

A woman and a young girl are looking at fresh produce in a grocery store. The woman is wearing a grey sweater and the girl is wearing a white sweater. They are standing in front of a display of vegetables, including red bell peppers and green beans. The background is a green-tinted image of a grocery store aisle.

Fortifying Food Safety, Nutrition, Health, and Family Meals

Food Marketing Institute Foundation
2018 Annual Report



In 2018, The FMI Foundation worked to coalesce the food retail industry around consumer nutrition, health and food safety causes with three main campaigns: **National Family Meals Month™**, **Unified Voice Protocol**, **Stir It Up!** and more!

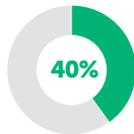
The Industry that Eats Together, Stays Together: Making Family Meals a Priority

The food retail industry, with food suppliers and community collaborators, rallied behind FMI Foundation's **National Family Meals Month™** (NFMM) with record participation this past September. Encouraging families to enjoy one additional meal per week at home, this event has become a national movement in only four years.

More than **200 companies** have joined the movement since its inception. In fact, **participation jumped dramatically** in September 2018 with:



increase in **retailer participation;**



increase in **supplier participation;** and



increase in **community collaborators.**

The NFMM movement also is catching on with consumers. In a nationwide survey, Nielsen, tracking awareness since 2015, found that 28 percent of consumers saw the campaign—up from 13 percent last year! **That's a 115 percent increase in awareness in just one year!**

The message of family meals has spread well beyond the food industry. Many of our local leaders also have recognized the importance of enjoying family meals at home by proclaiming September as Family Meals Month in their state. In 2018, six states joined the movement with official proclamations: Kansas, Michigan, Minnesota, Nebraska, South Dakota and Wisconsin.



The vision for the family meal movement is that food retailers, suppliers and community collaborators will continue to help families achieve one more meal each week at home all year long. Significantly, we will encourage this year-round practice as we shift towards promoting the official Family Meals Movement, while shining a celebratory light on the event each September.

Unifying our Voice to Improve Consumer Trust

Unified Voice Protocol is an initiative created by the FMI Foundation in 2017 to proactively create an environment of trust in the food and consumer goods industries so that consumers can purchase products they desire with full confidence in those who provide them.

Related to Poultry Production Practices

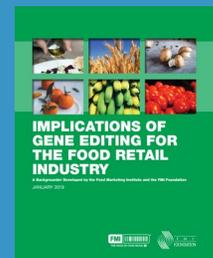
For its first pilot project, FMI Foundation tested the Unified Voice Protocol by addressing two current animal welfare issues, **cage-free eggs** and **slow-growing broiler chickens**. Key findings included that 60 percent of consumers would be willing to pay a premium for cage-free eggs if the premium is less than \$.40/ dozen. In addition, we learned that consumers have very limited knowledge on the topic of slow-growing broiler chickens.

Results from these studies have been presented to FMI members, food and agriculture stakeholder groups, and have been submitted for publication in peer-reviewed journals.

Issue for Project II: Gene Editing

The issue that has been prioritized for the second Unified Voice Protocol project is gene editing. Gene-edited foods will be entering the marketplace soon. Given the scientific complexity of biotechnology, misunderstanding about bioengineering language and the possibility for gene editing to be confused with other biotech processes, there is high potential for consumer questions and confusion regarding the use of this biotech tool in the food supply.

FMI Foundation's goal is to help consumers navigate this issue and has funded the development of the **Gene Editing Background**. Education on this topic will be mutually beneficial to consumers and the food industry.



Providing Educational Opportunities for Future Food Safety Auditors



The FMI Foundation is funding 15 scholarships for \$3,000 per student along with travel grants to the **Safe Quality Food Institute's** annual conference to students currently enrolled in food and agricultural science majors who have a true interest in the field of accredited food safety auditing. The number of scholarships has grown by 50% from 2017. These scholarships are extremely competitive and are based primarily on academic ability; leadership potential; motivation and initiative; along with a passion for the food industry and the auditing profession. The goal for the scholarship recipients is to succeed in accomplishing their goal of working in the field of accredited food safety auditing.

FMI Foundation Grants

The FMI Foundation underwrites grants annually in the areas of food safety, nutrition, and health. Examples of some of the recipients are the

- Partnership for Food Safety Education;
- Partnership for Food Safety Education's Consumer Food Safety Education Conference;
- International Food Protection Institute's Applied Science, Law, and Policy Fellowship;
- Institute for Food Technologists' Global Food Traceability Center
- Common Threads

Subsidizing Research

The FMI Foundation supports research in the areas of food safety, nutrition, and health. Here are some examples from FMI's **US Grocery Shopper Trends Report:**

Consumers on Food Safety:



93% of shoppers trust that the **food purchased at the grocery store is safe**

Consumers on Nutrition and Health:



76% of shoppers say an essential component to **"eating well" is consuming nutritious fruits and beverages**

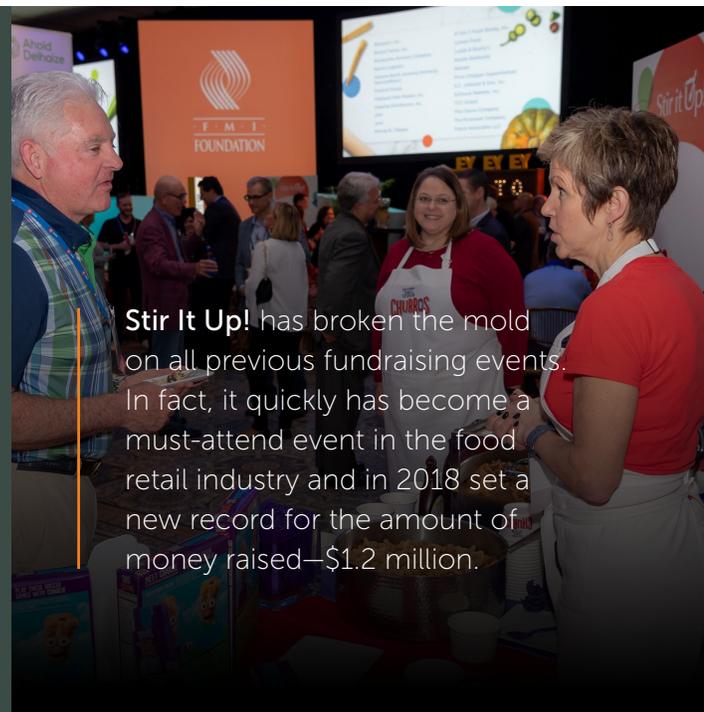


71% of shoppers say that their **diets could be healthier**

Stirring it Up! at FMI Midwinter Executive Conference

This unique fundraising event is now in its third year. Midwinter Executive Conference attendees look forward to this exciting experience in which companies put on their culinary hats and compete in a friendly competition to dish up the best family meal in the categories of easiest, tastiest, most affordable, best culinary adventure, and healthiest. Attendees visit each tasting station, try all the delicious dishes, and even serve as the judges with electronic polling devices.

Generous support of the FMI Foundation ensures our ability to fund research and education in our mission areas of food safety, nutrition and health.



Stir It Up! has broken the mold on all previous fundraising events. In fact, it quickly has become a must-attend event in the food retail industry and in 2018 set a new record for the amount of money raised—\$1.2 million.

Summary of FMI Foundation's Finances

Statement of Financial Position
As of December 31, 2018

Cash/Cash Equivalents	\$102,207
Investments	\$9,274,948
Total Assets	\$9,336,786
Total Net Assets	\$8,531,890



2345 Crystal Drive, Suite 800
Arlington, VA 22202