



Update to Membership

Alison Bodor

President and CEO

AFFI



2021-2024 Strategic Plan

Vision

Frozen foods are essential in a dynamic marketplace.

Mission

AFFI advances the interest of all segments of the frozen food and beverage industry.

Grounded in science, AFFI mitigates the risks to the business of frozen.



ADVOCATE

Elevate frozen's role in building a healthier future.



ELEVATE

Sustainability, Data, E-commerce



INNOVATE

CORE COMPETENCIES

Communications

Scientific Affairs

Regulatory Affairs

Advocacy

Events and Market Insights

AFFI's work is built on a foundation of science-based, fact-based research.



AFFI in Action: Enhancing the Perception of Frozen Food



A multi-pronged strategy to enhance the perception of frozen among **thought leaders, consumer nutrition influencers and supply chain partners**, and ultimately drive stronger category performance.

SHOPP Act

AFFI-driven legislation opens the door to promote frozen on Capitol Hill

Reaching New Audiences

Sharing the frozen advantage message with the RDNs who influence consumers

New Data Points and Resources

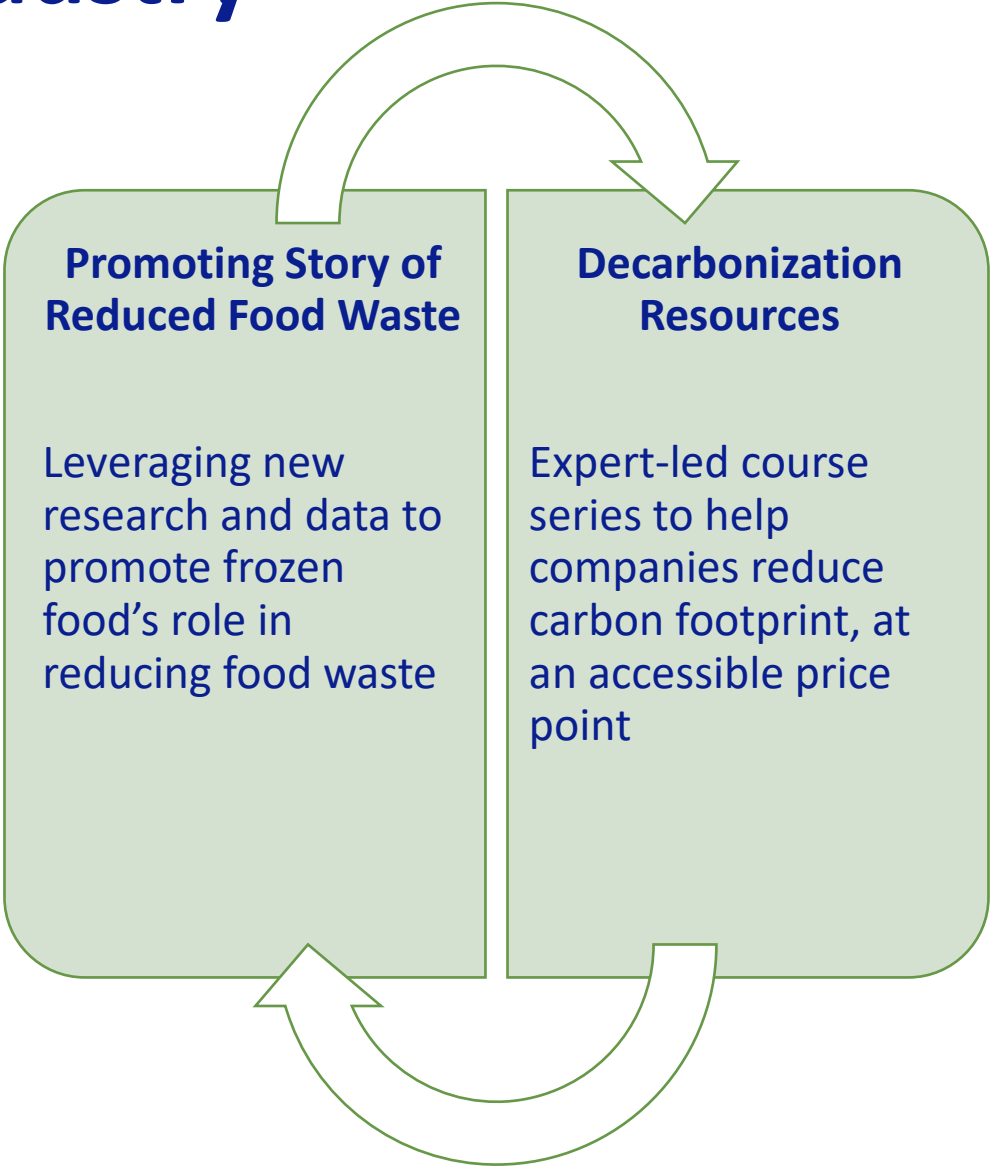
Data-driven messaging and new toolkits for AFFI members to use



AFFI in Action: Promoting a Positive Sustainability Profile for the Industry



Cornell University



AFFI in Action: Providing Regulatory and Food Safety Support



Driving toward a science-based *Listeria* policy



Reducing hepatitis risk in frozen berries and protecting the marketplace



Reducing regulatory burdens for frozen:
Front-of-pack labeling, traceability,
sodium, and more



AFFI in Action: Fostering Industry Growth

Frozen IQ

June 3-5, Fort Worth, Texas

Partnering with retailers for a thought leadership event to drive category success

How to Win in Frozen Playbook

Playbook breaking down assortment, merchandising, pricing and audience strategy



The Power of Frozen

Follow a roadmap for success by learning from the core consumer



How to Get Involved



Get Involved!



Support the SHOPP Act

Tell your member of
Congress about the
SHOPP Act at
www.affi.org/advocate



Join Us in Frozen Food Month

Join us in March and
YEAR-ROUND to tell
the story about frozen
food's quality and food
waste benefits



Keynote Speaker Robert O'Neill





See You Tonight!
Through the Generations Mixer
5:00 – 6:00 p.m.
Brew 30

