

Join the Plant Based Products Council

All PBPC members receive a variety of benefits that can assist their businesses in being up to date on the latest policy news, communicate with their audiences, network with similar companies, and more.



A breakdown of voting membership tiers, benefits per tier, and costs are below:

- Executive Membership
- General Membership
- General Member - Start-up/Small Business
- General Member - Consultants

All PBPC voting members receive the following benefits:

- **PBPC Website Membership Listing** - Members will be listed on PBPC's public facing website, giving visibility to your company's commitment to PBPC's mission.
- **Communications Toolkit** - Members will have access to PBPC's membership communications toolkit, including rights to use PBPC's logo. The toolkit provides suggested materials and messaging about PBPC and the plant-based economy and industry.
- **PBPC Newsletter** - Any representative from a PBPC member company can receive PBPC's newsletter, which highlights PBPC activities, policy developments, consumer trends, corporate sustainability announcements, and more. The newsletter is distributed bi-weekly to PBPC members, media, lawmakers, consumers, and other interested stakeholders.
- **Monthly Member Updates** - Members receive PBPC's monthly member updates, which provide an overview of PBPC's policy advocacy, communications activities, member resources, opportunities to engage, etc.
- **Member Directory Listing** - All PBPC voting members can be listed in PBPC's online member directory in PBPC's "Your Membership" page, which will be accessible only to other PBPC voting members. The directory provides an opportunity to learn more about member companies' interests in plant-based products and PBPC and allows you to connect with other PBPC voting members.
- **Member Meetings** - All PBPC voting members will be invited to participate in PBPC member-only meetings, webinars, and town halls where you will have the opportunity to hear from PBPC staff and outside experts on the latest on policy, funding, communication, and other activities relevant to the plant-based products industry and PBPC.
- **PBPC Committee/Working Group Participation** - Any PBPC voting member company can assign representatives to participate on any PBPC committees or working groups. The committees and working groups develop and implement agendas and work plans for PBPC's policy, communications, and other activities in support of the organization's strategic plan.

Additional Membership Benefits by Tier:

Executive Member (Voting), Annual dues - \$25,000

Eligible companies include feedstock providers, converters, technology providers, product manufacturers, distributors, suppliers, brand owners, retailers, and trade associations whose members do not otherwise meet the eligibility requirements. As detailed below, Executive Members have exclusive access to benefits that allow their company to play a leadership role in helping to direct policy, research, and other PBPC activities as the organization works to grow the industry.

- **Board of Directors' Seat** - Executive members are guaranteed a seat on PBPC's Board of Directors, which currently meets virtually every 6-8 weeks to discuss and make decisions regarding PBPC organization and programmatic matters, along with approving the annual operating budget. When it is safe to do so, we envision holding two annual face-to-face meetings of the Board. One meeting will be held in the Washington, DC area, likely featuring a political briefing and Capitol Hill fly-in. The second meeting will be held at a more "destination" location elsewhere in the country. All members of the Board of Directors are eligible to be elected to serve as Chair or Vice Chair of the Board.
- **Hill Fly-in** - Executive members will be invited to participate in a Capitol Hill fly-in, organized in conjunction with a Board of Directors meeting. The fly-in will provide an opportunity for you to meet with Congressional lawmakers to advocate for issues of importance to the plant-based products industry and your business, allowing you to build relationships with legislators and gain valuable exposure for yourself and your business.
- **Annual Visit by PBPC Staff** - Executive members will be offered the opportunity for PBPC staff to provide an annual briefing to your corporate leadership and/or staff virtually or at the location of your choosing -- your company's corporate headquarters, at PBPC's office in Washington, DC, or another mutually agreeable location.
- **PBPC Committee/Working Group Leadership** - In addition to participating on any PBPC committees or working groups, executive members are eligible for any leadership positions established within any committee or working group.
- **PBPC Policy Input** - Executive members have the ability to propose changes to PBPC's policy advocacy agenda, which can be considered and decided upon by the Board of Directors.
- **Member Visibility Opportunities** - Executive members will be guaranteed a member spotlight on PBPC's website/blog/newsletter. The member spotlights are intended to consist of a blog series, featuring varied formats, such as member interviews/Q&As, products highlights, issues analyses, etc. Each spotlight will be supported by a social media campaign. The name and logo of executive member companies can also be prominently positioned on PBPC's website.
- **Consumer Research Data** - Executive members will have access to detailed reporting, recommendations, and communications toolkit from an annual research program PBPC launched in 2020 that will allow members to have a greater understanding of consumer attitudes toward plant-based products, including year-over-year trends and segmentation data. The research results can be used by your company to better understand and market to potential customers. In addition, executive members will have the opportunity to commission custom consumer research in future iterations of the annual program.

Additional future executive member benefits will be identified related to a 2022 PBPC event.

General Member (Voting), Annual dues - \$10,000

Eligible companies include feedstock providers, converters, technology providers, product manufacturers, distributors, suppliers, brand owners, retailers, and trade associations whose members do not otherwise meet the eligibility requirements. Benefits exclusive to General Members are detailed below.

- **Board of Directors' Seat Eligible** - General member companies are eligible to serve in one of two Board seats reserved for representatives of the general membership class. The representatives will be nominated by all companies in this membership category. The Board of Directors currently meets virtually every 6-8 weeks to discuss and make decisions regarding PBPC organization and programmatic matters, along with approving the annual operating budget. When it is safe to do so, we envision holding two annual face-to-face meetings of the Board. One meeting will be held in the Washington, DC area, likely featuring a political briefing and Capitol Hill fly-in. The second meeting will be held at a more "destination" location elsewhere in the country. All members of the Board of Directors are eligible to be elected to serve as Chair or Vice Chair of the Board.
- **PBPC Committee/Working Group Leadership** - In addition to participating on any PBPC committees or working groups, general members are eligible for any leadership positions established within any committee or working group.
- **PBPC Policy Input** - General members have the ability to propose changes to PBPC's policy advocacy agenda, which can be considered and decided upon by the Board of Directors.
- **Member Visibility Opportunities** - General members will have the opportunity to be featured in a member spotlight on PBPC's website/blog/newsletter. The member spotlights are intended to consist of a blog series, featuring varied formats, such as member interviews/Q&As, products highlights, issues analyses, etc. Each spotlight will be supported by a social media campaign. The name and logo of general member companies can also be listed on PBPC's website.
- **Consumer Research Data** - General members will have access to detailed reporting, recommendations, and communications toolkit from an annual research program PBPC launched in 2020 that will allow members to have a greater understanding of consumer attitudes toward plant-based products, including year-over-year trends and segmentation data. The research results can be used by your company to better understand and market to potential customers. In addition, general members will have the opportunity to commission custom consumer research in future iterations of the annual program.

General Member Start-up/Small Business (Voting), Annual Dues: \$1,200

Designed for companies that generate less than \$100 million in annual revenue or have been in business for less than 5 years or have less than 100 employees. Eligible companies include feedstock providers, converters, technology providers, product manufacturers, distributors, suppliers, brand owners, and retailers. Benefits exclusive to General Start-up/Small Business Members are detailed below.

- **Board of Directors' Seat Eligible** - Start-up/small business member companies are eligible to serve in one Board seat reserved for a representative of the start-up/small business membership class. The representative will be nominated by all companies in this membership category.

The Board of Directors currently meets virtually every 6-8 weeks to discuss and make decisions regarding PBPC organization and programmatic matters, along with approving the annual operating budget. When it is safe to do so, we envision holding two annual face-to-face meetings of the Board. One meeting will be held in the Washington, DC area, likely featuring a political briefing and Capitol Hill fly-in. The second meeting will be held at a more "destination" location elsewhere in the country. All members of the Board of Directors are eligible to be elected to serve as Chair or Vice Chair of the Board.

- **PBPC Policy Input** - Start-up/small business members have the ability to propose changes to PBPC's policy advocacy agenda, which can be considered and decided upon by the Board of Directors.
- **Member Visibility Opportunities** - Start-up/small business members will have the opportunity to be featured in a member spotlight on PBPC's website/blog/newsletter. The member spotlights are intended to consist of a blog series, featuring varied formats, such as member interviews/Q&As, products highlights, issues analyses, etc. Each spotlight will be supported by a social media campaign. The name and logo of start-up/small business member companies can also be listed on PBPC's website.
- **Consumer Research Data** - Start-up/small business members will have access to detailed reporting, recommendations, and communications toolkit from an annual research program PBPC launched in 2020 that will allow members to have a greater understanding of consumer attitudes toward plant-based products, including year-over-year trends and segmentation data. The research results can be used by your company to better understand and market to potential customers. In addition, start-up/small business members will have the opportunity to commission custom consumer research in future iterations of the annual program.

Additional future start-up/small business member benefits will be identified related to a 2022 PBPC event.

General Member Consultants (Voting), Annual Dues: \$10,000

Eligible companies include consultants, law firms, and other for-profit companies providing services to the plant-based products industry.

- **Consumer Research Data** - Consultant members will have access to detailed reporting, recommendations, and communications toolkit from an annual research program PBPC launched in 2020 that will allow members to have a greater understanding of consumer attitudes toward plant-based products, including year-over-year trends and segmentation data. The research results can be used by your company to better understand and market to potential customers or clients' customers.

Additional future start-up/small business member benefits will be identified related to a 2022 PBPC event.

* If you are a university, research institute, trade association, academic, or student interested in joining, contact us for more information.

For more information, please reach out to **Keniece Barbee, Director, Board and Member Services** at keniece@pbpc.com.