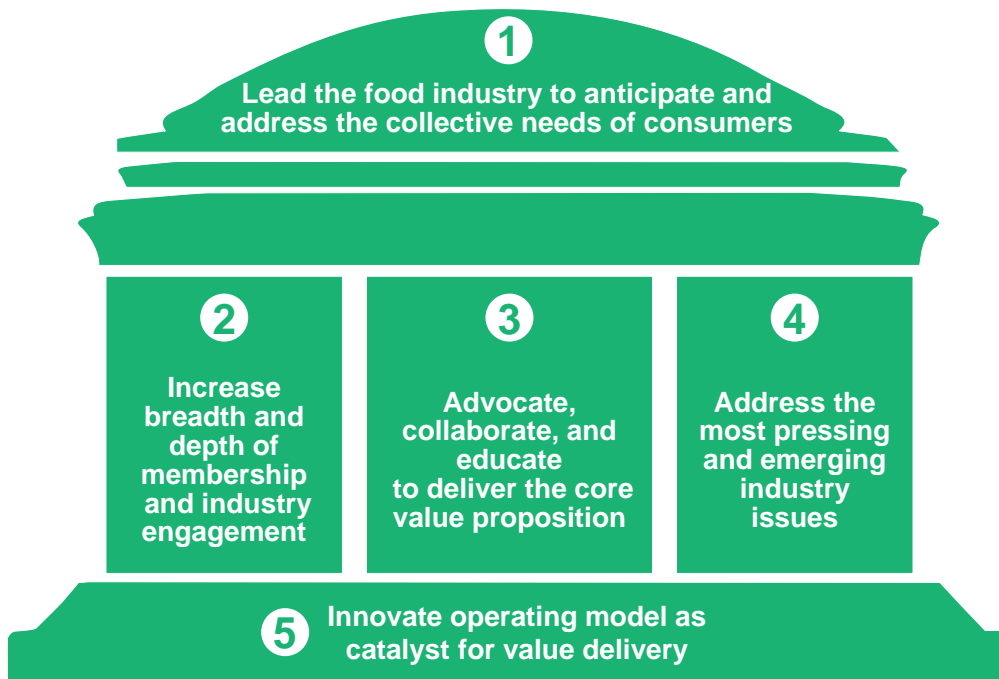


Strategic Plan: Approved 2019

We have defined priorities within each of the strategic pillars to strengthen focus on what matters most to the industry



FMI 2019 strategic priorities by pillar

1. Lead the food industry to anticipate and address the collective needs of consumers

1. Effectively communicate the role of FMI in the food industry
2. Update and modernize brand and messaging to reflect FMI's mission and strategy

2. Increase breadth and depth of membership and industry engagement

1. Expand into targeted membership categories in a focused way
2. Track member engagement and satisfaction holistically to ensure FMI is providing maximum value
3. Leverage other industry association partners to advance members' interests and priorities

3. Advocate, collaborate, and educate to deliver the core value proposition

1. Refine the existing plan for each FMI function delivering on FMI's value proposition
2. Ensure continual and differentiated delivery of valuable products and services to every member

4. Address the most pressing and emerging industry issues

1. Define FMI's role on common "future of work" topics
2. Inspire members to enhance their health and well-being strategies
3. Identify high priority emerging issues on behalf of members

5. Innovate operating model as catalyst for value delivery

1. Ensure the FMI Board is a body that can prioritize and make good governance decisions
2. Evolve FMI's roles, related responsibilities, and accountability metrics
3. Enable value delivery through continued sound financial practices



THE VOICE OF FOOD RETAIL

Feeding Families Enriching Lives

