

# 2021 Annual Report



# Family Meals Campaign Flourishes

With each passing year, the family meals initiatives, driven by the FMI Foundation, build remarkable momentum. In 2021, this campaign focused on how Americans have benefited from family meals during the pandemic and why they should continue the practice. Outcomes encompassed new partnerships, new tools, colossal collaborator cooperation, and massive metrics.

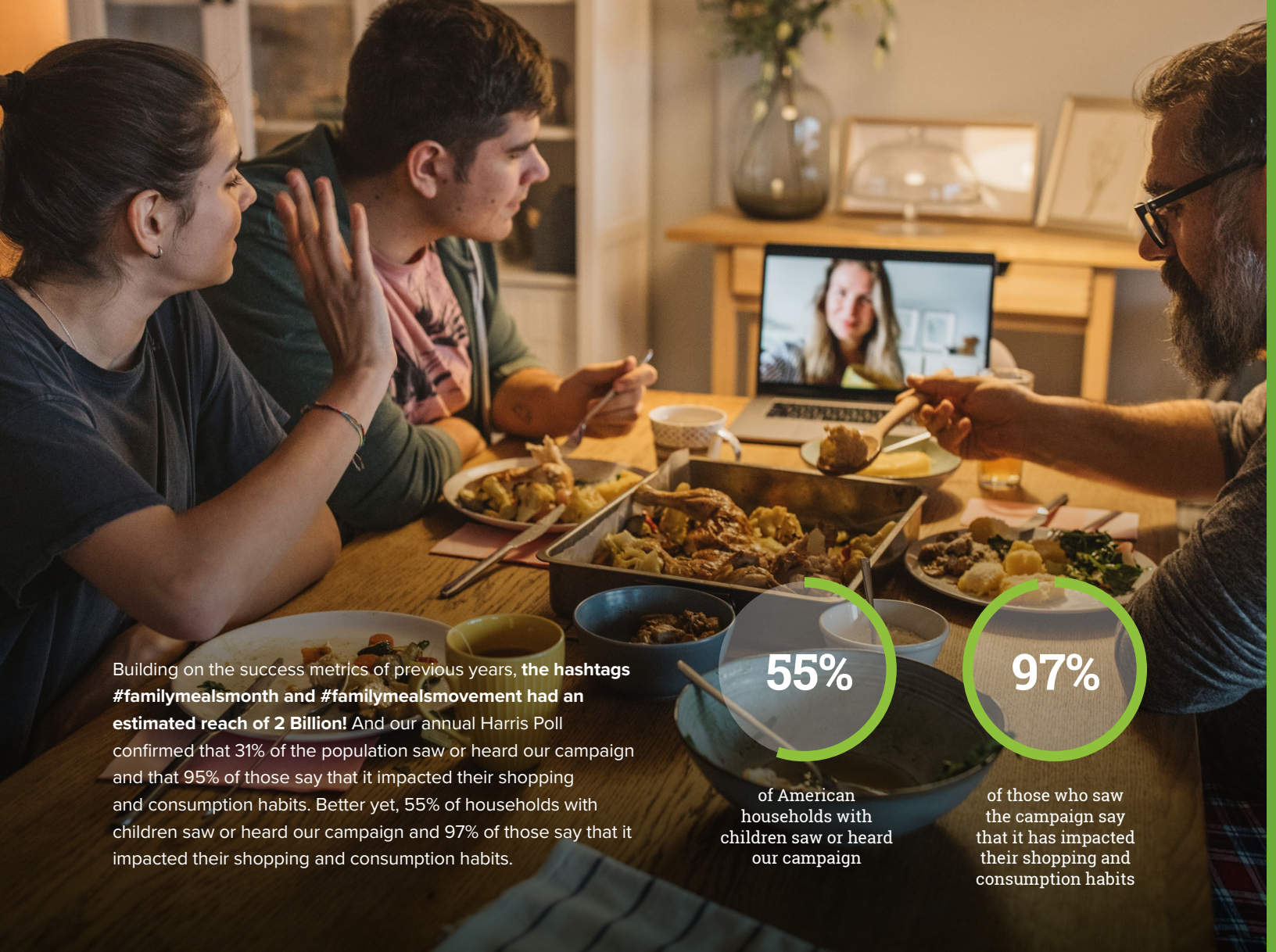


The most notable strategic partnership this year was with **The American Heart Association** which helped to promote the message that “family meals are good for the heart” backed by studies that prove that family meals improve nutrition and emotional well-being, and that psychological health and heart health are related.

The newest tool in 2021 was the “**Staying Strong with Family Meals**” **Barometer**, a recurring quantitative study tracking changes to the family meals landscape. A baseline was taken in August 2020 and four additional surveys have been completed to date. In addition, the consumer website for family meals was completely revamped in 2021: [fmi.org/family-meals-movement](https://fmi.org/family-meals-movement)







Building on the success metrics of previous years, the hashtags **#familymealsmonth** and **#familymealsmovement** had an **estimated reach of 2 Billion!** And our annual Harris Poll confirmed that 31% of the population saw or heard our campaign and that 95% of those say that it impacted their shopping and consumption habits. Better yet, 55% of households with children saw or heard our campaign and 97% of those say that it impacted their shopping and consumption habits.

55%

of American households with children saw or heard our campaign

97%

of those who saw the campaign say that it has impacted their shopping and consumption habits

The number of allies promoting family meals messaging continues to grow—to approximately 1,500 by our current count. Our 2021 Gold Plate Awards recipients, listed below, are the shining stars this past year for creating engaging consumer campaigns that promoted and encouraged family togetherness at mealtimes.



Congratulations to all our Gold Plate Award recipients. You may learn more about their programs at [fmi.org/family-meals/award](https://fmi.org/family-meals/award)

CATEGORY:  
**RETAILER 1-49 STORES**

**Skogen's Festival Foods** for its program Food for Neighbors

CATEGORY:  
**RETAILER 50-199 STORES**

**Spartan Nash** for its program Stay Connected, Stay Strong with Family Meals

CATEGORY:  
**RETAILER 200+ STORES**

**Hy-Vee, Inc.** for its program Hy-Vee, Inc. Celebrates National Family Meals Month™ with Special Events That Promote the Foods of Various Cultures and Mealtimes Traditions

CATEGORY:  
**SUPPLIER**

**Eggland's Best** for its program Share A Better Family Meal

CATEGORY:  
**COMMUNITY COLLABORATOR**

**USA Pulses**, the **Sorghum Checkoff** and **National Pork Board** for their program Powerful Pairings 2021: Helping Make Family Meals Delicious and Nutritious!

**HONORABLE MENTIONS**

- Peapod Digital Labs
- Big Y Foods, Inc.
- Coborn's
- Campbell Soup Company
- Seafood Nutrition Partnership

# Funding Research that Reinforces Mission

**Food safety, nutrition, and social responsibility are the focus of the FMI Foundation.** Fittingly, we invest in consumer research in these specific areas.

Specifically, in 2021, The FMI Foundation underwrote these relevant topic sections of the FMI's U.S. Grocery Shopper Trends report. The current report provides a clear picture of grocery shopping habit shifts that took place during COVID-19 and offers a glimpse of what might come next for the food industry.



The FMI Foundation also was a key instigator and sponsor of the ongoing U.S. Grocery Shopper Trends COVID-19 Trackers, which provide updates on the impact of COVID-19 on the perceptions and behaviors of grocery shoppers. [US Grocery Shopper Trends 2021](#)

# Creating Value Through Others—Grants

**The FMI Foundation uses its expertise to channel resources and a systematic progression of projects** that produce more effective ways to address the topics of food safety, nutrition and social responsibility.

Grant recipients in 2021 included: The Partnership for Food Safety Education; International Food Protection Institute's Applied Science, Law, and Policy Fellowship; Partnership for a Healthier America; and Common Threads.

More than just a capital provider, The FMI Foundation also is an engaged partner with these grantees. Our goal is to create value beyond the grants themselves, and to foster education and collaborative messaging to raise the impact of each organization and our shared goals.







# Future Food Safety Auditors Awarded Competitive Scholarship

**The FMI Foundation, in partnership with The Safe Quality Food Institute (SQFI), awarded 15 outstanding food safety scholars** with the 2021 Food Safety Auditing Scholarship. The \$3,000 scholarship is accompanied by an educational travel grant to the SQF Unites Global Conference, an interactive event for the global food safety and quality communities.

These recipients will further hone their specialized expertise and commitment to public health, and then play a much-needed role in enabling the food industry to provide safe, secure nourishment to communities around the globe. This year, FMI had 53 applicants for the scholarship and the recipients can be viewed at [fmi.org/foundation/food-safety/scholarship-recipients](https://fmi.org/foundation/food-safety/scholarship-recipients)



# Building Understanding, Enhancing Trust, Unifying Voices

In 2021, the FMI Foundation has spearheaded some new initiatives to help the industry address Diversity, Equity, and Inclusion issues. This included:

- **Establishing the FMI DE&I Committee** for FMI members who specialize in racial justice concerns; facilitating their sharing of ideas, best practices, support for one another; and amplifying the ways the food industry is approaching this crucial issue.
- **Partnering with the Center for Food Integrity (CFI)** to host an ongoing series of seven Digital Dialogues, featuring representatives throughout the food chain to discuss how the food industry is addressing DEI concerns.
- **Working with CFI to create a three-piece DEI conversation toolkit**, comprised of a facilitation guide, a leadership toolkit and an appendix with helpful resources.



The Foundation also deepened its work in the food biotechnology arena on two fronts:

1. **The Foundation partnered with Michigan State University on research related to the consumer acceptance of gene-edited foods.** The First Installment of this research was published in 2020. The second installment of this research will be released in April of 2022.
2. **The Foundation's other gene editing work seeks to enhance consumer trust in the safety and responsible use of gene editing technology.** The Foundation participates actively in work guided by the Center for Food Integrity creating a framework to address the responsible use of gene edited products at each stage of development. The website for the coalition for responsible gene editing in agriculture can be found at [geneediting.foodintegrity.org](https://geneediting.foodintegrity.org)



# Fundraising Adaptation— 2021 Annual Giving Campaign

Unfortunately, the FMI Foundation was unable to host an in-person fundraiser in 2021. Therefore, the fundraising campaign shifted to what the Foundation termed “the 2021 Annual Giving Campaign.” **The companies that sustained the Foundation this past year recognize the importance of FMI Foundation’s programming and we thank them sincerely.** With their assistance, the Foundation and its programs will continue to buoy the industry throughout the pandemic and year ahead.

**Thank you to our benefactors:**

[fmi.org/foundation/supporters](https://fmi.org/foundation/supporters)

## SUMMARY OF FMI FOUNDATION’S FINANCES

CASH/CASH EQUIVALENTS	\$365,430
INVESTMENTS	\$12,271,073
TOTAL ASSETS	\$12,637,016
<b>TOTAL NET ASSETS</b>	<b>\$12,347,680</b>





Established in 1996, the FMI Foundation seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research, education and resources in the area of health and well-being, which includes food safety, nutrition and social responsibility considerations.

**FMI FOUNDATION**

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