



FOR IMMEDIATE RELEASE
February 21, 2011

CONTACT: Corey Henry/ Elise Cortina
(703) 821-0770

American Frozen Food Institute Elects New Board Leadership

San Francisco – The [American Frozen Food Institute](#) (AFFI) today announced the election of four officers and seven members to the AFFI Board of Directors. The elections took place at the AFFI Annual Meeting held in conjunction with the 2011 AFFI Frozen Food Convention.

The new AFFI officers are: Mark Dunn of the J.R. Simplot Co. as chairman; George Smith of NORPAC Foods, Inc. as first vice chairman; Ricardo J. Alvarez of Frozen Specialties, Inc. as second vice chairman; and Edward R. Flanagan of Jasper Wyman & Son, Inc. as immediate past chairman.

Dunn is vice president of government affairs for the J.R. Simplot Company, a privately owned agribusiness with operations in 23 states and 18 countries.

Smith is president and CEO of NORPAC Foods, a nationally recognized farmer cooperative and processor that annually produces over 600 million pounds of premium quality vegetable and fruit products.

Alvarez is president and CEO of Frozen Specialties, Inc., the largest manufacturer of private label value pizza and pizza bites with sales in the U.S., Canada, Mexico and the Caribbean.

Flanagan is president and CEO of Jasper Wyman & Son, Inc., a premier grower, processor and marketer of wild blueberries and other berry fruits. Flanagan, who served this past year as chairman of AFFI, passed the gavel to Dunn.

The seven board members elected today are: Bob Ashmun of National Frozen Foods Corp.; Peter Cokinos of Little Lady Foods, Inc.; Andy Dahlen of General Mills, Inc.; Stan Firestone of Firestone Pacific Foods; Brian Folkerts of Kraft Foods; Bobby Ray of Allens, Inc.; and Dave Yanda of Lakeside Foods, Inc.

“We are honored to have such an outstanding cadre of frozen food industry leaders as officers and directors of AFFI,” said AFFI President and CEO Kraig R. Naasz. “Each of the individuals elected today brings an impressive array of expertise and leadership qualities that will further enhance AFFI’s efforts on behalf of our 500 members and the entire frozen food industry.”

###

The American Frozen Food Institute is the national trade association that promotes the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry's behalf. For more information, please visit www.affi.com.