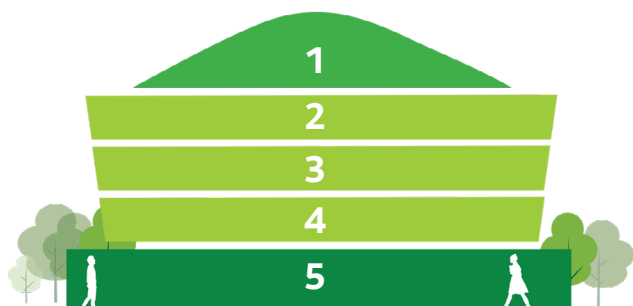


# FMI Strategic Priorities

Strengthening our focus on what matters most to the industry



## 1. Vision

## 2. Membership

## 3. Value Proposition

## 4. Imperative Issues

## 5. Governance

### Key Benefits to the New Strategy

Positions FMI to be successful in an unparalleled and rapidly changing marketplace

Clarifies what FMI stands for and what we are doing

Prepares FMI to serve an increasingly diverse and complex membership

Fortifies FMI's future governance model and operating capabilities

### 1. Vision - Strengthen FMI's leadership of the food industry and grocery value chain to meet the collective needs of consumers

- a. Ensure broader clarity on FMI's role as voice of food industry for all stakeholders
- b. Improve communications within the industry and on behalf of the industry

### 2. Membership - Ensure membership fully represents the dynamic and evolving food and grocery ecosystem

- a. Continue deliberate and focused expansion of membership
- b. Secure FMI's appropriate share of the non-traditional retail, product supplier and tech models
- c. Ensure overall membership mix maintains the integrity of FMI's historical retail and wholesale focus

### 3. Value Proposition - Continue to advocate, collaborate, and educate to deliver the core value proposition

- a. Continue to strengthen FMI's advocacy leadership reach and impact
- b. Build on FMI's Food Industry Collaboration strength by sharpening the focus and effectiveness of the groups it convenes
- c. Enhance FMI's education and research services to better anticipate member needs and make insight access more efficient

### 4. Imperative Issues - Ensure continued progress on the industry's most pressing grocery ecosystem issues

- a. Focus advocacy and collaboration efforts on those issues that are most important and non-competitive
- b. For those issues which are important but competitive, provide differentiated education and research services
- c. Build capabilities and deliver technology insights and networking capabilities to membership

### 5. Governance - Evolve the diversity, resiliency and effectiveness of FMI's governance model and operating capabilities

- a. Ensure Executive Committee and Board governance is CEO-centric, time-efficient, and achieves optimal balance across the grocery ecosystem, while maintaining its historic food retail leadership emphasis
- b. Review committee structures on an on-going basis to ensure maximum effectiveness and efficiency for members
- c. Develop mechanisms that improve efficiency on how members can better access services
- d. Continue to ensure FMI's financial strength by investing in existing platforms for revenue growth and targeting new ones
- e. Explore partnership opportunities with other associations that help FMI deliver on its advocacy and collaboration objectives and simplify the association engagement of its members