

# NWA MEMBERSHIP LEVELS

## Level A: GROWERS – INDIRECT SALES

Growers that leave the majority of their crop 'sales' up to a broker, shipper, sales company or a coop to sell for them.

**Level A: Annual Fee = \$100**

## Levels B-D: GROWERS – DIRECT SALES

Growers that directly sell the majority of their crop to buyers (retailers, wholesalers, foodservice operators, etc.)

**Level B: Annual Fee = \$2500** ..... \$10 Million or more in watermelon sales

**Level C: Annual Fee = \$1500** ..... \$5 Million but less than \$10 Million in WM sales

**Level D: Annual Fee = \$500** ..... Less than \$5 Million in watermelon sales

## Levels E-G: BROKERS, SHIPPERS & SALES COMPANIES

Brokers, Shippers, Sales Companies and Coops sell watermelons to buyers on behalf of growers (and for themselves).

**Level E: Annual Fee = \$2500** ..... \$10 Million or more in watermelon sales

**Level F: Annual Fee = \$1500** ..... \$5 Million but less than \$10 Million in WM sales

**Level G: Annual Fee = \$500** ..... Less than \$5 Million in watermelon sales

## Levels H-K: SUPPLIER MEMBERS

Suppliers provide products and services to growers & shippers of watermelons – (i.e. seed, plants, greenhouses, chemical & fertilizer applications, packaging, transportation, farm & packing equipment, bees, mulch, consulting & technical services, and more).

**Level H: Annual Fee = \$3000** ..... \$50 Million or more in watermelon-related sales

**Level I: Annual Fee = \$2000** ..... \$10 Million but less than \$50 Million in WM-related sales

**Level J: Annual Fee = \$1000** ..... \$5 Million but less than \$10 Million in WM-related sales

**Level K: Annual Fee = \$500** ..... Less than \$5 Million in watermelon-related sales

## Level L: ALLIED MEMBERS - INDIVIDUALS

Industry Associations/Commissions/Boards, Researchers, Retail Operators, Wholesale Distributors, Government, Universities, Past Queens & Coordinators, Harvesters and other individuals or entities that are interested in becoming members of the NWA.

**Level L: Annual Fee = \$100**

### NOTES:

- ✓ All Levels (except for Level L) include TWO memberships
- ✓ Additional members from a company = \$50 each.
- ✓ Spouses of each paid member will be included