



2019 ANNUAL REPORT

FMI Foundation 2019 Annual Report

Highlights

- National Family Meals Month™ grew into a movement with increased participation, awareness and state-level engagement.
- Fifteen scholarships helped promote food safety auditing as a career.
- Examined the emerging issue of consumer acceptance of gene editing through the Unified Voice Protocol.
- Set fundraising records with culinary competition event Stir It Up! at the Midwinter Executive Conference.

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National Family Meals Month™

The food retail industry, including food suppliers and community collaborators, rallied behind FMI Foundation's National Family Meals Month™ (NFMM) this past September. To date, more than 300 companies have engaged in encouraging families to enjoy one additional meal per week at home.

According to a Harris Poll, which has been the data collector for the entire five-year campaign, 25% of the U.S. population saw the family meals campaign in 2019 and of those who saw it, 90% reported that they acted upon the invitation to share more meals with their family. While these results show an increase from previous years, there is room for improvement as 84% of the U.S. population report a willingness to commit to having more family meals each week..

The family meals message is spreading beyond the food industry, with governmental leaders recognizing the positive power of this movement. Two year ago, eight states proclaimed September as Family Meals Month, but in 2019, 18 states joined in the fun. The states endorsing family meals month included: Connecticut, Illinois, Iowa, Kansas, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, Ohio, Oklahoma, Pennsylvania, South Dakota, Tennessee, Utah, Vermont, and Wisconsin.

Moving forward, we recognize that this campaign has become a movement, celebrating family meals year-round while continuing to shine a celebratory light on the event each September. We encourage food retailers, suppliers and community collaborators to continue to help families achieve one more meal each week at home.



FMI's Food Safety Auditing Scholarship and Education Travel Grant

The FMI Foundation promotes food safety auditing as a career with scholarships and education travel grants. This year, we awarded 15 scholarships to students in various stages of their education – from undergrad to Ph.D. students. This scholarship includes a \$3,000 stipend and the opportunity to attend the Safe Quality Food (SQF) Conference in the fall.



FMI Foundation Grants

The FMI Foundation offers grant support to several food safety and health organizations. These include the Partnership for Food Safety Education, specifically the Safe Recipe Project, The International Food Protection Institute's Applied Science, Law, and Policy fellowship, the Institute for Food Technologists' Global Food Traceability Center, and Common Threads. The FMI Foundation also supports the Health and Well-being sections of FMI's *U.S. Grocery Shopper Trends* report and the FMI Foundation's Unified Voice Protocol.

The Unified Voice Protocol

This initiative created by the FMI Foundation in 2017 proactively nurtures consumer trust in the food and consumer goods industries so customers can purchase products they desire with full confidence in companies who provide them. This year we have embarked on our second pilot project that examines the emerging issue of consumer acceptance of gene editing. The report was produced in early 2020 and included a release at the Farm Foundation's event at the National Press Club. The Foundation plans to do more in-depth research on what consumers need regarding information including labeling.

Stirring it Up! at FMI Midwinter Executive Conference

Now in its fourth year, Midwinter Executive Conference attendees look forward to this unique fundraising event where companies put on their culinary hats and participate in a friendly competition to dish up the best family meals in the categories of healthiest, easiest, tastiest, most affordable, and best culinary adventure. Midwinter attendees visit each tasting station, try all the delicious dishes, and share their evaluation via electronic polling devices. *Stir It Up!* continues to be one of the must-attend events in the food retail industry and in 2019 set a record amount of money raised — \$1.2 million. Generous support of the FMI Foundation ensures our ability to fund research and education in our mission areas of food safety, nutrition and health.





New Logo

Recently, the FMI Foundation Board of Trustees approved a name and logo change for the Foundation to be more in line with the FMI rebrand. In addition, the Foundation will no longer be known as the Food Marketing Institute Foundation; it will be known as the FMI Foundation. The logo has also been updated to reflect the new FMI branding. Those changes are reflected in this report.

Summary of FMI Foundation's Finances

Cash/Cash Equivalents	\$241,959
Investments	\$10,596,936
Total Assets	\$10,463,566
Total Net Assets	\$9,840,168

