



Leading Harvest Activator

Application and Fee Schedule

What is an Activator?

An Activator is an organization that has demonstrated that the use of their products or services assist Program Users in obtaining certification, and/or help measure outcomes associated with certification. These organizations cannot directly pursue certification of acres under their management but wish to support and advance the mission of Leading Harvest. Examples of potential Activators include:

- I. Food brands and retailers
- II. Supply chain aggregators and distributors
- III. Input providers
- IV. Academic institutions or NGOs
- V. Other service and technology providers

Activators play a major role in the Leading Harvest ecosystem to help promote the mission of Leading Harvest, drive continuous improvement, and support the community of sustainable agriculture practitioners. Activators will continue to work with us as we continue to expand our programs and improve our standards, training, and education.¹

Why become an Activator?

Supporting the mission of Leading Harvest demonstrates your organization's commitment to furthering sustainable agriculture. Some of Leading Harvest's Activator benefits include:

- I. Access to the Leading Harvest Program Kit, including all governing and guidance documents related to the Leading Harvest Farmland Management Program

¹ Being a Program Supporter of Leading Harvest is not an endorsement from Leading Harvest of products or services provided by Program Supporters.

- II. Invitation to the Leading Harvest Community platform and events, including our annual in-person member-only Summit
- III. Featured in the Leading Harvest membership directory.
- IV. Opportunity to be featured in a Lunch and Learn to talk about the products and services that they offer and give concrete examples of how these products and services have helped Program Users achieve certification or measure outcomes associated with certification
- V. Promotion of your Activator case study or report on Leading Harvest website

How to Join?

Becoming a Leading Harvest Activator requires demonstrated use of your products and services in helping Program Users obtain certification and/or measure outcomes associated with certification. Projects must benefit a Program User and be relevant to one or more indicators in the Leading Harvest Farmland Management Standard. Please complete the below application and project proposal and submit it to Leading Harvest. Once your project has been approved, your organization will be responsible for carrying out the project in partnership with the Program User.

What to expect

1. Submit your application.
2. Once your application is approved you will receive your invoice based on the included contribution schedule. Your contribution will be prorated based on the time of application.
3. To ensure that you are continuing to make progress you will have quarterly check-in's with the Leading Harvest Team. After the first check-in, if your contribution has been received, and if Leading Harvest determines that you are making headway with your project you will receive the full benefits of Activator membership.
4. If at any point in time your project becomes inactive Leading Harvest reserves the right to revoke your membership privileges.
5. Once project work is completed, Leading Harvest will support final design and publication of report.

If you have any questions about the application process or becoming an Activator, please contact Laura Robey at lrobey@leadingharvest.org.

What does demonstrated use look like?

- I. Initiating and funding a pilot study or research project aligned with the programmatic goals of Leading Harvest* and produce public-facing report or case study in Leading Harvest format.

- II. Preparing a public-facing case study in the Leading Harvest format on how their products or services helped a Program User achieve certification*
- III. Preparing a public-facing case study in the Leading Harvest format on how their products or services helped a Program User measure outcomes and/or supported continuous improvement associated with Leading Harvest certification*
- IV. Functioning as a Group Manager (in a contract capacity) for a Leading Harvest Certificate when they are not the certificate holder.

*With the written consent of the Program User that is collaborating on the project

Let's GROW CONFIDENTLY together.

Leading Harvest Activator Fee Schedule

- I. Leading Harvest Activators make annual contributions to Leading Harvest to maintain their status as an Activator.
- II. Contributions support the programmatic activities of Leading Harvest to further its charitable purpose.
- III. Contributions are tiered based on Activator revenues and are divided into for-profit and non-profit organizations. See schedule below.
- IV. Maintaining Activator status requires the completion of a new project that demonstrates the use of their products and/or services every three years, or at the discretion of Leading Harvest based on project complexity.
- V. In the case that an Activator fails to make payment before the close of the calendar year, the entity will no longer be identified as an Activator with Leading Harvest and must immediately desist from using the Leading Harvest service mark.

Contribution Schedule	
Non-Profit Organization	
Revenue	Annual LH Fee
< \$2 million	\$1,000
\$2 million-\$25 million	\$2,500
\$25 million – \$50 million	\$5,000
>\$50 million	\$10,000
For-Profit Organization	
Revenue	Annual LH Fee
< \$2 million	\$5,000
\$2 million-\$50 million	\$10,000
\$50 million – \$250 million	\$15,000
\$250 million – \$1 billion	\$20,000
>\$1 billion	\$25,000

Leading Harvest Activator Application

As an authorized representative of the applicant, we agree to the following:

- I.** Pay the annual contribution as defined by the Leading Harvest Activator contribution schedule;
- II.** Complete the Leading Harvest Activator Application and provide a Project Proposal for participation;
- III.** Abide by all style and art rules for use of the Leading Harvest trademark as described in the Brand Guidelines for Use of Off-Product Mark and Brand Guidelines;
- IV.** At the request of Leading Harvest, provide examples of your use, correct non-compliant use, or cease use of the Leading Harvest trademark.

Applicant: _____

Signature: _____

Name: _____

Title: _____

1. Application Date:

2. Applicant Type:

- Food Brand / Retailer
- Supply chain aggregator / distributor
- Input / equipment provider
- Other agriculture service provider (please specify) _____
- Academic institution
- NGO

3. Applicant Contact Information:

Representative Name:

Title:

Phone:

Email:

Mailing Address:

4. Brief Organizational Description:

5. In what tier of the Activator fee schedule do you belong (see enclosed fee schedule)?

6. Would you like your contact information to be shared with the Leading Harvest Network?

7. Would you like to opt out of any LH public recognition of our activator partnership?

8. Program User partner:

9. Program User main point of contact:

Please cc this contact when you return the application to Leading Harvest.

10. Brief Project Description:

11. Project Goals/Objectives:

12. Project Timeline: