

APPLICATION PROCESS FOR MEMBERSHIP OF THE FORTIFIED WHOLE GRAIN ALLIANCE (FWGA)

Joining the Fortified Whole Grain Alliance gives members access to various benefits/opportunities depending on the type of membership and the business activities of the joining organization. Members get to join the alliance through a simple three-stage process:

- a) Filling a Letter of Intent – a structured form with brief member details e.g., contacts, expressing their motivation to join the Alliance.
- b) Member verification – submission of few key organizations’ documents and other verification checklists for review.
- c) Approval – by the Alliance upon review of submitted documents by the applicants.

A) Food & Beverage Members

Food & Beverage Members include millers, general food processors, and beverage companies that are producers of FWG/FWB foods and beverages.

Member benefits are defined as below:

- Prestige gained by being part of the Alliance.
- Access to technical assistance & training.
- Publications and public relation opportunities.
- Access to blended finance.
- FWGA stamp that will give credibility and generate trust amongst consumers.
- Business networking opportunities.
- Exposure and marketing opportunities.

Note: Only Food and Beverage Alliance members committed to supplying high quality Fortified Whole Grains and Blends that undergo a verification process will be entitled to use the Fortified Whole Grain stamp on their packaging.

B) General Members

General members include universities, marketing organizations, financial and professional services organizations, NGOs, Public sector arms, quality/laboratory testing service providers and milling products ingredients suppliers.

Member benefits are defined as below:

- Prestige gained by being part of the Alliance.
- Publications and public relation opportunities.
- Business networking opportunities.
- Exposure and marketing opportunities.

PROCESS OF ONBOARDING NEW MEMBERS TO THE ALLIANCE

- a) **Letter of Intent** – This is the initial standardized form (‘Letter of Intent’) that is filled out by membership applicants, expressing their interest in joining the Alliance. It requires the applicant to fill out general information about their organization and asks for a brief description of the applicant’s interest in joining the Alliance.

The form seeks among others to answer:

- a. Applicant’s interest in joining the Alliance.
- b. Brief description of the applicant’s organization.
- c. Applicant’s alignment with the Alliance vision.

Once filled, the form is reviewed by the Alliance Secretariat and feedback provided to the applicant.

By signing the application form (Letter of Intent), the applicant agrees that:

- Nothing in the application form gives any party the right to use the logo, name, or stamp of another Party without the consent of such Party.
- In case any Party would like to discontinue the membership, this can be done by any Party giving a 7 day written notice.
- This application is not legally binding and does not impose any legal or financial obligations or liabilities on either Party, it is an expression of goodwill.
- Any disagreement arising out of this collaboration shall be resolved in good faith through renegotiation between the Parties.
- The alliance reserves the right of admission to new members.

b) Application Verification - Once the Letter of Intent is reviewed, the verification process is undertaken through three mandatory steps and additional two steps that will be subject to ease of the new member reach (geographical location) and maturity of the business (e.g., startup organizations or micro business set ups versus large-scale businesses):

a. Request for minimum documents that include:-

i. Company statutory documents - **mandatory**

1. COI - Certificate of Incorporation
2. PIN - personal/organization identification number
3. Physical address and contact person
4. Business license – current/valid

ii. Product/s authentication - **mandatory**

1. Relevant government quality standards agency registration (e.g., KEBS in Kenya) or regulatory authorization for sale of finished good/s

iii. Manufacturing process validation – indicate ‘Yes’ or ‘No’ as appropriate based on the availability of the documents. Kindly attach the relevant documents if indicated ‘Yes’.

1. Occupational Safety and Health requirements – as per region of operation – Yes / No (circle as appropriate)
2. Practiced Quality Management Systems (QMS) – e.g. ISO, HACCP etc. – Yes / No (circle as appropriate)

b. Physical visit – **This will apply for F&B Members**

- i. When and if feasible, the FWGA team will conduct a physical visit to verify the adherence to standards.
- ii. During the visit, the FWGA will also conduct a stamp quality verification process assessing factors such as quality of raw materials, health and safety standards and process effectiveness.

c) New Member Approval – Upon submission and successful review of documents, the member is then approved by two FWGA representatives, namely the Senior Food Technical Specialist and the Managing Director before joining the Alliance.

Find attached the Letter of Intent or application form for filling and submission by willing membership applicants.