



# How AFFI Champions Frozen

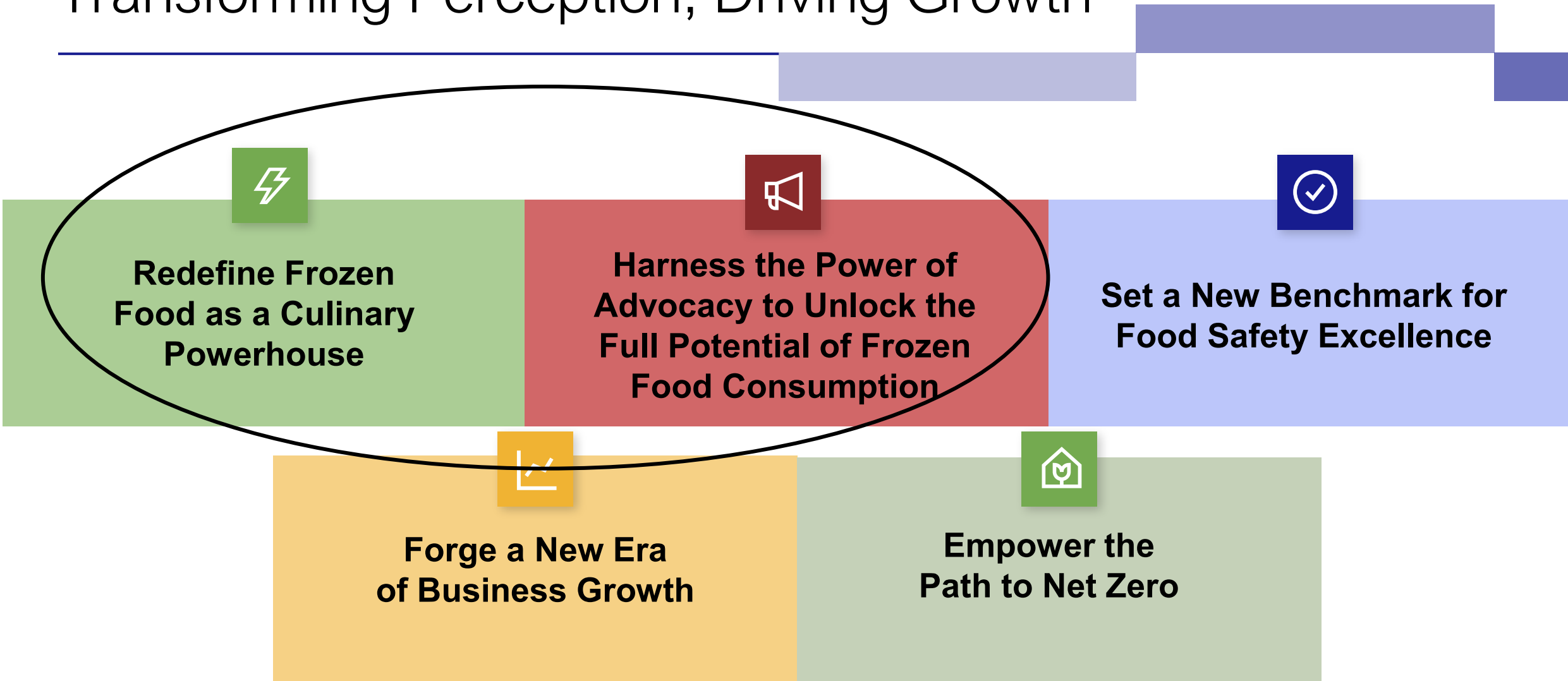
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**Elevating the Category in Today's Policy Environment**

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# AFFI's Bold Vision for Frozen: Transforming Perception, Driving Growth



# Telling the Story of Frozen: Quality, Nutrition and Less Waste

## Frozen Food is a SOLUTION in Nutrition and Public Health Policy

### **Freezing is Nature's Pause Button:**

- Locks in the nutrients and taste of our favorite foods
- Is the primary means of preservation

### **Frozen Food Makes Healthy Eating Easy:**

- Easy-to-follow on package instructions
- Pre-portioned meals
- Pre-washed and pre-chopped produce

### **Variety for Everyone:**

- Delicious meals and authentic recipes for every dietary goal
- Growing popularity of offerings such as lower-sodium and high-protein meals

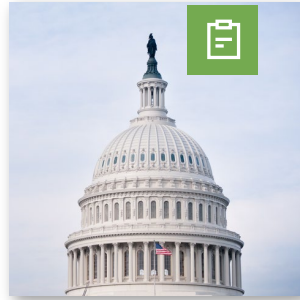
### **Nutritionally Comparable:**

- Best-selling frozen meals & dishes have comparable nutrition to homemade counterparts
- Fruits & veggies have same nutrition



# Turning Up the Volume: Promoting Frozen Food as a Culinary Powerhouse

## AFFI is Amplifying Frozen's Benefits



### Beltway Thought Leaders

- ✓ **Share the positive message of frozen within the Beltway**
- ✓ **Media relations and digital engagement**
- ✓ **Connect with like-minded partners**





# Advocacy in Action: Harnessing the Power of Frozen Foods



- **AFFI's Taste of Frozen event showcases the industry's quality offerings**
- **Facilitating plant tours with members of Congress to "lift the hood" on freezing**
- **Legislation such as the SHOPP Act increases nutrition access through frozen**



# Your Voice in Washington

## Supporting Your License to Operate

- AFFI is the frozen food industry's voice with the Trump Administration, Congress and regulatory agencies
- We represent frozen foods on agency priorities such as:
  - Food safety & ingredients (additives, GRAS, heavy metals)
  - Dietary guidance and frozen
  - Labeling: "Healthy" claims and Front-of-Pack
  - Trade / Tariffs





# Turning Data into Impact: Tools and Insights to Tell Frozen's Story

## Downloadable Resources: Infographics, Fact Sheets, and Videos

### Freezing is simply a change in temperature.



### Freezing Food Keeps Fresh Food Fresh

#### Nutrition

Nutritionally, frozen fruits, vegetables, entrees, and sauced vegetables are comparable to home-prepared, non-frozen counterparts.

#### Quality

Today's advancements allow foods to be frozen at the peak of freshness, using temperature to lock in flavor and quality.

#### Food Waste

Purchasing frozen food can significantly reduce food waste thanks to single serving options, the ability to portion what's needed, and a longer shelf life.



### Nutritional Advantages of Frozen Foods

#### Freezing:



**Locks in the nutrients** of fruits and vegetables at the peak of ripeness.



**Protects protein, vitamins A and D, and other nutrients** in meat, seafood, and poultry.



**Preserves macro- and micronutrients** in prepared foods and multi-ingredient meals.







# Spotlighting the Full Story of Frozen Nutrition

## Going BEYOND Fruits & Vegetables

FROZEN FOODS AND HOMEMADE EQUIVALENTS:

### **Comparable Nutrition, Comparable Cost**

The **average cost** per serving for frozen dishes tested is similar to homemade equivalents.



Feel Good About Frozen



FROZEN FOODS AND HOMEMADE EQUIVALENTS:

### **Same Nutrition Less Time**



Oven-cooked frozen meals require

**28 fewer** minutes of  
prep and cook time  
than their homemade equivalents.

Feel Good About Frozen



Feel Good About Frozen ❄️

### **Comparable Nutrients to Home Prepared**

The average percent Daily Values for total fat, saturated fat, cholesterol, sodium, total carbohydrates and dietary fiber for frozen foods and home prepared varieties are comparable.\*





# Frozen-Focused, Member-Driven: How AFFI Keeps You in the Know



## Committees and Working Groups



## Newsletter and Updates

- CEO Update
- Washington Impact
- Breaking Alerts



Member-  
only website



Find us on  
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# Why 300+ Companies Choose AFFI



**An investment in AFFI is an investment in your success.**

We protect, promote, and grow the frozen food industry so you can focus on doing business.

## Membership Delivers:

- Strategic alignment with your priorities.
- Expert support in food safety, policy & comms.
- Real results through member-driven action.
- Stronger public perception of frozen.
- Proactive solutions to industry challenges.
- High-impact networking opportunities.

 **Superior Foods**  
4,511 followers  
1mo • 

Did you know that frozen food can help fight food waste? Consumers who care about food waste turn to frozen foods to easily portion out the right amount for a meal, keeping the rest frozen for later. It's a smart, sustainable choice! Learn more at <https://lnkd.in/dC6b2kg> and other tips & tricks on reducing food waste. #superiorfoods #frozenadvantage #food #waste #prevention #frozenfood

## FROZEN FIGHTS FOOD WASTE



**Trying to waste less food?  
Think frozen!**

Consumers who report caring about food waste turn to frozen food to portion out **just enough ingredients** they need to prepare a meal and keep the rest frozen for later.

[frozenadvantage.org](https://frozenadvantage.org) | #FrozenAdvantage

