

## **Mendocino Generations Farmers Alliance Tiers of Service For Members 2018** (Attachment A)

Applications are accepted anytime of the year, new prospective members are interviewed and reviewed between Jan 1st and March 15th. Members are chosen by end of March annually. Membership fees for existing members are due between March 15-31 to continue to receive member benefits. There's a \$300 application fee for new members.

Members can change their tier of membership based on square footage of their local county cultivation permit size.

All fees and benefits are subject to change annually.

Membership can be terminated at any point by either party for any reason. Membership fee will not be refunded upon membership termination, unless cancelled within 1 month of acceptance.

Mendocino Generations will actively advertise, promote and market the core flower brands and highlight the individual farms brands in the farmer alliance/collective. Sales are not guaranteed. The role of Mendocino Generations will be to facilitate direct sales with licensed distributors. Product must meet the 5-tier grading standards (Attachment C) and pass pesticide/microbiological tests in order to qualify for market entry and be eligible for support and promotion.

### ANNUAL MEMBER TIERS

#### **PROFESSIONAL PARTNERS-**

##### **\$500 Associate Business Memberships**

- REFERRALS FROM MENDOCINO GENERATIONS TO OUR FARMERS BASE TO YOUR BUSINESS
- SOCIAL MEDIA CROSS PROMOTIONS
- EXPOSURE OF LOGO, WEBSITE AND EVENT PROMOTIONS ON OUR SOCIAL MEDIA AND WEBSITE
- DISCOUNTED BULK RATES ON PRODUCTS WHEN AVAILABLE (BULK SOIL, AMENDMENTS, WORMS, STRAW, ETC)
- DISCOUNTED SERVICES WITH INDUSTRY EXPERTS IN THE MENDOCINO GENERATIONS NETWORK
- TESTING DISCOUNTS
- FREE ENTRY TO MOST MENDO GEN WORKSHOPS

## **FARMING PARTNERS-**

### **TIER 1-**

**\$800 FARMER COLLECTIVE MEMBER SMALL 2500 square feet of cultivation**

### **TIER 2-**

**\$1400 Medium Cultivation 2,500-5,000 square foot cultivation permit**

### **TIER 3-**

**\$2000 - Large Cultivation 10,000 square feet cultivation permit**

## **ALL FARMER BENEFITS ARE THE SAME WITH THE EXCEPTION OF TIER 3 GETTING 2 FARM VISITS ANNUALLY**

- 1) INFORMATION UPDATES
- 2) IN PERSON MEET AND GREET WITH MENDO GEN TEAM AT YOUR FARM
- 3) PHONE AND EMAIL CONSULTATION TIME
- 4) DISCOUNTED BULK RATES ON PRODUCTS WHEN AVAILABLE IN THE MENDOCINO GENERATIONS BUSINESS NETWORK (BULK SOIL, AMENDMENTS, WORMS, STRAW, ETC)
- 5) DISCOUNTED SERVICES WITH INDUSTRY EXPERTS IN THE MENDOCINO GENERATIONS BUSINESS NETWORK
- 6) TESTING DISCOUNTS
- 7) SALES EXPOSURE OF YOUR SAMPLES AND PRODUCTS
- 8) COMPLIANCE INFORMATION AND GUIDANCE
- 9) ONE GARDEN CONSULTATIONS AT YOUR FARM WITH MENDO GEN MEMBER ASSISTANCE TEAM
- 10) MENDO GEN HAT OR SHIRT
- 11) MARKETING EXPOSURE/FARMER PROFILES ON WEBSITE AND SOCIAL MEDIA
- 12) MENDOCINO GENERATIONS MEMBER SIGN FOR YOUR GARDEN AND PROMOTIONAL PURPOSES
- 13) POSSIBILITY OF GETTING HIGH GRADE FLOWER INTO PREPACKAGED MENDO GEN OR ARCANNA FLOWERS BRANDED PACKAGING
- 14) ACCESS TO PROPRIETARY GENETICS FOR SEEDS, CLONES OR PLANTS (UPON SIGNING OF BIOLOGICALS AGREEMENT)
- 15) SHOWCASE OF YOUR VALUE ADDED PRODUCTS ON CANNABIS EVENTS TABLES WITH MENDO GEN TEAM

