

The Value of AFFI Membership

The American Frozen Food Institute is the only national trade association that advocates solely on behalf of the frozen food and beverage industry. Only through membership and participation in AFFI's programs and industry convenings can companies access the considerable value of our talented staff and the opportunities available through collective industry action. Working together, we can achieve our vision:

Our foods and beverages are proudly chosen to meet the needs of a changing world.

ADVANCE FOOD SAFETY

AFFI leads the industry's efforts to **advance food safety** by doubling down on our core competency, scientific and regulatory affairs.

- Through extensive investments in research to understand the food safety risks to frozen products – especially *Listeria monocytogenes* – and through collaborative work involving dozens of food safety specialists in the frozen supply chain, AFFI is raising the bar of food safety across the frozen food industry.

ADVOCATE FOR FROZEN

AFFI is a non-stop **advocate for frozen** foods and beverages, telling our members' stories in the media, to regulators, and on Capitol Hill.

- AFFI leverages its long history of scientific and regulatory leadership to lead broader food industry efforts related to food safety, and works to build champions in Congress and federal agencies who understand the value of frozen foods in the American diet, and the value of this industry in communities across the nation.

BOOST CATEGORY PERFORMANCE

AFFI also leads efforts to **boost category performance** and increase consumption of frozen foods and beverages.

- Through AFFI-CON, we bring customers and suppliers together to do business face to face, discuss challenges facing the industry, and to learn from experts about the evolving food landscape. We maintain active dialogues with retail and foodservice customer groups to support frozen products in these critical channels.

GROW INDUSTRY RESOURCES

AFFI constantly strives to **grow industry resources** to ensure we provide the optimal value for AFFI members.

- We know that the dollars that fund association activities are precious, and must actively contribute to the success of companies that pay to join AFFI. Through investment in industry events, innovative partnerships, and non-dues revenue streams, we will achieve these priorities within a lean and efficient structure.

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

AMERICAN FROZEN FOOD INSTITUTE

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