

FMI 2013 Media Monitoring Year-End Report



Traditional Media:

FMI was mentioned in over 4,000 stories in print and online media
Top spokespeople for 2013 were Leslie Sarasin and Erik Lieberman



Social Media:

FMI_ORG twitter followers increased from 2922 to 4837
Conferences attendees connected through the use of unique hashtags



Web and Video:

A new focus on video has opened a popular new channel for engagement
Conference websites & research resources are primary drivers of fmi.org traffic

Traditional Media Engagement Summary

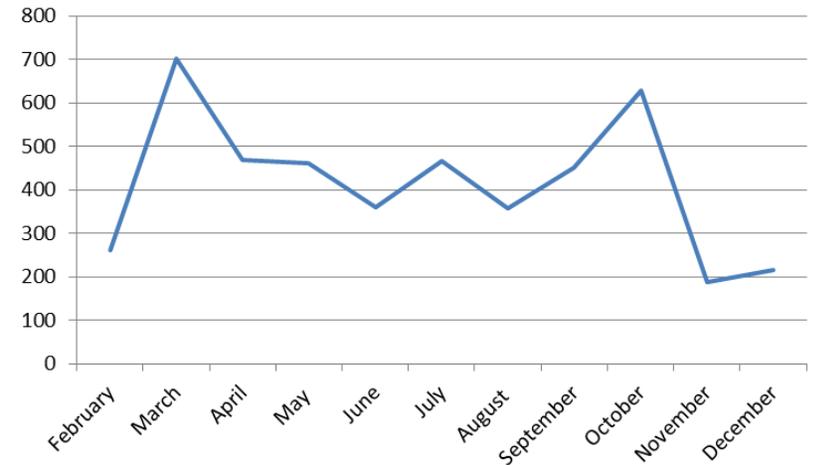
In 2013, FMI was mentioned in over **4,000 stories** in print and online versions of traditional media. This equates to more than double FMI's media mentions in 2012. In part, the vast growth can be attributed to increased proactivity in pitching FMI experts, data and issuing content-driven press releases. Increased media presence communicates the value and work of FMI to members and industry stakeholders, further positioning FMI as a media resource.

The spikes in coverage reflect topics in which FMI had a significant voice: menu labeling in March, *Shopping for Health* and debit-card lawsuit in the summer, the patent troll campaign and FMI Connect announcements in the fall.

Top categories for media mentions:

Regulatory Issues **FMI Data and Reports** **FMI Staff and Board Members**

2013 FMI Traditional Media Mentions



February 2013

FOX News notes that grocers and convenience store owners will now join restaurants in the requirement that they provide nutrition information on labels of fresh-made food. And the "Nutrition Facts" had better be accurate – or else. Getting it wrong, says Erik Lieberman, regulatory counsel at the Food Marketing Institute, is a federal crime under a provision of health care law.



Are There Really 'Healthier' Processed Foods?

A recent [survey](#) conducted by the Food Marketing Institute in conjunction with Rodale and Prevention explored shoppers' attitudes toward more healthful eating. Looking at the data, it would appear as if the survey's definition of what constitutes healthful differs from mine. The survey suggests that healthy eating involves foods that are "organic," or "with no artificial ingredients" or fortified "with enhanced nutritional components."

POLITICO

08/29/13

BUSINESS BURST – "National Internet, Restaurant, Retail and Grocer Associations Launch Ad Campaign Calling on Congress to Stop Patent Trolls" – Forthcoming joint news release: "The Internet Association (IA), National Restaurant Association (NRA), National Retail Federation (NRF) and the

Food Marketing Institute (FMI) launched a print and radio advertising campaign in targeted states and districts across the country urging Congress to put an end to patent abuse and to protect American businesses from patent trolls. The campaign will ask voters across multiple states—including Illinois, Iowa, Nevada, Ohio, Texas, Vermont, and Virginia, among others—to contact their Congressional representatives and ask them to take action now to 'stop bad patents and stop the trolls.'" **See the creative.** <http://bit.ly/1dpzuly> **See the release.** <http://bit.ly/156W00C>

THE WALL STREET JOURNAL. BUSINESS

July 31, 2013

Merchants Notch Win in Feud Over Debit-Card Fees



FMI, United Fresh to Co-Locate Shows in Chicago 2014-2016

Liz Webber

Oct. 1, 2013

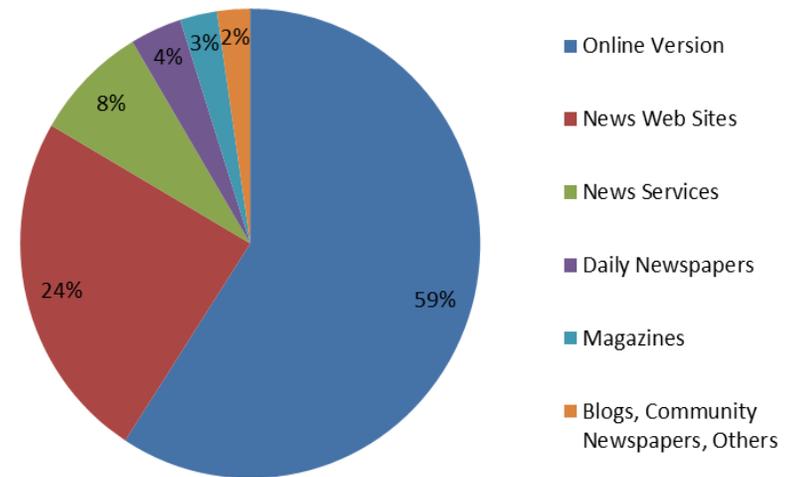
Traditional Media Engagement

As the media landscape shifts to a focus on digital platforms, FMI has been working with these outlets and proactively creating original digital content. The current trend moving from print media to online media is reflected in our media mix, where daily newspapers and magazines contribute less than 10 percent of FMI mentions.

FMI's **top spokespeople** for 2013 were **Leslie Sarasin** and **Erik Lieberman**. Leslie's speech covering the future of food retail was covered in all major trade press as FMI proclaimed the future of food retail to be "personal, digital and virtual." Erik provides the voice of FMI's government affairs team on many issues. In 2013, Erik was quoted in a highly distributed story on menu-labeling.

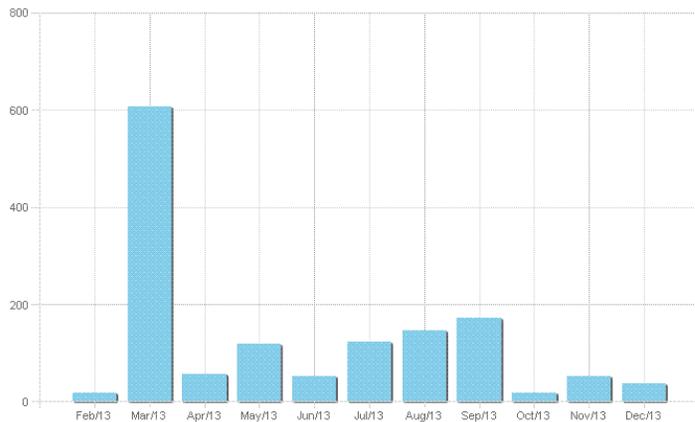
2013 FMI Traditional Media Mentions by Source

Total = 4560



2013 FMI Traditional Media Mentions by Category

Government Affairs

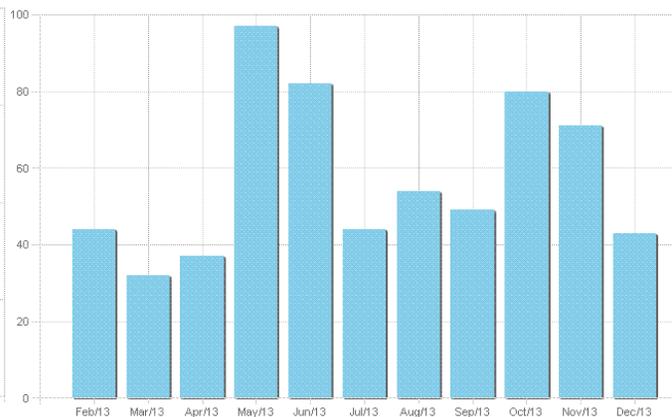


Total: 1404

Includes: Regulatory and legislative issues such as menu labeling, patent trolls, swipe fees

Note: Scale 0-800

FMI Report Data

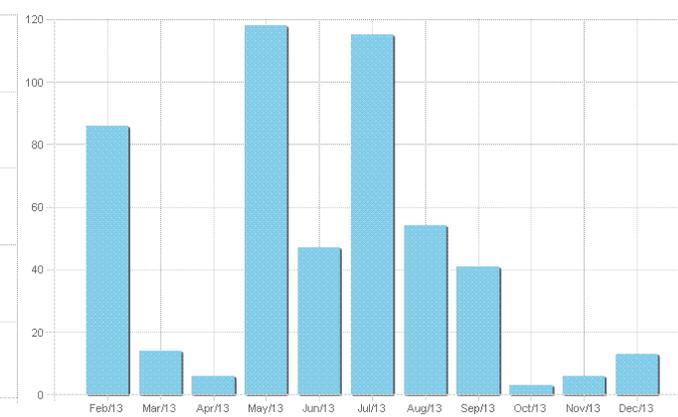


Total: 636

Includes: Report releases, data from reports used as support in a variety of stories

Note: Scale 0-100

FMI Staff and Board



Total: 503

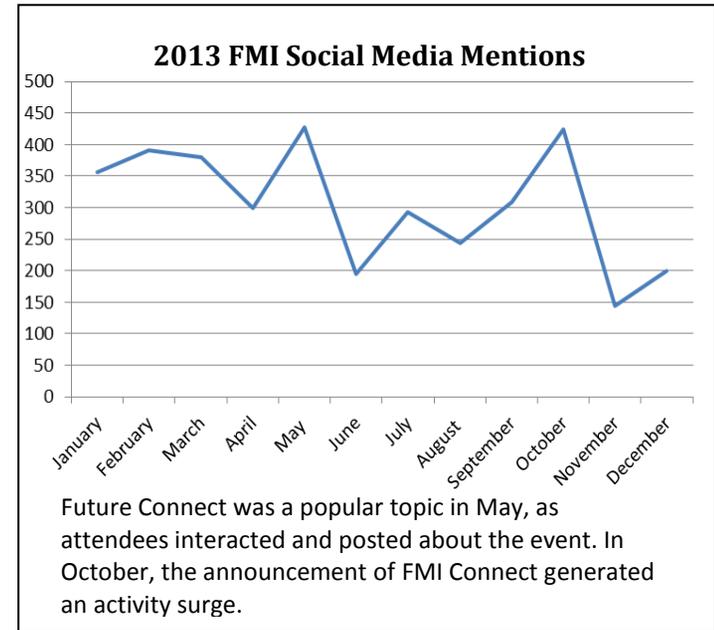
Includes: Staff and Board hires, speeches and quotes, feature or profile articles

Note: Scale 0-120

Social Media Engagement Summary

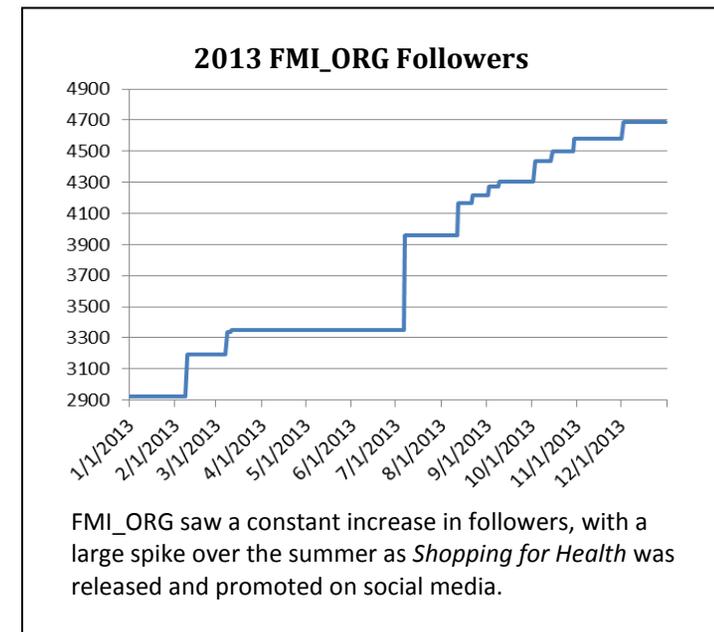
Social media provides a more conversational and interactive channel to communicate with members, industry stakeholders and wider audiences. FMI traditionally sees spikes in activity surrounding conferences and press releases as users engage and disseminate information. In 2013, FMI explored new social media channels such as GoogleHangout and made social media a prominent part of events.

FMI's communication team tracks social media activity and produces special reports for high engagement conferences and topics. These reports provide a snapshot of social media behavior and highlight opportunities for FMI to expand our presence and further social media conversations.

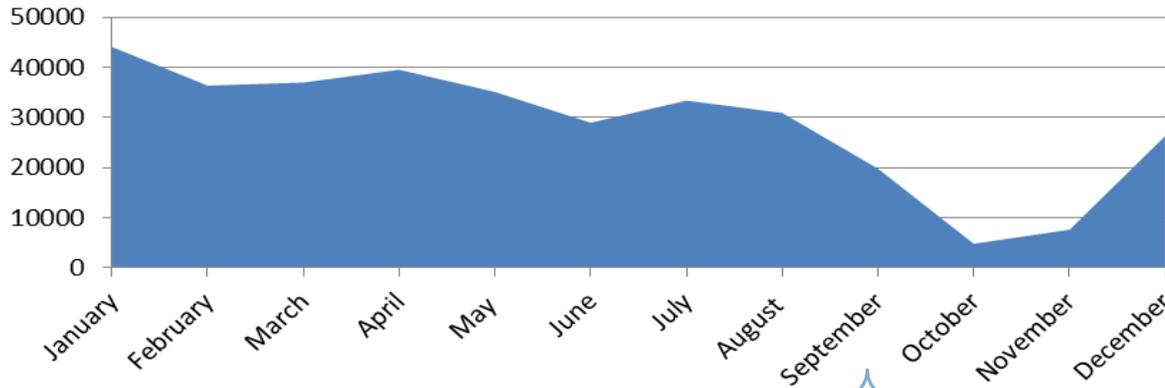


FMI_ORG Most Clicked Links

- FMI @FMI_ORG** 22 Jan
Congrats and thank you [@ptfoodcoop](#) [@GFSmissoula](#) [@GroceryOutlet](#) [@HyVee](#) Ahold USA and the Merc! [ow.ly/h1xbb](#) [#mw2013](#) [#community](#)
- FMI @FMI_ORG** 11 Jun
2013 Safe Quality Food Institute Award Nominations Now Open [ow.ly/IUXrm](#)
- FMI @FMI_ORG** 27 Mar
FMI Announces Store Manager Award Finalists! Stay tuned at [#FutureConnect](#) to see which four win the grand prize! [ow.ly/jtAiZ](#)
- FMI @FMI_ORG** 22 Nov
Thanksgiving meals are complicated. [#Foodsafety](#) rules are simple. [@Fight_BAC](#) has tools and tips [ow.ly/r6eW3](#)
- FMI @FMI_ORG** 12 Aug
Great infographic from [@mint](#) using FMI data: How Americans Shop for Food [ow.ly/nQE6k](#)
- FMI @FMI_ORG** 25 Sep
Congratulations Mary Ellen from [@Wegmans](#) on winning [@NYWineCulinary](#) Chairman's Award [@Grocery_HQ](#) [ow.ly/pd8cA](#)



Website and Video Tracking



Top Conference Websites

Future Connect	13,855 visits
Sustainability	10,109 visits
Midwinter	6,161 visits

Keywords Used to Reach fmi.org

Food Marketing Institute, Food Marketing, FMI Future Connect, Annual Grocery Sales, FMI Show, Rodale Shopping for Health

Visitors to fmi.org

- Unique visits: 225,188
- Average visit duration: 2:54

FMI's Calendar and conference sites drive much of this traffic. Secondary sources include our research resources and FMI's press room.

Top Referral Sources to fmi.org

National Registry of Food Safety Professionals	12,935 visits
SmartBrief	2,517 visits
Social Referrals	828 visits

Top FMI Videos:

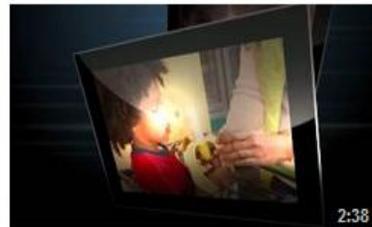
Within one month of posting, our first research video already has been viewed **875 times**.

Our signature FMI video was viewed **969 times**.

The 2013 Midwinter video was viewed **508 times**.



FMI Supermarket Trips
843 views 1 month ago



FMI: The Voice of Food Retail
969 views 10 months ago



FMI Midwinter Executive Conference, Register Today!
508 views 2 months ago

Breakdown of Social Referrals

