



**AFFI** AMERICAN  
FROZEN FOOD  
INSTITUTE

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- **FDA and USDA experts** are a phone call away!
- **AFFI's Food Safety Zone** – access and implement a food safety plan.
- **Food safety-focused working groups** – Have a seat at the table and share innovative practices in frozen food processing.
- **Free educational webinars** on best food safety practices for frozen food facilities – have a topic you want to hear? Let us know!
- **Customer education resources** for retail and foodservice.
- **Discounted registration** for AFFI's Food Safety Leadership Conference.

The logo for AFFI Food Safety Zone. It features the acronym 'AFFI' in large, bold, sans-serif capital letters. Each letter is a different color: 'A' is blue, the first 'F' is red, the second 'F' is green, and 'I' is yellow. Below the acronym, the words 'Food Safety Zone' are written in a red, cursive script font.

**AFFI**  
*Food Safety Zone*


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  - **Scientific research** – our most recent research was published in *Scientific Reports*, a Nature Research Journal.
  - **Consultation with AFFI's law firm** specializing in food and business law.
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- **AFFI's Public Policy Update** – summary and interpretation of legislation and regulations that impact your business.
  - **Breaking News Alerts** – if there's new legislation or a regulation that has a direct impact on frozen food makers...you'll be among the first to know!
  - **AFFI's Legislative Affairs Committee** – have a seat at the table and help determine the public policy priorities for frozen food makers in the United States.
  - **Member-only calls/webinars** – whether it's new legislation or election results, you'll have access to Washington insiders to help understand the impact on your business.
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# BOOST CATEGORY PERFORMANCE

AFFI creates shareable tools for members to promote the exciting story of frozen.



## THE BENEFIT OF AFFI MEMBERSHIP FOR INCREASING SALES:

### Power of Frozen

**Research** – research that outlines opportunities in the marketplace to help manufacturers and retailers further align innovation, products, merchandising, marketing and branding with how consumers live, shop and cook.



**Trade Facilitation Resource** – designed to help producers easily navigate country specific regulatory policies that affect the trade of frozen fruit and vegetable products worldwide.

**Educational resources** – infographics, graphics, videos, etc. are available for AFFI members to download and use on topics covering food safety, nutrition, food waste and the attributes of frozen foods.



# CONVENE

AFFI creates opportunities for business-to-business meetings and professional networking.



## THE BENEFIT OF AFFI MEMBERSHIP FOR DOING BUSINESS:

- Discounted registration rates for industry events, including:



**AFFI-CON** – Attended by over 1,500 attendees, AFFI-CON brings together frozen food and beverage makers, industry suppliers and logistics partners to do business in a structured environment.

**AFFI Leadership Conference** – Convenes leaders in the frozen food manufacturing sector and a select group of supply chain partners to provide insights and opportunities for collaboration in an era of demanding consumers and intense competition. Topics include: food safety, consumer trend data and the latest industry innovations.



# HERE'S WHAT YOU GET FROM AN AFFI MEMBERSHIP THAT OTHERS DON'T:



- ★ Access to AFFI's food safety, regulatory compliance and industry relations experts to help your business make and save money



- ★ Collaborate with peers to tackle issues that impact your license to operate



- ★ Free education on timely issues and initiatives impacting frozen



- ★ Recall and crisis assistance



- ★ Free access to tools and research to promote your business



- ★ Free legal briefing with AFFI's expert outside counsel

- ★ Lowest rates for exclusive industry events

AFFI is proud to represent companies that process a broad range of foods, including fruits, vegetables, entrées, and frozen pizza, and associate members that supply equipment, ingredients, or services to the processors.

