



INTRODUCTION TO WFA LOCAL CHAPTERS

The Wholesome Food Association (WFA), a non-profit company limited by guarantee, has an administrative office in Hartland, Devon and a three member board of directors, but in all other respects it aims to be as democratic and de-centralized as possible.

For this reason, we encourage the formation of WFA local chapters, which can include growers, retailers and distributors and supporters. WFA Local chapters are largely self-managing, self-policing and self-financing.

GETTING STARTED

Individuals or businesses operating as part of an existing group or wanting to enjoy the benefits of local group activity join a WFA Local chapter, which in turn administers the use of the WFA local symbol.

Local WFA chapters decide what size geographical area they choose to administer according to local conditions. For example, A WFA forming in a sparsely-populated area of Wales or Scotland may decide they need to cover a much larger geographical area than another group in a densely-populated part of southeastern England.

Considerations when deciding on territory might include:

- Population density
- Proximity to/inclusion of towns/cities
- Locations of retail outlets
- Neighbouring WFA chapters
- Number of prospective/potential members

As a general guideline, we recommend that groups keep their membership numbers manageable (say up to 30 people), and subdivide into additional chapters if and when local administration becomes unwieldy or burdensome.