



FOR IMMEDIATE RELEASE
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AFFI Celebrates 75th Anniversary with look to the Future of Frozen at Largest AFFI-CON Gathering on Record

San Diego, Ca. – The American Frozen Food Institute (AFFI) on March 6 held its 75th annual meeting during the largest frozen food convention (AFFI-CON 2017) on record.

More than 1500 attendees spanning the \$56 billion farm to freezer frozen food and beverage supply chain helped AFFI celebrate its 75th anniversary with a focus on avenues to meet changing consumer demands for the category.

“I’m excited to reflect on AFFI’s robust 75-year history while looking forward to the possibilities for frozen food and beverages,” said AFFI president and CEO Alison Bodor during the annual meeting. “The industry provides something for everyone—from healthy nutrient rich foods necessary for our wellbeing to fun, indulgent foods necessary for life’s enjoyment,” she added. “AFFI’s strategic direction in the next few years will be to create an environment for our members to meet changing consumer and marketplace values and expectations –be that around ingredients, transparency, sustainability, nutrition or taste.”

A new video celebrating AFFI’s first 75 years is available at www.affi.org.

Also at the annual meeting, AFFI announced its 2017 officers: Chairman and Vice Chairman, Stan Firestone, Firestone Pacific Foods, Inc. and Bob Ashmun, National Frozen Foods Corporation, and immediate past Chairman Larry Cope, Clear Springs Foods, along with the following additions to its Executive Board: Jeff Varcoe, The Schwan Food Company; Dave Yanda, Lakeside Foods Inc.; Ed Flanagan, Jasper Wyman & Son Inc.; and Meghan Swan, Simplot Co. Finally, AFFI’s Board of Directors: Bob Ashmun, National Frozen Foods Corporation; Mike Barkley, Pinnacle Foods; Paul DiGenova, Bonduelle Americas; Stan Firestone, Firestone Pacific Foods, Inc.; Thomas Madden, Rite Stuff Foods, Inc.; David Moore, Superior Foods; Joseph Pacinelli, Better Baked Foods; Shawn Campbell, NORPAC Foods, Inc.; Julia Sabin, JM Smucker Company; Gary Crowder, Smith Frozen Foods; Bernard Kreilmann, Ajinomoto Windsor Foods; Bill Smittcamp, Wawona Frozen Foods; and Bob Barnhouse, Dole Packaged Foods, LLC.

If you have any questions or would like more information, please contact ssmith@affi.com or 703-821-0770.

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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.