



The Value of Membership



Welcome to the American Frozen Food Institute (AFFI)! AFFI is proud to represent a growing membership of more than 400 companies from all sectors of the frozen food and beverage industry.

As the only national trade association dedicated solely to frozen food and beverage makers, distributors and their suppliers, AFFI is uniquely positioned to identify and address the challenges and opportunities that exist at today's intersection of business and government. Working together, we continue to further our industry's agenda and positively influence the environment in which our members do business.

AFFI members have access to an unmatched menu of services and programs. AFFI **advocates** on Capitol Hill and to federal regulators to advance the frozen food and beverage community's business and public policy agenda. AFFI **educates** our members by providing the tools and expertise to understand and navigate business challenges. AFFI **communicates** by promoting the positive attributes of frozen food and sharing the story of a dynamic and vital American industry. AFFI **convenes** by creating opportunities for business-to-business meetings and professional networking.



ADVOCATE.

ADVANCING THE FROZEN FOOD AND BEVERAGE COMMUNITY'S BUSINESS AND PUBLIC POLICY AGENDA

AFFI leads efforts on Capitol Hill on the many issues AFFI members are facing. Issues such as expanding the offering of all forms of fruits and vegetables in our school meal programs, food safety, *Listeria monocytogenes* guidance, dietary guidelines, immigration reform, trade promotion authority, tax reform, increased labor costs, logistics and supply chain issues and many more.

Food Safety Modernization Act (FSMA) Self-Assessment Tool – Developed in partnership with the Seneca Corporation, a leading provider of business process management solutions for government and corporate clients, this online self-assessment tool helps frozen food and beverage facilities determine their compliance with new FSMA preventive control regulations.

FROZEN FOODPAC – As part of our work to amplify the policy priorities of the frozen food and beverage community on Capitol Hill, many frozen food and beverage professionals support the FROZEN FOODPAC.



The FROZEN FOODPAC's guiding philosophy is to:

- Support candidates for re-election who stand with the frozen food and beverage industry;
- Cultivate strong relationships with selected members of Congress who can be counted on to champion the public policy objectives of the frozen food and beverage industry;
- Build relationships with members of Congress in key positions of leadership who can help advance our public policy agenda; and
- Take advantage of open-seat opportunities to elect pro-business members of Congress who are more inclined to support an agenda that closely aligns with our industry's policy objectives.

Friends of Frozen Food – AFFI's online advocacy network



offers supporters of the frozen food and beverage industry a range of ways to help communicate the positive attributes of frozen. Through the Friends of Frozen Food grassroots tool, AFFI members can write their members of Congress on key industry issues and schedule their member of Congress for a facility visit.

EDUCATE.

PROVIDING TOOLS AND EXPERTISE FOR UNDERSTANDING AND NAVIGATING BUSINESS CHALLENGES

AFFI Education Webinar Series –

Throughout the year, AFFI keeps its members up-to-date on the latest consumer perceptions and industry trends, food safety developments and nutrition affairs through a series of webinars.



Food Safety Preventive Controls –

AFFI staff continue to train and provide informative guidance on the fundamentals of complying with the *Food Safety Modernization Act (FSMA)*, and how they can blend these new regulations into their existing in-plant food safety programs.



Frozen Food Economy –

AFFI's Frozen Food Economy is an online interactive tool that provides a comprehensive estimate of the frozen food and beverage community's impact on the broader U.S. economy, as well as its contribution to the economies of individual states and U.S. congressional districts.



International Trade and Regulatory Database –

AFFI's International Trade and Regulatory Database is designed to increase awareness of global regulatory policies which affect the trade of frozen fruit and vegetable products worldwide. This database is an effective business development tool to analyze food safety and regulatory compliance concerns.

COMMUNICATE.

SHARING THE STORY OF A DYNAMIC AND VITAL AMERICAN INDUSTRY



FROZEN. HOW FRESH STAYS FRESH – AFFI’s “FROZEN. HOW FRESH STAYS FRESH.” initiative is designed to inform consumers, policymakers and nutrition health professionals that freezing is simply nature’s pause button, and invites them to take a fresh look at frozen. By engaging in a national dialogue about frozen foods, AFFI is dispelling misperceptions and promoting the many positive attributes of frozen foods.

**FROZEN
HOW
FRESH
STAYS
FRESH**®



**FROZEN FOOD
FOUNDATION**

Frozen Food Foundation – The Frozen Food Foundation is a not-for-profit organization dedicated to fostering scientific research, public awareness and industry education regarding the nutritional, safety and societal attributes of frozen foods for the benefit of the common good. The Frozen Food Foundation encourages continual innovation and improvement in the safety and nutritional quality of frozen foods through scientific research, rewards excellence in research through the Frozen Food Foundation Freezing Research Award program, and strives to be the authoritative source of information related to the nutritional and safety attributes of frozen foods.

Freeze Flash and Frozen Express – The daily electronic publication *Frozen Express* and the bi-weekly electronic newsletter *Freeze Flash* provide AFFI members with the latest information on AFFI events, as well as industry news, insights and analysis.

CONVENE.

CREATING OPPORTUNITIES FOR
BUSINESS-TO-BUSINESS MEETINGS AND
PROFESSIONAL NETWORKING

AFFI-CON – The annual AFFI Frozen Food Convention (AFFI-CON) is the frozen food and beverage industry's premier business networking event. Attended annually by over 1,400 industry professionals, AFFI-CON brings together processors, logistics providers, suppliers, retailers and foodservice distributors and operators from all sectors of the frozen food and beverage industry to conduct business meetings and learn about key industry issues. AFFI-CON's business-to-business meetings and professional networking opportunities provide the ideal setting to meet new and existing customers over the course of four days.

Food and Beverage Environmental Conference –

The annual Food & Beverage Environmental Conference (FBEC) continues to be the premier environmental information exchange and

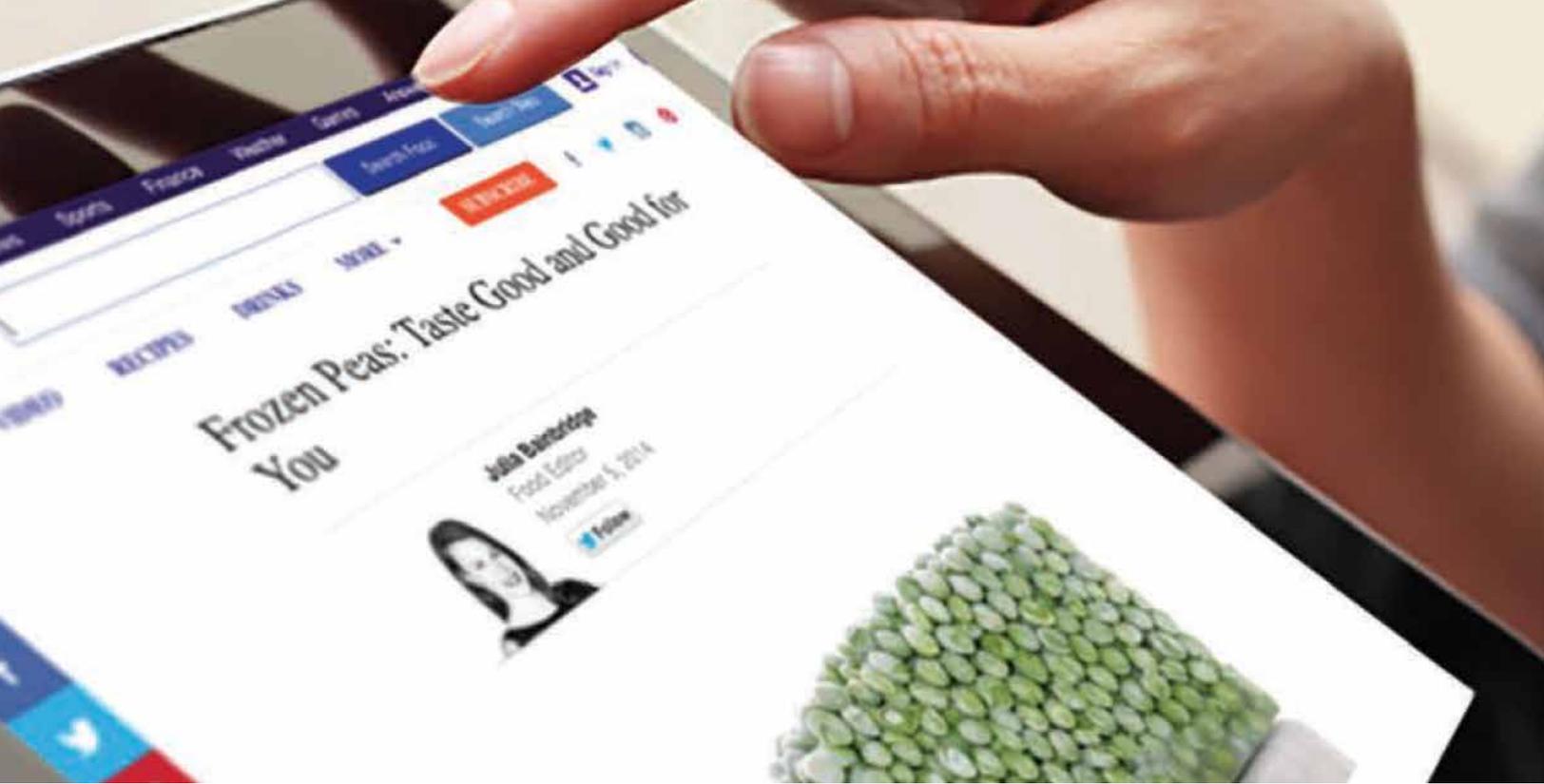


networking event for the food industry. The conference brings together senior environmental managers from food and beverage companies to share their experience with sustainable practices, environmental compliance, and new technologies and approaches.

Food Logistics Forum –

The Food Logistics Forum (FLF) is the only logistics conference with a specific focus on refrigerated and frozen food and beverages. This not-to-miss event brings together frozen food and beverage industry leaders from production, foodservice, retail and third-party logistics (3PL) providers for two days of intensive education sessions, as well as dedicated opportunities to build new business relationships and best practices.





Government Action Summit and Frozen Food Filibuster – Each fall, AFFI hosts the Government Action Summit and Frozen Food Filibuster. These two marquee events held in our nation’s capital connect AFFI members with their members of Congress and provide an opportunity to showcase their company and products to lawmakers, federal regulators and their staff.

AFFI’s work advancing the interest of the frozen food and beverage industry on Capitol Hill is greatly aided when AFFI members make a personal connection with their members of Congress. The Government

Action Summit includes briefings from leading decision and policy makers on the issues of the day, and regularly sees AFFI members visit more than 50 Congressional offices.

AFFI’s Frozen Food Filibuster is a one-of-a kind opportunity for AFFI members to introduce themselves and showcase their businesses to members of Congress. The event is regularly attended by over 500 lawmakers, agency officials and their staff, and effectively demonstrates the taste, convenience and nutritional benefits of frozen food and beverages.



Additional AFFI Member Benefits

AFFI Advantage Partner Program

– The AFFI Advantage Partner Program delivers select associate members exclusive benefits to help them build their business. Advantage Partners receive increased visibility on AFFI's website and in AFFI's electronic communications, company recognition at AFFI events, discounted event registration and participation in AFFI board-level activities. Advantage Partners are also authorized to display the official AFFI Advantage Partner Program seal on their website and marketing materials.



AFFI Council Participation – Through AFFI's Conferences & Member Services, Communications, International Processor, Legal, Logistics & Supply Chain, Public Policy, Scientific Advisory Councils and issue-specific task forces, AFFI seeks the guidance of its membership to better service the needs of its members. AFFI members are welcome to become active members of the various councils.

AFFI Career Center – AFFI's Career Center is the premier recruitment resource for the frozen food and beverage industry. The career center enables employers to target and reach qualified candidates quickly and easily, while helping industry professionals find employment opportunities best suited to their careers. Whether you are looking to advertise an employment vacancy, submit a resume, search for qualified candidates or scan for available job openings, the AFFI Career Center is an easy-to-use resource that brings companies and professionals together.

Crisis Preparedness – AFFI, in partnership with Sound Counsel Crisis Communications LLC, has established a program to help member companies identify the areas where they are most at risk and develop a customized crisis communications plan. This program, which includes special rates for Sound Counsel's services, is a benefit offered exclusively to AFFI member companies.

Frozen Food Buyer's Guide – Need to know who makes it, ships it or stores it? Looking to make sure others in the frozen food and beverage industry know what products you make, ship and store? AFFI's online Frozen Food Buyer's Guide is a one stop shop, easy-to-use industry resource that brings buyers and sellers together.

Product Recall Insurance – AFFI has partnered with Lockton Companies LLC and XL Insurance to offer product contamination and recall insurance to member companies. AFFI's product contamination and recall insurance includes coverage for Class I and Class II mandatory and "encouraged" product recalls. This value added program is available at a special rate only to AFFI members.