

PFI code: Special Affiliate Member

1. DEFINITION OF SPECIAL AFFILIATE MEMBER

- 1.1. A *special affiliate* member of the PFI shall be an individual firm or company whose primary business includes putting up pet food to the general public for resale (retailing), but who does not own or manufacture its own branded pet food products (potentially as a private label).
- 1.2. Special affiliate members shall have voting rights.
- 1.3. Special affiliate members shall subscribe to the PFI's memorandum of incorporation.
- 1.4. Special affiliate members shall subscribe to the PFI vision, mission, and objectives; as well as uphold the PFI codes of practice where it is applicable to their business. Special attention must be given to the code relating to product handling and storage.
- 1.5. Persons or companies wishing to apply for special affiliate membership of the PFI should apply to the directors in such manner and on such application form as the directors shall from time to time prescribe.

2. APPLICATION TO BE A SPECIAL AFFILIATE MEMBER

- 2.1. Applications must be in writing and supplied as the original document or electronically.
- 2.2. All individual, company or firm details must be included as required on the prescribed form available from the PFI office.
- 2.3. All supporting documentation (copies, where appropriate) to the application will be filed with the prescribed application form by the PFI office when such are requested by the PFI office.

3. SUPPORTING DOCUMENTATION (to be supplied with the application for membership)

- 3.1. A copy of the certificate of incorporation/registration of the company, closed corporation or trust must be supplied. If the business is not one of these categories then proof of registration or operation (e.g. registration with SARS) must be submitted.
- 3.2. Include a blank copy of the business's official letterhead, if applicable.
- 3.3. A brief description of the entity and its association with the pet food industry, together with a motivation for membership must be supplied.
- 3.4. A list of the pet foods sold/distributed/marketed by the business.
- 3.5. Photographs of the store, from all angles, to showcase all areas of the store.
- 3.6. Proof of monthly pest control and/or fumigation.
- 3.7. If live animals (of any sort) are present within the store, whether for sale or adoption the following must be supplied:
 - 3.7.1. A comprehensive list of all animal types
 - 3.7.2. Clear, close-up photographs of their enclosures
 - 3.7.3. An affidavit attesting to the fact that such animals are responsibly bred, supplying details of their daily routine and how they are treated, fed and rehomed
 - 3.7.4. Proof of vaccination and deworming of animals before entering the store

4. FEES

- 4.1. Special affiliate members will be required to pay fees which are used to administer the PFI. These fees will be set at each annual general meeting (AGM) in accordance with the need to balance the budgetary requirements. Fees will be set as per the recommendation of the PFI directors and as voted on by members.
- 4.2. New special affiliate members will pay the applicable fee category for special affiliate members in the PFI financial year of acceptance, prorated.
- 4.3. Membership fees are to be paid within 90 days of invoice date. Late payments will incur interest at a rate of 10% per annum.
- 4.4. If the applicant wishes to make use the PFI logo on their marketing they must include a formal written request to do so with the documentation submitted describing how the logo will be used.

5. PET FOOD ADVERTISING STANDARDS TO BE A SPECIAL AFFILIATE MEMBER

- 5.1. Advertising will be in accordance with the standards set by the Advertising Regulatory Board (ARB) that includes an industry code for the pet food industry.
- 5.2. No advertising in any medium will be technically false or misleading.

6. MEMBERSHIP RENEWAL

- 6.1. Membership is automatically renewed each year.
- 6.2. Memberships are obliged to:
 - 6.2.1. Ensure the respective fees for the previous year have been paid
 - 6.2.2. Update the PFI office regarding pet food brands sold within the store
 - 6.2.3. Update the PFI office of any changes to the factors upon which membership was granted (in terms of sale / adoption of animals from within the store).

7. MEMBERSHIP RESPONSIBILITIES

- 7.1. Special affiliate members are obliged to ensure all pet food products (complete and complimentary) sold within its store/s are registered with Act 36 at the Department of Agriculture, Land Reform and Rural Development (DALRRD) and display a v number on the packaging.
- 7.2. Special affiliate members are to encourage non-PFI member pet food brands to join the PFI, so as to assist the PFI in attaining full industry representation.

8. RESIGNATION AS MEMBER

- 8.1. As agreed at the 2019 AGM, resignations are to be submitted to the PFI office, in writing, before 30 June in the year prior to when the resignation will take effect (6 months' notice).
- 8.2. If a resignation is given after this date, 50% of the current year's fee will be billed in lieu of the 6 months' notice.
- 8.3. In the 6 months' notice period, members making use of the PFI logo in packaging and advertising should prepare for the removal of the logo from all such items.
- 8.4. Resigning members shall be given 3 months to remove PFI logos from the advertising and 6 months to remove from packaging, from the date the resignation is effective. Any remaining packaging after this time shall require the PFI logo to be wholly covered or blackened out by the member and at the member's expense.

9. MEMBERSHIP AFFIDAVIT

9.1. Final membership will require that the member signs a membership affidavit accepting the above process, supply of documentation and PFI codes.