



FOR IMMEDIATE RELEASE

March 5, 2018

CONTACT: Adrienne Seiling

(202) 503-6242

American Frozen Food Institute Elects New Board Leadership at Largest AFFI-CON on Record

Las Vegas – More than 1,500 attendees spanning the \$53 billion farm to freezer frozen food and beverage supply chain gathered in Las Vegas this week for the 2018 [AFFI Frozen Food Convention](#) (AFFI-CON).

“Our increased attendance at this year’s convention underscores the value members of the frozen food and beverage community derive from AFFI-CON,” said AFFI President and CEO Alison Bodor. “We hear time and again from attendees that AFFI-CON is the most efficient venue for conducting business in the frozen food industry.”

The election of AFFI’s 2018 officers and board of directors took place this morning at the AFFI Annual Membership Meeting held in conjunction with AFFI-CON 2018.

The newly-elected AFFI officers are: Shawn Campbell of NORPAC as chair; Mike McEvoy of Sargento as vice chair; and Stan Firestone of Firestone Pacific Foods as immediate past chair.

Campbell is the president and CEO of NORPAC, a farmer-owned cooperative made up of family farms that represent over 200 growers in Oregon’s Willamette Valley. Most of NORPAC’s farms are within 50 miles of their facilities, allowing crops to go from field to freezer in less than four hours.

The nine board members elected today are: Maria Ellis of McCain Foods, USA, Inc.; Wesley Eubanks of The Pictsweet Company; Jim Gratzek of SunOpta; Dylan Marks of Arbre Group Holdings; Mike McEvoy of Sargento; P.J. Mecozzi of Del Mar Food Products; Chris Rhynalds of Lamb Weston; Glen Tellock of Lakeside Foods; and Jeff Varcoe of Schwan’s Company.

“On behalf of the American Frozen Food Institute, I’m honored to welcome these frozen food and beverage leaders,” said Bodor. “Each individual brings a wealth of knowledge and experience, which will contribute to AFFI’s number one goal of advancing food safety.”

###

The American Frozen Food Institute is the member-driven national trade association that advances the interests of all segments of the frozen food and beverage industry. AFFI works to advance food safety and advocates before legislative and

regulatory entities on the industry's behalf to create an environment where members' foods and beverages are proudly chosen to meet the needs of a changing world.