

# An Investment for Your Business Success



Founded in  
**1942**



**300+**  
members  
138 processors  
190 associates



**11**  
full-time  
staff



**\$5**  
million operating  
budget



**24**  
processor  
members  
on the Board  
of Directors

Join more than 300 companies that trust AFFI to protect, promote, and grow the frozen food industry. AFFI's value proposition is clear – strong, visionary leadership backed by expert staff and exceptional execution.

## AFFI Membership Delivers:

- **Strategic Alignment** with your business priorities.
- **Expert services in food safety**, government & regulatory affairs, communications, and training
- **Tangible Results** through a transparent, member-driven process
- **Improved Public Perception** of frozen food
- **Proactive Solutions** for emerging industry challenges
- **High-Impact Networking** with industry leaders and key-decision makers

## 2025-2028 Strategic Plan: A Bold Vision for Frozen Food's Future

AFFI's latest strategic plan is reshaping the perception of frozen food with a proactive narrative that informs, educates, and inspires the individuals and organizations that impact your business. AFFI is driving progress by:

- Redefining Frozen Food as a Culinary Powerhouse
- Harnessing the Power of Advocacy for Marketplace Success
- Setting a New Benchmark for Food Safety Excellence
- Forging a New Era of Business Growth
- Empowering the Path to Net-Zero

## 4 Core Pillars of Member Value

### Government Relations & Advocacy

In today's evolving food and public health policy landscape, you need a strong, steady advocate in Washington. AFFI is your voice—ensuring that policymakers understand how their decisions affect your business and your consumers.

AFFI gives you a seat at the table—ensuring your concerns are heard, and your interests are represented through:

- Direct meetings with members of Congress
- Ongoing collaboration with the FDA, USDA, and the White House
- Consumer research and policy analysis
- Testimony and public comments





## Food Safety

AFFI is a leader on food safety, committed to continuous improvement and setting the standard for high-quality, safe frozen foods. AFFI's experts are an extension of your food safety and quality assurance teams, saving you time and money. Our expertise includes:

- Collaboration with FDA and USDA
- Food safety training & education
- Recall management support
- Expertise in pathogens like Listeria, Hepatitis A, Norovirus, & MORE!

## Value Chain Collaboration

AFFI is the premier platform for industry collaboration, bringing together key players from across the frozen food sector. Our flagship event, AFFI-CON, is the leading convention for the frozen food industry—an essential space for networking, doing business, and shaping the future of the industry. AFFI members gain exclusive access to opportunities that drive growth and strengthen business relationships, including:

- Financial savings on event registration
- Priority access to business meeting spaces at AFFI-CON
- Exclusive educational and networking opportunities with over 2,000 industry professionals
- Market research and industry trends
- Opportunities to serve on committees with industry peers

## Communicating The Frozen Advantage

AFFI is leading a comprehensive external communications campaign to enhance frozen food's reputation among policymakers and Gen Z consumer influencers. This initiative aims to boost perceptions of frozen foods and ultimately facilitate growth for our members. As a member, your company can inform the campaign's direction and leverage its elements to benefit your own business. The initiative includes:

- Paid advertising & media outreach
- Social media influencer partnerships
- Collaborations with food & nutrition NGOs
- Retailer partnerships

## ABOUT


AFFI is THE pre-market voice for over 300 companies that grow, process, and distribute the frozen foods American families have enjoyed for generations. It is the voice of the industry in the public policy arena, drives food safety excellence, serves as a platform for value chain collaboration and shapes perceptions with effective communication to the audiences that matter.

**AFFI Membership is  
an Investment That  
Delivers Value Across  
Your Entire Team...**

**JOIN  
TODAY!**

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