



**FOR IMMEDIATE RELEASE**  
March 06, 2017

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## **AFFI Releases Farm to Freezer Video in Celebration of March Frozen Food Month**

**San Diego, Ca.** – AFFI CEO and President Alison Bodor today introduced the new video “Farm to Freezer: The Frozen Food Economy” in celebration of March’s Frozen Food Month during AFFI’s annual meeting at AFFI-CON 2017 in San Diego, CA.

“Farm to Freezer: The Frozen Food Economy is the impressive story of the \$56 billion frozen food industry from the farmers who grow fruits and vegetables to the companies who prepare and freeze them at their peak,” announced Bodor. “AFFI members produce, process and deliver convenient, delicious fruits, vegetables, breakfasts and dinner entrees as well as juice and smoothie beverages. The frozen food supply chain employs 670,000 Americans across the U.S.,” she said.

The three-minute video, available at [www.affi.org](http://www.affi.org), follows the vegetables in a chicken pot pie from farm to fresh freeze processing to finished entree and highlights the way farmers’ fresh crops are “paused” at their peak, preserving all nutrients and flavor.

“Our foods and beverages are proudly chosen to meet the needs of a changing world,” Bodor added. “This is our industry’s story. Let’s tell it in March during Frozen Food Month, and throughout the year.”

### **U.S. Frozen Food Economy Statistics**

670,000 jobs

\$56 billion industry

\$7.2 billion in federal taxes

Facilities all across the U.S.

States with most frozen food jobs in order of jobs:

1. California
2. Washington
3. Texas
4. Illinois
5. Ohio

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AFFI-CON is the frozen food and beverage industry’s premier meeting held this year March 4-7 in San Diego, California.

*The American Frozen Food Institute is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. More information can be found at [www.affi.org](http://www.affi.org).*