



# The Brand of Opportunity

Introducing the new Buy California Marketing Agreement

The Board of Directors of the Buy California Marketing Agreement (BCMA) recently completed an extensive strategic planning process to define a successful and sustainable future founded on collaboration and representation. The “CA Grown” brand continues to be seen as a tremendous asset to California’s agriculture community, retailers and consumers. Going forward, BCMA will seek membership and support from organizations, companies and individuals that support the work of BCMA in the following areas:

## Message Management

With a proven record of coordinating broad representation from California ag groups, BCMA is ready to help California’s farmers and ranchers focus their collective message on the value they bring to the market and their communities.

## Agriculture Advocacy

BCMA is not an issues management organization. However, BCMA can and will serve as a proactive advocate for California Agriculture, helping define its value economically, environmentally and culturally through a narrative that consumers, media and lawmakers can understand and appreciate.

## Marketing and Advertising

BCMA is “CA Grown” and the brand continues to provide retailers and farmers with a mark that connects with consumers and sells more California Grown products.





# Membership Structure

## SIGNATORY- COMMODITY GROUP

[Entities representing a specific agricultural commodity federal or state marketing program (advisory board, administrative committee, agreement, council or commission) either in fresh form, dried form or other processed form may become signatories to the agreement. Different forms of a commodity are considered to be separate commodities and eligible for board membership.]

- Seat on the board
- Licensed use of the logo by all commodity farms
- Commodity products featured in BCMA campaigns

### Based on Annual Assessment Revenue

Less than \$250,000.....	\$2,500
\$250,000 to less than \$500,000.....	\$5,000
\$500,000 to less than \$1 million.....	\$7,500
\$1 million to less than \$2.5 million ....	\$10,000
\$2.5 million to less than \$5 million ....	\$15,000
\$5 million to less than \$7.5 million.....	\$20,000
\$7.5 million and over.....	\$25,000

## SIGNATORY- MEMBERSHIP GROUP

[An organization registered with the Secretary of State as a corporation or partnership representing a group of producers, shippers or processors.]

- Seat on the board
- Licensed use of the logo for association marketing and promotions
- 50% discount on licensed use of the logo for individual company members

### Based on Annual Budget

Less than \$250,000.....	\$2,500
\$250,000 to less than \$500,000.....	\$5,000
\$500,000 to less than \$1 million.....	\$7,500
\$1 million to less than \$2.5 million ....	\$10,000
\$2.5 million to less than \$5 million ....	\$15,000
\$5 million to less than \$7.5 million.....	\$20,000
\$7.5 million and over.....	\$25,000

## AG INDUSTRY ORGANIZATIONS

[Organizations registered with the Secretary of State – including cooperatives and trade associations that represent multiple products or commodities.]

- Position in BCMA governance (via representative seat(s) for this membership tier as non-voting members of the Board, and/or participation at an advisory or committee level)
- Access to research produced by BCMA
- Use of BCMA logo/messaging tools to support organization PR/issue management efforts

### Based on Annual Budget

Less than \$250,000.....	\$1,000
\$250,000 to less than \$500,000.....	\$1,500
\$500,000 to less than \$1 million.....	\$2,000
\$1 million to less than \$2.5 million ....	\$2,500
\$2.5 million to less than \$5 million ....	\$3,000
\$5 million to less than \$7.5 million.....	\$4,000
\$7.5 million and over.....	\$5,000

## ADVISORY MEMBER

- Seat on advisory group
- Access to research produced by BCMA
- Use of BCMA logo/messaging tools to support organization PR/issue management efforts

### Based on Annual Gross Dollar Sales

Less than \$500,000 .....	\$250
\$500,000 to less than \$1 million.....	\$500
\$1 million to less than \$2.5 million ....	\$750
\$2.5 million to less than \$5 million ....	\$1,000
\$5 million to less than \$7.5 million.....	\$1,250
\$7.5 million and over.....	\$1,500

## INDIVIDUAL COMPANY MEMBER

- Licensed use of logo
- Web site listing/advertising
- Retail/foodservice lists

### Based on Annual Gross Dollar Sales

Less than \$250,000.....	\$1,000
\$250,000 to less than \$500,000.....	\$1,250
\$500,000 to less than \$1 million.....	\$1,500
\$1 million to less than \$2.5 million ....	\$2,000
\$2.5 million to less than \$10 million ..	\$4,000
\$10 million to less than \$25 million ...	\$6,000
\$25 million to less than \$50 million ...	\$8,000
\$50 million and over .....	\$10,000

## JOIN TODAY!

Check the box above to select the membership category that fits you best.

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_