



Check out our new Membership

## Go Rural

- Is the Industry Body for the Agritourism Sector
- Is a Not for Profit organisation
- Is the only organisation covering all types of agritourism
- Is leading the “Agritourism Movement” to connect farmers and consumers
- Gives a strong voice and is driving the growth of the sector in Scotland
- Is working to build the brand of Agritourism globally

## There are three types of Membership

- Agritourism businesses (Guaranteed to be farmers)
- Farm to Fork Farmers – producing food and drink from the farm
- Farmers’ Friends – for businesses and individuals working with the sector and who could benefit from its growth

## Agritourism Membership

All members receive the benefit of representation and lobbying at National level, monthly communication and a members’ only industry internal Facebook page to keep you informed.



### Orange Wellie Membership

**£30 + vat** - Included in this listing is your business name and website link on the consumer website.



### Green Wellie Membership

**£70 + vat**- Included in this listing is your business name, 50 word description of your business, business photo or logo, website link and Go Rural quality assurance accreditation and right to use QA logo\*



### Red Wellie Membership

**£150 + vat** - Included in this listing is Go Rural quality assurance accreditation, right to use QA logo\* and

A high quality business page on [www.goruralscotland.com](http://www.goruralscotland.com) which includes;

- 300 word description of your business
- Up to 20 photographs
- Opportunity to list links to 10 quality rural businesses.
- Updates to your page when advised with events, offers etc
- Promotion of your business via social media, consumer newsletter and at targeted events
- You will receive a higher listing on search categories on the site than green or orange members

\*You will require to be quality assured by Visit Scotland, AA or equivalent to a minimum of 3 stars and/or have a Trip Advisor Grading above 80%.

# GO RURAL MEMBERSHIP



**Orange Wellie**  
Agritourism Membership  
**£30 + vat**



**Green Wellie**  
Agritourism Membership  
**£70 + vat**



**Red Wellie**  
Agritourism Membership  
**£150 + vat**



**Influencer**  
Agritourism Membership  
**£250 + vat**



### Agritourism Membership (continued)



#### Blue Wellie Influencer Membership

**£250 + vat** – Included in this listing is the Red Wellie Membership plus;

- Go Rural will actively pursue issues affecting your business & growth
- Be part of a core group of influencers from within the sector invited to three events per year to debate and discuss issues affecting your business & the sector – including direct engagement with Government
- Will include option to be included in industry engagement visits to the Scottish, UK and EU Parliaments
- A Go Rural quality assurance sign to demonstrate that you are a quality bona fida agritourism business
- Consumer newsletter & website banner feature
- Automatically included in an itinerary within your region
- Priority selection on Go Rural International study tours
- ‘Featured Farmer’ for at least a week on the Go Rural home page

### Farm to Fork Membership

Open to farms, estates and crofts producing food and/or drink on their premises



#### Orange Membership

**£30 + vat** – Included in this listing is your business name and website link



#### Red Membership

**£70 + vat** – Included in this listing is your business name, 50 word description of your business, business photo or logo, website link



#### Blue Membership

**£150 + vat** – Included in this listing is;

A high quality business page which includes;

- 300 word description of your business
- Up to 20 photographs
- The opportunity to list links for up to 10 businesses and farmers markets where your product is sold
- Support from Go Rural with promotion of your product(s) and Go Rural will repost and retweet your tweets
- You will receive a higher listing on search categories on the site

### Farmers’ Friends Membership



**£30 + VAT** – Included in this listing is:

Your business name and a link to your website from

[www.goruralscotland.com](http://www.goruralscotland.com) (including reciprocal link)

## FARM TO FORK & FARMERS’ FRIENDS MEMBERSHIP



**Orange**  
Farm to Fork Membership  
**£30 + vat**



**Red**  
Farm to Fork Membership  
**£70 + vat**



**Blue**  
Farm to Fork Membership  
**£150 + vat**



**Farmers’ Friends**  
Membership  
**£30 + vat**

