



AMERICAN
FROZEN FOOD
INSTITUTE



ALISON BODOR
PRESIDENT & CEO

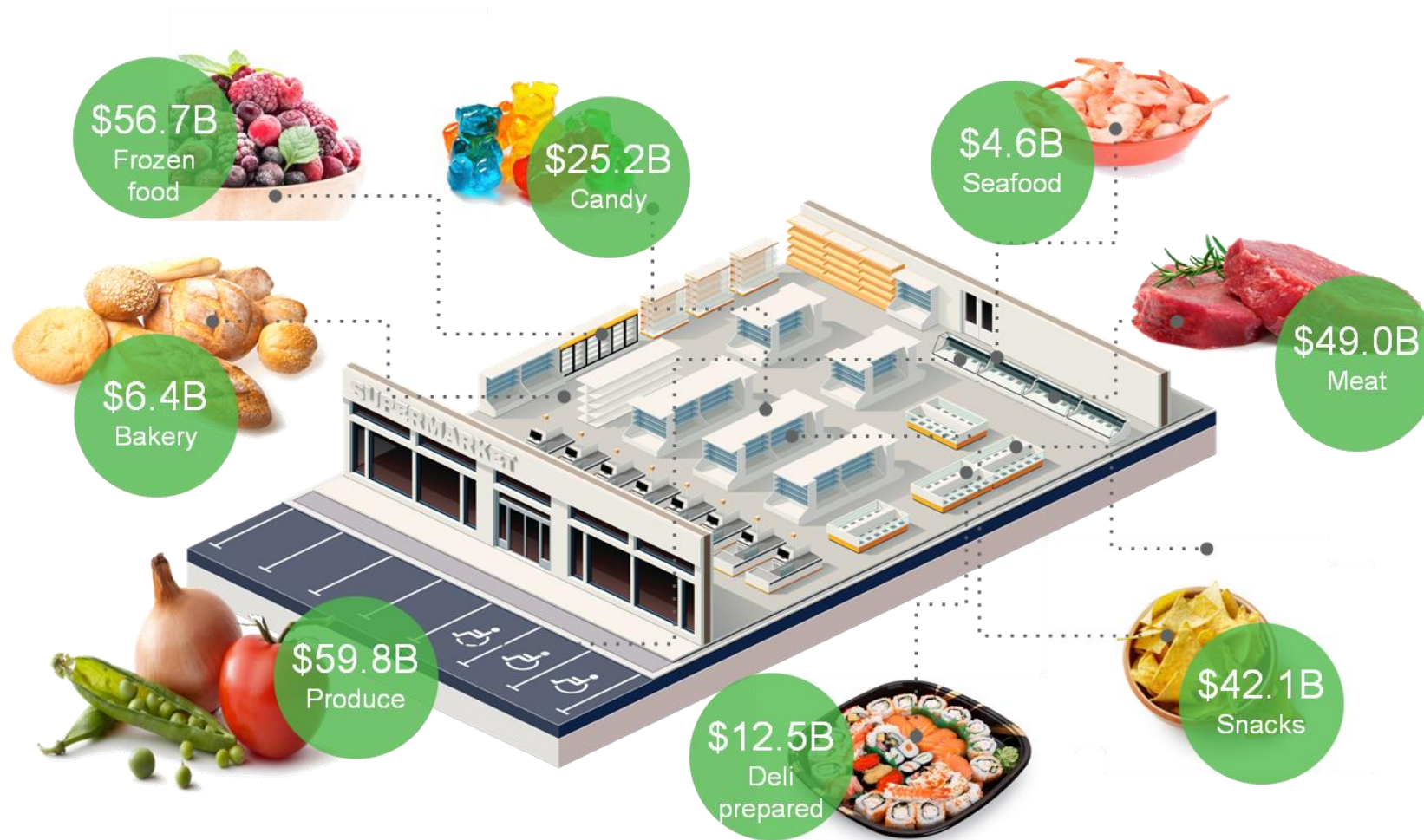


ABOUT AFFI

Mission: AFFI is the member-driven national trade association that advances the interest of all segments of the frozen food and beverage industry.

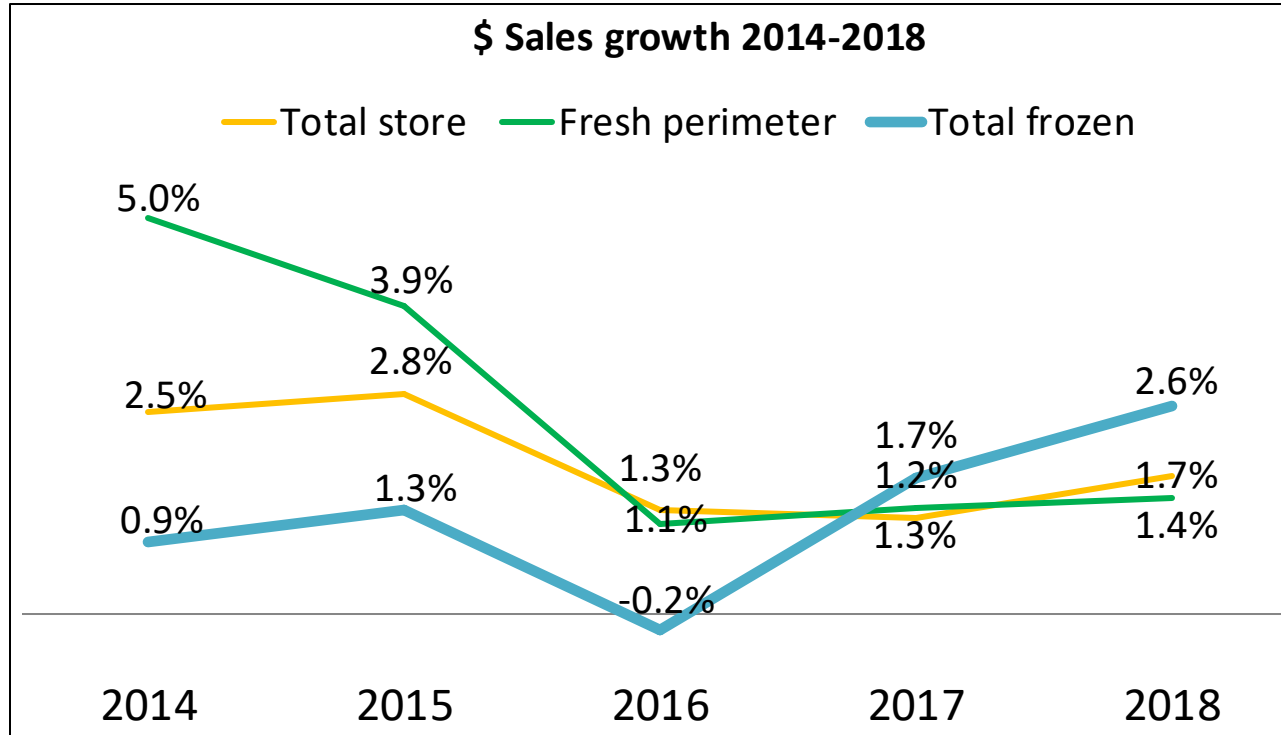
Vision: Our foods and beverages are proudly chosen to meet the needs of a changing world.

A sizeable department: \$56.7 billion



Source: IRI, MULO+C, 52 weeks ending 11/8/2018

The Frozen Food Comeback



Source: IRI, MULO+C, 52 weeks ending 11/8/2018



**CONSUMPTION
DRIVERS**



- Convenience
- Taste
- Quality
- Variety

Variety that covers every meal occasion





PUBLIC POLICY PRIORITIES

- Food Safety
- Nutrition Innovation Strategy
- Dietary Guidelines
- Sustainability
- Trade

Food Safety



AFFI *Food Safety Zone*





Nutrition Innovation Strategy

- Modernizing Claims
- Modernizing Ingredient Labels
- Modernizing Standards of Identity
- Implementing the Nutrition Facts Label
- Reducing Sodium

Dietary Guidelines



FROZEN HOW FRESH STAYS FRESH.

ACHIEVE THE DIETARY GUIDELINES FOR AMERICANS WITH FROZEN FOODS

Americans are striving for nutritious and affordable meal options that are easy to prepare. To evaluate the feasibility, nutritional value and affordability of a weekly menu consisting primarily of frozen foods, menu modeling was used to bring recommended U.S. Department of Agriculture (USDA) food patterns to life with frozen foods.

FROZEN FOODS ARE NUTRITIOUS
Daily menus met more than 90% of most primary nutrition targets.

26g FIBER
106% of Daily Value*

5,483 IU VITAMIN A
109% of Daily Value*

3,219 mgV POTASSIUM
92% of Daily Value*

FROZEN FOODS ARE A REAL VALUE
Menu costs fell within USDA's Moderate Cost Plan of \$59.70 PER WEEK.
DAILY COST \$8.52 WEEKLY COST \$59.66

* Percent Daily values are based on a 2,000 calorie diet.

FROZEN FOODS PROVIDE WELL-BALANCED OPTIONS
All food groups are well represented in the frozen food aisle.

FOOD GROUPS	MY PLATE GOALS	FROZEN FOOD MEAL PLAN
Grains	6 ounces	6.5 ounces
Vegetables	2.5 cups	2.5 cups
Fruits	2 cups	2.2 cups
Dairy	3 cups	1.9 cups
Protein	5.5 ounces	5.4 ounces

FROZEN FOODS ARE A SENSIBLE CHOICE
"Better-for-you" options are available in the frozen food aisle to make it easier for consumers to control intakes of calories, fat, sugar, saturated fat and sodium.

A WEEKLY MENU COMPRISED OF 95% FROZEN FOODS ACHIEVES GOVERNMENT RECOMMENDATIONS
Results from menu modeling show that realistic, balanced and affordable menus featuring mostly frozen foods can meet energy, nutrient and cost goals based on recommendations from the Dietary Guidelines for Americans, MyPlate and USDA's Moderate Cost Food Plan.

Today's Dietitian November 2015 Supplement: "Menu Modeling Demonstrates Feasibility, Nutritional Value and Affordability of Frozen Foods"

TO ACCESS THE FULL REPORT AND THE MEAL PLAN, PLEASE VISIT HOWFRESHSTAYSFRESH.COM



Sustainability and Food Waste

- Food waste, water / energy usage, packaging, transportation
- “Best if used by” language – reduce consumer confusion and related food waste
- Food Waste – Farm bill implementation