



Associate Membership Pack

Associate Membership for companies who supply products and services of interest to FRA members. Includes benefits of Associate Membership, costs and how to become a member.



Welcome to FRA

The Farm Retail Association (FRA), formally known as FARMA, is the national association representing farm retailers with over 400 members across the UK. Our members include farm shops, PYO operators and farmers' markets.

As a networking organisation FRA arranges open days, training workshops and events for members throughout the year. The Annual Conference held around the end of February is the highlight event of the year attended by many of the UK's leading farm retailers and includes a trade show.

Associate Membership

We recognise the valuable role that suppliers play in the success of a business. As well as farm shops, PYO operators and farmers' markets we also have a category of membership for companies who supply products and services to our members and share our values.

Membership Benefits

- ☑ **Listing on the FRA website:** Members have access to a secure area on website with information about member events etc. Associate Members are listed on the member's only section of the website with contact details, description & logo.
- ☑ **Members directory:** Associate Members have exclusive access to the list of FRA members – updated annually (company name, address, tel, email – to comply with data protection it does not include personal contact information).
- ☑ **Facebook Group:** Members exchange advice and support through a member's only Facebook group. Associate Members have access to the group and are welcome to contribute to relevant discussions but please do not to use it as a sales platform.
- ☑ **Keep up to date with Members:** Receive email news bulletins & printed newsletters
- ☑ **Invitations to Networking events:** You will receive invitations to attend open days, networking events and the Annual Conference, and will get members discounts of up to half price at these events.
- ☑ **FRA logo:** Let your customers know you are part of the Farm Retail Association by using the FRA logo in your marketing, website etc.
- ☑ **Trade Stand Discounts & Priority Booking:** The Annual Conference and Trade Show is the highlight event of the year attended by many of the UK's leading farm retailers as well as new start-ups. Trade stands often sell out and Associate Members get up to 30% discount on stand space and priority booking.

- ☑ **Sponsorship Opportunities:** Increase your profile further amongst members by taking a sponsorship of one of our events or as part of the Annual Conference. Associate Members get priority.
- ☑ **Wholesale Discounts:** As a Member you are eligible to apply for a 5% discount scheme at Booker Wholesale.
- ☑ **AF Affinity:** You will automatically be eligible for membership to AF Affinity, AF Affinity is part of the Anglia Farmers buying group which sees over £250,000,000 of purchases for its members. This purchasing power enables members to benefit from special rates on gas and electricity, telephony and many other products and services.

How much will membership cost me?

Associate Membership costs £350 per annum, plus a first year joining fee of £75. Membership runs for 12 months from date of joining.

How to Become a Member?

The application process is all online. We have done this so that your details are in one place and kept on a central members' database.

- Complete an application form online www.farmretailassociation.co.uk
- Agree to the direct debit request (for membership renewal for year 2 onwards)
- The FRA Board to approve your application
- You will be sent an invoice for first year membership
- Once your membership application is approved and membership fee paid you will be listed on the website and begin to enjoy membership benefits.

If you would like one of the team to call you and talk you through the application process we are happy to do this.