



AFFILIATE BENEFITS

**UPDATED
MARCH 2024**

By becoming an affiliate supporter of UK Organic you will be actively working on growing the sector in the UK, and you have the opportunity to be directly involved with UKO and its work.

2024 ANNUAL AFFILIATE FEES

Our fees are based on the company annual turnover

Fees will be amended from 2025 to make them more inclusive for everyone

Turnover Category	Annual Affiliate Fee
Up to £1m	£210 + VAT
£1m - £10m	£420 + VAT
£10m - £25m	£630 + VAT
£25m - £50m	£840 + VAT
£50m - £100m	£1,050 + VAT
£100m + over	£2,100 + VAT

Special Category Fees	
Farmer & Growers (Non-packing/processing)	£110 + VAT
Independent Shops (Total turnover under £2m and up to 5 shops)	£150 + VAT for first shop £50 + VAT for each additional shop



AFFILIATE SUPPORTER BENEFITS

Affiliate supporters enjoy an enhanced set of benefits which include, but are not limited to:

- The opportunity to be directly involved with UK Organic and its various activities
- The chance to take an active role in marketing activities (e.g. Journalist interviews, PR activations, brand presence at consumer events, inclusion in Discovery of Organic Boxes, retailer boxes etc)
- You will receive the full annual consumer report and research analysis and as well as any other report that we produce
- Use of UK Organic Social media channels
- Feature on UK Organic consumer website (articles, blogs, product news etc) and the brand directory
- Featured in the UK Organic newsletter sent to the sector (share projects, look for partners etc)
- 2 complimentary tickets to the UK Organic Annual conference
- Opportunity to be included in working groups and discussion groups for topics concerning the organic industry (e.g. environmental labelling, PBOs, Organic & regenerative farming etc)
- Partnership visits and networking days



AFFILIATE SUPPORTER BENEFITS

Within the first three months of upgrading to affiliate membership you will receive:

Blogpost
on the
UKO
B2B Website

Announcement
on our LinkedIn
public page

Introduction on
LinkedIn closed
group

·Feature in the B2B newsletter sent to over 900 email addresses, including our members, partners and key industry contacts

Organic
Spotlight blog
article on our
consumer
website(s)

Organic Spotlight
post on Facebook,
Instagram &
X
total reach over 130K

Offer sample /
discount to UKO
affiliate community to
introduce them to
your products/
services

Pictures and content to be approved by the UKO team.



PARTNERSHIP BENEFITS

NOURISH AWARDS

Dubbed as the UK's toughest health food awards, judged by an expert panel of independent judges. UKO sits on the judging panel and would like to see more organic brands entering the main Nourish Awards, the Nourish Vegan Awards and the Nourish Kids Awards.



Members who enter the awards and win in their category will receive a £1,000 social media package from the UKO which includes:

- Social media boosted posts/videos
- Solus blog post
- Banner on B2C website homepage



ENTRY FEES (to be confirmed for 2024)

Small Business: £98/product – same product in more categories £54

Medium and Large Business*: £195/product – same product in more categories £95

*£1.2M+ annual turnover OR 20+ employees

www.nourishawards.org



PARTNERSHIP BENEFITS

ATALANTE

Atalante helps SMEs, challenger brands and start-ups develop or revisit their marketing strategies so that they better understand, connect with and reflect the needs and emotions of their audiences.

EXCLUSIVE FOR UKO AFFILIATE SUPPORTERS

10% DISCOUNT ON ATALANTE'S QUOTED RATES SERVICES INCLUDING FULLY BESPOKE PROJECTS (excluding outsourced costs)

ATALANTE'S MOST POPULAR PACKAGES INCLUDE:

1h MINI BRAND CONSULTATIONS (£150+VAT)

With a discussion and some rapid emersion, the Atalante team can help you to unpick your marketing dilemma. Mini Consultations are typically one to four hours. Best for start-ups and scaling SMEs.

CONCEPT TEST (Prices start at £1,000 + VAT)

Quick turnaround reaction and feedback to new products and services. Their Concept Test helps you to understand appeal and how to perfect your idea for your target market.



PARTNERSHIP BENEFITS

ATALANTE

STRATEGY SPRINT (Prices start at £2,750 + VAT)

Through a ½ day workshop supported by a structured framework, Atalante helps you identify ‘where to play and how to win’. Used by clients to reconnect with their brand positioning, support expansion into new territories or categories, finding new growth opportunities and target audiences or simply to reinvigorate the marketing team with a fresh look at the brand.

RETAILER DECKS (Prices start at £1,500 + VAT)

Atalante reviews your existing data, research, insight and brand positioning strategy to identify key category arguments and develop compelling proposals in the form of a presentation deck. Whether you need a framework that can be adapted for different retailers, or a retailer specific approach, they help you articulate your proposal in a commercially attractive way.

www.atalantemarketing.com



PARTNERSHIP BENEFITS

MY GREEN POD MAGAZINE

UK's leading ethical lifestyle magazine, website and online shop.

- Bi-monthly distribution: Print 150k copies / Digital readership 7million subscribers
- Distribution partners include: 40 Sainsbury's stores across UK, health food stores, multiple coffee shops, train stations and more
- Digital Distribution: MyGreenPod.com, Yeo Valley, IloveFreegle.org, Soil Association and many more in e-newsletters



UKO AFFILIATE SUPPORTER BENEFITS

Single page spread

£3,000

Double page spread

£5,200

Media information: www.mygreenpod.com/mag

