

The Value of AFFI Membership

The American Frozen Food Institute (AFFI) opened its doors in 1942, and is the only national trade association that advocates solely on behalf of the frozen food and beverage community. From manufacturers to distributors to suppliers to packagers, the frozen food industry adds \$56 billion of value nationally and provides 670,000 jobs directly and throughout the supply chain.

AFFI members have access to an unmatched menu of services and programs to help profitably grow the frozen food and beverage category. One of the biggest benefits to AFFI membership is that AFFI serves as both the chief advocate and voice of the frozen food and beverage sector.

ADVOCATE

AFFI advocates on Capitol Hill and engages federal regulatory agencies to advance the frozen food and beverage community's public policy and business agenda.

- AFFI provides members with the guidance and tools needed to understand and comply with the government's many requirements for food and beverage makers and distributors.

EDUCATE

AFFI educates by keeping its members up-to-date on the latest consumer perceptions and industry trends, food safety developments and nutrition affairs through a series of monthly webinars. Check out AFFI's popular education webinar series that provides analysis, guidance and insight on the most pressing issues confronting the frozen food and beverage industry.

COMMUNICATE

AFFI communicates by serving as the voice of the frozen food and beverage sector to promote the positive attributes of frozen food and share the story of a dynamic and vital American industry.

In addition, AFFI utilizes its FROZEN. HOW FRESH STAYS FRESH.® platform in support of AFFI's ongoing public affairs and advocacy efforts.

**FROZEN
HOW
FRESH
STAYS
FRESH.**

CONVENE

AFFI convenes by creating opportunities for business-to-business meetings and professional networking.

- The AFFI Frozen Food Convention (AFFI-CON) is the frozen food and beverage industry's premier business networking convention. Nearly 1,500 professionals from every facet of the frozen food and beverage community regularly attend this annual convention. Simply put, AFFI-CON is where frozen food and beverage executives come together to advance their business interests.

To learn more, please visit us at www.affi.org/member-services

AMERICAN FROZEN FOOD INSTITUTE

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