

Welcome to Produced in Kent



**Produced in Kent is your local food group
and Kent is the Garden of England.**

**There are great products and producers in Kent
We are here to help you grow and develop your business.**

Our main aims are:

- To support and provide services to our member
- To develop and stimulate the market for Kentish produce in the public and private sectors
- To champion and develop the Kent identity of local products by establishing a brand which means value to the members and quality and provenance to the public
- To encourage the development of competitive and sustainable businesses that contribute to the Kent economy

We will meet these aims by:

- Raising public awareness and interest in local food through media campaigns, publications, festivals and events
- Working within the public sector and with larger Kent businesses to ensure Kent food and drink is on the menu
- Encouraging the hospitality industry to make the most of Kent's seasonal produce
- Encouraging the county's retailers to stock as much Kent produce as possible
- Encouraging members to work together and to develop realistic supply chains
- Developing a brand under which members can trade

Membership Categories



Once you have identified your category, turn to the benefits pages for more details

Corporate Member

Companies, institutions or individuals who are interested in helping to promote Produced in Kent, our aims, our objectives and our members.

Producer Member

Farmer, grower, food or drink producer committed to producing (i.e. growing, raising, catching, brewing, baking or manufacturing) and selling quality products that must have undergone a reasonable value added process over and above re-marketing or re-packaging.

Retail or Wholesale Member

Retail & Wholesale businesses committed to selling locally produced food, drink or craft.

Hospitality or Tourism Member

Pubs, hotels, restaurants, cafés, caterers, tourist attractions committed to sourcing and serving local produce.

Artisan Craft Member

Arts, Crafts and non food products. Using local materials where appropriate and being created using artisan methods.

Associate Member

Businesses that can supply or provide a service to other Produced in Kent members and are committed to supporting Produced in Kent's aims and objectives.

B & B Member

B & B and self catering accommodation providers committed to sourcing local produce.

Charity or Educational Establishment

Charities or educational establishments should contact us to discuss your application.

Membership Benefits



Producer, Retail, Wholesale, Hospitality and Tourism Members

Benefits include:

Branding

- Exclusive use of the Produced in Kent brand to promote your business
- Access to point of sale and other marketing and promotional materials
- Opportunity to apply to use the Produced in Kent logo on your products

Marketing Support and Promotion

- Dedicated website page, with content fully controlled by you and linked to your website
- Marketing MOT - a free review of your marketing plans and materials
- Promotion under the Produced in Kent banner through literature, campaigns, print, TV and radio
- Promotional opportunities in our newsletters and E-bulletins
- Access to a PR & press release service
- Entry in the Kent's Finest buying guide and the opportunity to appear in other food related guides
- Social media support

Business Support and Advice

- Support and advice in meeting your business objectives
- Support with funding applications and business development plans
- Access to insurance, legal and accountancy services

Trade Development and Events

- Invitations to participate in Produced in Kent only events
- Opportunities to participate in shows and events at preferential rates
- Trade development opportunities in the public and private sector
- Invitations to Produced in Kent networking meetings and seminars

B & B Members

Benefits include:

- Exclusive use of the Produced in Kent brand to promote your business
- Assistance with local sourcing
- Dedicated website page, with content fully controlled by you and linked to your website
- Entry in the Kent's Finest buying guide and the opportunity to appear in other food related guides
- Promotional opportunities in our newsletters and E-bulletins
- Members only classified section
- Access to insurance, legal and accountancy services
- Social Media support

Membership Benefits



Artisan Craft Members

Benefits include:

Branding

- Exclusive use of the Produced in Kent brand to promote your business
- Access to point of sale and other marketing and promotional materials
- Opportunity to apply to use the Produced in Kent logo on your products

Marketing Support and Promotion

- Dedicated website page, with content fully controlled by you and linked to your website
- Promotional opportunities in our newsletters and E-bulletins
- Entry in the Kent's Finest buying guide
- Members only classified section
- Social Media support

Business Support and Advice

- Support and advice in meeting your business objectives
- Access to insurance, legal and accountancy services

Trade Development and Events

- Invitations to participate in Produced in Kent only events
- Opportunities to participate in shows and events at preferential rates
- Invitations to Produced in Kent networking meetings and seminars

Associate Members

Benefits include:

- Dedicated website page, with content fully controlled by you and linked to your website
- Use of the Produced in Kent Member logo to promote the business
- Entry in the Kent's Finest buying guide
- Opportunities to market your business to Produced in Kent members.
- Invitations to Produced in Kent networking meetings and seminars
- Members only classified section
- Access to insurance, legal and accountancy services
- Social Media support

Additional sponsorship opportunities can be discussed on an individual basis.

Membership Criteria and Terms & Conditions of Business



I understand that my application for membership of Produced in Kent Ltd ("Produced in Kent") is based on the following criteria:

1. I am a business based in Kent or has an effective presence in Kent and committed to the aims and objectives of Produced in Kent
2. I agree to support Produced in Kent initiatives and events and to provide reasonable information about the performance of my business. I understand that this will be treated in confidence but it may be used in summary by Produced in Kent to satisfy current funders or to secure future funding
3. I will strive to ensure that my products are of the highest quality and produced with care and commitment
4. If I am a member of any relevant quality scheme I will inform Produced in Kent. I will advise them of any changes in membership of such schemes
5. I agree to comply with all relevant legislation relating to Food Safety and Hygiene, Traceability, Environmental Health and Trading Standards
6. All products when offered for sale to the public must clearly indicate the provenance or origin of the product for the benefit of the consumer, so they are able to easily identify local produce
7. As a **Producer Member**
 - All primary product (fruit, vegetables, meats etc) must have spent the majority of its life in Kent I may be required to certify this or provide evidence of this upon request by Produced in Kent
- As a **Producer Member**
 - All manufactured products must have undergone a value added process over and above re-packaging or remarketing and wherever possible, be sourced from products originating in Kent.
- As a **Producer Member**
 - All products manufactured from raw materials originating from outside Kent must have come from ethical sources and undergone a value added process in Kent over and above re-packaging or remarketing.
- As a **Retail, Wholesale, Hospitality and B & B Member**
 - Demonstrate active local sourcing where and when products are available from within Kent. I may be required to certify this or provide evidence of this upon request by Produced in Kent

Membership Criteria and Terms & Conditions of Business



As an **Artisan Craft Member**

- Arts, crafts and non food products made using local materials where appropriate and being created using artisan methods
- 8. 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.
- 9. I understand that I will be required to pay an annual subscription charge for my membership (12 months from the date my membership is approved and payment is received by Produced in Kent). The subscription will be due on or before this date each year. In the event of non-payment of that subscription within 7 days of the renewal date, Produced in Kent reserve the right to terminate my membership without further notice and all benefits of membership will immediately cease
- 10. Membership will only be reinstated, at the absolute discretion of Produced in Kent, upon payment in full of any outstanding subscriptions and any other monies owed.
- 11. Produced in Kent may record and store and use information and materials you have posted, transmitted, sent or communicated on all Produced in Kent websites.
- 12. Information supplied via these websites will be retained by Produced in Kent on a database and will be used to update our records and to contact you with information about relevant initiatives, services or opportunities that we believe you may be interested in. Your details will be stored securely and will not be released to any other organisation. Produced in Kent is the Data Controller for your information. If you do not wish Produced in Kent to use this information in this way please contact info@producedinkent.co.uk
- 13. Produced in Kent reserve 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 Membership Criteria and Terms and Conditions of Business or in any other document published for that purpose by Produced in Kent. The decision of Produced in Kent will be final.

Membership Criteria and Terms & Conditions of Business



- 14.**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 Membership Criteria and Terms and Conditions of Business 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.
- 15.**If an application for membership is refused, or membership is cancelled, Produced in Kent accepts no liability whatsoever for any alleged loss which may result.
- 16.**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.
- 17.**All intellectual property rights on and relating to the site and in the logos, including trademarks, trade names or other signs, vest in Produced in Kent.
- 18.**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.
- 19.**Any 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.
- 20.**Produced in Kent reserve the right to inspect and/or audit a member prior to approval of their application and at any time during the period of membership.
- 21.**Membership will be conditional upon the payment in full of the required annual subscription charges as set out by Produced in Kent

Annual Subscriptions

With effect from 1st April 2018



Excluding VAT

Type of Membership	Turnover					
	£0 - £70,000	£70,001 - £250,000	£250,001 - £500,000	£500,001 - £1,000,000	£1,000,001 - £5,000,000	over £5,000,000
Producer	£ 140.00	£ 215.00	£ 300.00	£ 400.00	£ 500.00	£ 570.00
Retail, Wholesale & Hospitality	£ 140.00	£ 215.00	£ 300.00	£ 400.00	£ 500.00	£ 570.00
Artisan Craft	£ 85.00					
Associate	£ 140.00	£265.00	£265.00	£265.00	£265.00	£265.00
Bed & Breakfast	£ 114.00					

Including VAT at 20%

Type of Membership	Turnover					
	£0 - £70,000	£70,001 - £250,000	£250,001 - £500,000	£500,001 - £1,000,000	£1,000,001 - £5,000,000	over £5,000,000
Producer	£ 168.00	£ 258.00	£ 360.00	£ 480.00	£ 600.00	£ 684.00
Retail, Wholesale & Hospitality	£ 168.00	£ 258.00	£ 360.00	£ 480.00	£ 600.00	£ 684.00
Artisan Craft	£ 102.00					
Associate	£ 168.00	£318.00	£318.00	£318.00	£312.00	£312.00
Bed & Breakfast	£ 136.80					

Your subscription will run for 12 calendar months from the date your application is approved. Please complete a remittance form and return it to us at the address below. Payment can be made by BACS or cheque .

BACS Details

Account Name : Produced in Kent Limited
 Account No: 90703370
 Sort Code: 205411

Barclays Bank Plc
 40-46 High Street
 Maidstone, ME14 1SS

Cheques should be made payable to Produced in Kent Ltd

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 maybe 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.