

100 YEARS
AND
STILL GROWING

Leading the Onion Industry into the **NEXT GENERATION**



NATIONAL ONION ASSOCIATION

Like the onion itself, the National Onion Association (NOA) has a long and impressive history. Founded in 1913, the NOA is the official organization representing growers, shippers, brokers, and commercial representatives of the U.S. onion industry.

WHY SHOULD YOU BECOME INVOLVED?

In today's competitive environment, you need timely information and access to vital industry contacts to stay ahead. Without these, you risk becoming uninformed and isolated.

Join top onion professionals who rely on the NOA for up-to-date information, governmental representation, and important industry networking.



BECOME A VOICE FOR THE INDUSTRY

Members of this non-profit association see their support as a long-term investment in their future – and the future of their industry. Meeting the challenges of the 21st century, the NOA is a multi-faceted organization dedicated to:

1. Disseminating onion industry information
2. Increasing the visibility and consumption of onions
3. Tracking federal legislative and regulatory issues
4. Monitoring international trade
5. Conducting industry wide educational conventions



MEMBERSHIP BENEFITS

As an NOA member you'll receive a number of benefits:

Annual Membership Directory - pertinent onion industry information and a listing of all association members.

Monthly Statistical Reports (September through April) - timely information and estimates are compiled from members and other sources.

Monthly Newsletters - industry information is shared about production areas, conventions, promotional activities, legislative pursuits, and more.

Legislative Bulletin - this annual piece highlights issues that are influencing the onion industry at the national level.

Conventions - The NOA sponsors two conventions each year (Summer Convention in mid July; Annual Convention in early December).

Mailing Labels - members are entitled to one set of membership mailing labels each year for product marketing purposes.

Promotional Materials - high quality brochures, recipes, and some photography are available.

Website - includes a variety of information (exporter list, production/harvest area information and map, reciprocal links, media releases, recipes, and photos).



MEMBERSHIP APPLICATION

COMPANY NAME _____

CONTACT PERSON(S) _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

FAX _____

E-MAIL _____

WEBSITE _____

Please link our website to NOA's website.

I was referred by _____

MEMBERSHIP CATEGORIES

International members outside North America: Please call the office for membership rates.

Check all that apply:

Grower Shipper Repacker Processor

Other _____

Select appropriate size (whichever is greater – acres or loads):

- 1 - 100 acres or loads \$ 175.00
- 101 - 250 acres or loads \$ 325.00
- 251 - 400 acres or loads \$ 525.00
- 401 - 600 acres or loads \$ 750.00
- 601 - 900 acres or loads \$1,000.00
- 901 - 1200 acres or loads \$1,250.00
- 1201 + acres or loads \$1,500.00

Members in Canada & Mexico please add \$28.00 for international mailing charges.

Membership in the NATIONAL ONION ASSOCIATION entitles you, as a member of the Association, to copies of all statistical reports issued and all other membership publications (newsletter, etc.); to participate in national legislative and public relations representation for the onion industry within the means of the Association; to participate in the benefits of any and all programs conducted by the Association to stabilize onion markets and increase onion consumption; to the benefits of any other educational programs or information services offered by the Association.

It is understood that in signing this application for membership in the NATIONAL ONION ASSOCIATION I shall accept and abide by the Articles and provisions of the Code of Regulations of this Association as it applies to me as a member.

Payments to the NATIONAL ONION ASSOCIATION are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible as an ordinary and necessary business expense.

Signature _____

Please enclose check and return to: National Onion Association / 822 7th Street / Suite 510 / Greeley, CO 80631

or

Check one of the following categories: *

- National Commercial Co. \$ 800.00
- Regional or State Commercial Co., State Assn., Equip. \$ 425.00
Supplier, Aerial Applicator, Local Dealership, etc.
- Brokers, Receivers, Terminal Dealers \$ 425.00
- Commercial Client (Retailers, End-user) \$ 425.00
- Truck Broker, Transportation Co. \$ 175.00
- Associate Member (Educator, Banker, Media, etc.) \$ 175.00

***Employees of active association members from these categories may join the association as an Additional Mailing for \$95.00/year.**

PROMOTION IS KEY TO SUCCESS

Onion production has increased significantly over the last several decades. This is due in part to improved farming techniques, technology, and new seed varieties. Onion consumption has also risen significantly in the last two decades. Without publicity and promotions, onion consumption could easily stagnate or decline. This is why promotional support is so valuable and crucial to the onion industry.

Unlike other commodity groups, the NOA does not have a mandatory assessment on production volume. The NOA has chosen to encourage voluntary contributions from our members. Donations of \$0.01 per hundred-weight is forwarded by cooperating shippers, bag companies, or through direct member payment to the NOA promotional fund.

NOA promotional efforts focus on two main goals: increasing onion usage and consumption in both consumer and foodservice markets nationwide and to achieve the largest impact for the least amount of money. Funds received determine the number and caliber of projects completed each year.



National Onion Association

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