



September



It's
NATIONAL
**FAMILY
MEALS**
MONTH

FMI Foundation

The Triumph of Family Meals in 2018

Review of National Family
Meals Month Results

JANUARY 2019



F · M · I
FOUNDATION

2018 was the year that the FMI Foundation's vision for National Family Meals Month™ became a reality.

While this past September was only the fourth official anniversary of this promotion, this is the year the campaign became a movement. It grew far beyond the Foundation's direct efforts and was adopted and adapted by hundreds of partners and influencers who promoted it to exponential numbers of consumers. And these consumers paid attention!



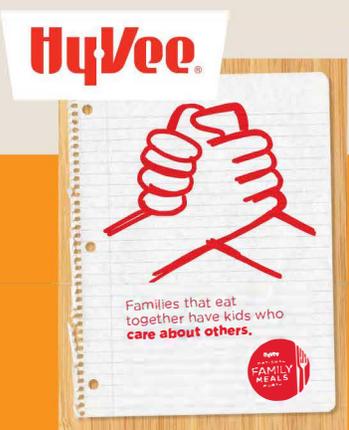
Powerful Partnerships

The undeniable source of this tremendous success is partnership. More than ever, the proverb that “there is strength in numbers” proved true in 2018.

Supplier partners increased by 40 percent. Community collaborator partners increased by 37 percent, and retail partners increased by 20 percent. In sum, there were **232 partners promoting the importance of family meals** this past September. They literally spanned from coast to coast.



= **232 PARTNERS**



BUY 6 PARTICIPATING PRODUCTS. SAVE \$2 ON FRESH GROUND BEEF

30 MINUTE CHILI

STOP&SHOP

 10/\$10 30 TEL Beans 1.5 lb. can (25586)	 10/\$10 Hunt's Beans 1.5 lb. can (25577)	 \$1.88 Frank's Hot Sauce 8 oz. bottle (25549)	 2/\$4 Keebler Crackers 8.5 oz. box (25548)
 4/\$3 GOYA Beans 15 oz. can (25582)	 4/\$5 McCormick Chili Seasoning Mix 3.5 oz. pkg (25572)	 \$3.49 Kraft Shredded Cheese 8 oz. pkg (25581)	 2/\$4 Keebler Club Crackers 8.5 oz. box (25547)



More importantly, these partners promoted family meals with fervor. Not only were there more organizations celebrating the importance of eating one more meal each week at home, each of these groups organized a substantial spectrum of activities to create extraordinary reach and frequency of messaging and consumer engagement.

Please visit FMI.org/family-meals/Partners for a snapshot of these partners.

Assorted Recipes for Family Meal Success



In the first three years of National Family Meals Month, most partners leveraged the turnkey tools and resources created by the FMI Foundation.

This was, and continues to be, an excellent approach for getting started. This past year, numerous trade groups worked directly with the FMI Foundation to ramp up efforts.

In 2018, there was a considerable shift in how partners took even more ownership of the family meals movement.

A meaningful number of partners created their own distinct and comprehensive campaigns that advanced the family meals messaging in ways that were more aligned with the partners' brand personalities. These campaigns surrounded consumers with countless channels of messaging.



Unquestionably, it is the combination and culmination of all of these diverse activities that have shone such a bright light on the importance of family meals in 2018. Among them, are a few tactics that jump out because they have catapulted family meals to a new realm of visibility. These include:

- ▶ Employee engagement programs creating virtual armies of family meal advocates
- ▶ National advertisements by suppliers
- ▶ Regional television advertising by retailers
- ▶ Facebook Live activations
- ▶ Innovative and fun educational tools that position family meals as super heroes
- ▶ New meal plans that make it easy to make family meals happen
- ▶ Celebrity support of the family meal movement



Partners Partnering with Partners

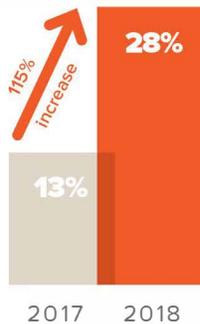


Perhaps some of the strongest consumer activations came from partners working with other partners. This collaboration not only reminded consumers about the importance of family meals, it provided them with tangible suggestions and solutions at point of purchase.

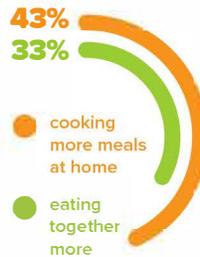
Moving the Needle on Family Meals

It's not just perception that this movement is making a difference. There is proof!

In October 2018, a National Family Meals Month survey was conducted across the country by the Nielsen Harris poll. The results were nothing short of phenomenal.



A record number of consumers—**28 percent**—reported that they saw the campaign. This is a 115 percent increase from the number of consumers who reported seeing the campaign the previous year.



As a result of seeing this campaign, **43 percent** of consumers are cooking more meals at home and **33 percent** are eating together more as a family.

Join the Movement in Sept. 2019

Hats off and sincere thanks to the hundreds of partners who turned this education campaign into a societal movement. And for those who are looking to join the effort—or ramp up your support of it—the FMI Foundation is standing by to assist you.



Visit FMI.org/family-meals to learn more.