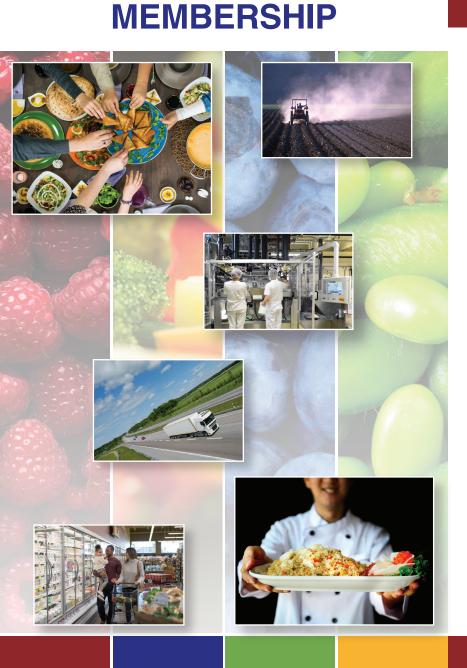
THE VALUE OF AMERICAN FROZEN FOOD INSTITUTE



ADVANCE FOOD SAFETY

AFFI's goal to advance food safety includes an ambitious effort to lead the science and understanding around *Listeria monocytogenes* (*Lm*) prevention.



ADVOCATE FOR FROZEN

AFFI leads efforts on Capitol Hill and with regulatory agencies to advance the frozen food and beverage community's business and public policy agenda.



THE BENEFIT OF AFFI MEMBERSHIP FOR YOUR FOOD SAFETY GOALS:

- 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.
- 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.



THE BENEFIT OF AFFI MEMBERSHIP FOR YOUR PUBLIC POLICY OBJECTIVES:

 AFFI's legislative and regulatory affairs team is your resource on regulations and policies covering labeling, claims, nutrition, trade, etc.



- 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

nderstand the impact on

Washington insiders to help understand the impact on your business.

BOOST CATEGORY PERFORMANCE

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



CONVENE

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



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.





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

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.



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.

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