or remove at any time any information which it, in its absolute discretion, considers is unsuitable for any reason whatsoever.
21. When members upload or post content to our site, or otherwise provide us with information to be included on the site, that member grants us the following rights to use that content:
 - a perpetual, worldwide, non-exclusive, royalty-free, transferable licence to use, reproduce, distribute, prepare derivative works of, display, and perform that member-generated content in connection with the service provided by the website and across different media including to promote the site or the service;
 - a worldwide, non-exclusive, royalty-free, transferable licence for other members, partners or advertisers to use the content in accordance with the functionality of the site to expire when the user deletes the content from the site.
22. Each member agrees that it must not misuse our site by knowingly introducing viruses, trojans, worms, logic bombs or other material that is malicious or technologically harmful. A member must not attempt to gain unauthorised access to our site, the server on which our site is stored or any server, computer or database connected to our site. A member must not attack our site via a denial-of-service attack or a distributed denial-of service attack. We will report any breach of this provision to the relevant law enforcement authorities and we will co-operate with those authorities by disclosing the breaching member's identity to them. In the event of such a breach, that member's right to use our site will cease immediately.



PRODUCED IN KENT Membership Dispute Resolution

This document serves to define the process that will be followed in the event there is a dispute between Produced in Kent and a membership business relating to all or any of the following:

- The misuse of the Produced in Kent certification mark as referred to in the Criteria and Terms and Condition of Membership
 - Termination of membership by Produced in Kent due to non-payment of the annual subscription within seven days of the renewal date
 - Refusal by Produced in Kent to renew membership
 - Behaviour by a business in the membership as described in the Membership Criteria and Terms and Conditions of Business
1. Upon being made aware of the reason giving rise to the dispute, Produced in Kent will write to the membership business, by email and by post via recorded delivery (or any subsequent similar service), outlining the circumstances.
 2. The membership business will be given seven working days in which to respond in writing to the allegation.
 3. In the event no response is received within seven working days, the dispute will be upheld.
 4. The response to the allegation will be considered by the Manager of Produced in Kent and if required or requested, a face to face appointment may be arranged and notes made of such a meeting signed by both parties as a true record within 10 working days.
 5. If it is not possible for agreement to be reached between the membership business and the Manager of Produced in Kent, the membership business has the right to request the dispute be considered by the Chairman or a Director of Produced in Kent. Such a request must be lodged within seven days of the response or meeting referred to in (4) above.
 6. The decision of the Manager, the Chairman or a Director, as appropriate, will be final.
 7. If a decision is reached to terminate membership, notice of termination will be written to the membership business and all benefits will immediately cease as outlined in Clauses 14, 15 and 18. There will be no entitlement to a refund of any sums paid by that membership business for either subscription or for any event paid in advance.
 8. Produced in Kent does not accept liability whatsoever for any alleged loss which may result.