



# Mediterranean Foods Alliance Membership Application

## MAIN CONTACT PERSON FOR MFA MEMBERSHIP

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

Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Individual Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

## ADDITIONAL PEOPLE TO INCLUDE IN MFA EMAILS:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

## ANNUAL MEMBERSHIP DUES

Membership rates are based on each Member's annual revenues, on a sliding scale:

<u>Annual Sales</u>	<u>Dues</u>
<input type="checkbox"/> \$0-\$5 million	\$750
<input type="checkbox"/> \$5-\$20 million	\$1,000
<input type="checkbox"/> \$20-\$50 million	\$1,500
<input type="checkbox"/> \$50-\$100 million	\$2,000
<input type="checkbox"/> >\$100 million	\$3,000

## ABOUT YOUR ORGANIZATION

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Producer          | <input type="checkbox"/> Exporter |
| <input type="checkbox"/> Manufacturer      | <input type="checkbox"/> Broker   |
| <input type="checkbox"/> Importer          | <input type="checkbox"/> Supplier |
| <input type="checkbox"/> Retailer          | <input type="checkbox"/> Other    |
| <input type="checkbox"/> Wholesaler        | _____                             |
| <input type="checkbox"/> Distributor       |                                   |
| <input type="checkbox"/> Trade Association |                                   |
| <input type="checkbox"/> Government Agency |                                   |

## GOLD MEDALLION MEMBERSHIP

Gold Medallion Membership is for organizations that want to use the Med Mark and/or broaden their participation in the Mediterranean Foods Alliance.

As a Gold Medallion Member, your organization will accelerate awareness among consumers about the advantages of eating the Mediterranean way *and* your products. You'll also help to expand our educational initiatives, including our consumer health programs and the media communications programs accompanying them.

In addition, your organization will receive significant recognition and additional benefits from the MFA throughout the year. For more about this, please see page two of this application.

**Gold Medallion Dues:** \$2,000 annually, in addition to those for the MFA

- Yes, I'd like to be a Gold Medallion Member, to improve public health and advance the Mediterranean Diet!**

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**Please return your completed application to Nicki Heverling by:**

- Faxing to 617.421.5511 *OR*
- Emailing to [nheverling@oldwayspt.org](mailto:nheverling@oldwayspt.org) (just supply info – form not required) *OR*
- Mailing to Oldways Preservation Trust, 266 Beacon St, Boston MA 02116.

We will then email you an invoice and a welcome letter with further information.



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## MFA MEMBERSHIP BENEFITS

- Consumer and media recognition for MFA member products and companies through:
  1. The Mediterranean Diet Supermarket Education Program
  2. Our media programs
  3. Our online product finder
  4. Our online member directory
- Oldways' Mediterranean Diet media education programs, which are focused on raising consumer awareness about the health-promoting Mediterranean way of eating, and the products that are part of the Mediterranean Diet. Top-level national media respect our decade and a half of leadership on the topic of the Med Diet. *Time* magazine, for instance, concluded its most recent feature article on the science of the Mediterranean Diet with "for more information, visit [www.Oldwayspt.org](http://www.Oldwayspt.org)."
- Free consumer-friendly Mediterranean Diet education materials for members' marketing and education activities, such as our Med Pyramid graphics and posters, and our new Med Diet brochure. Oldways' reputation in nutrition circles and our professionally-developed materials bring an important third-party validation to your marketing efforts.
- Expert advisory boards – scientific and culinary – to answer your questions. If you are interested in working privately with an advisor, we can provide introductions.
- Complimentary listing of your company's news and events in our upcoming "Mediterranean Happenings" calendar.
- Quarterly membership newsletters, including updates on Mediterranean Diet scientific research.

## GOLD MEDALLION MEMBERSHIP BENEFITS

**In addition to MFA member benefits, Gold Medallion Member Companies receive:**

- Use of the Med Mark logo on qualifying products, collateral materials, and website.
- Your company's name, logo, and a link to your website on the Med Mark Mediterranean Foods Alliance Gold Medallion webpage.
- Event Discounts, up to 20% off on conference registration or sponsorship.
- Extra attention in Oldways' Mediterranean Diet media education programs, which are focused on raising consumer awareness about the health-promoting Mediterranean way of eating. We are regularly asked by journalists — and by consumers, chefs and other food professionals — for brand and/or company examples. Products bearing the Med Mark get top mention, as they're most easily spotted in stores.
- Your company's name and logo displayed on signage at Oldways Med Mark Mediterranean Alliance conferences and symposiums.
- Special recognition in Med Mark Mediterranean Foods Alliance publications and printed materials.
- Identification as a Gold Medallion Member in the Med Mark Mediterranean Foods Alliance online membership directory, and special gold badge for Oldways Med Mark Mediterranean Foods Alliance events.
- Exclusive invitation to the President's Member Reception at Oldways Med Mark Mediterranean Foods Alliance Conferences and Symposiums.
- Focused attention in media interviews, when possible.

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