Get to Know National Family Meals Month™

How Can You Get Involved?

Pull Up a Seat at the Table

Let's Talk about Family Meals

September

It's NATIONAL FAMILY MEALS MONTH™

FMI Foundation

Goal: Share one more family meal each week at home

Since 2015

FMI Foundation

Focus on **WHY** Family meals are important

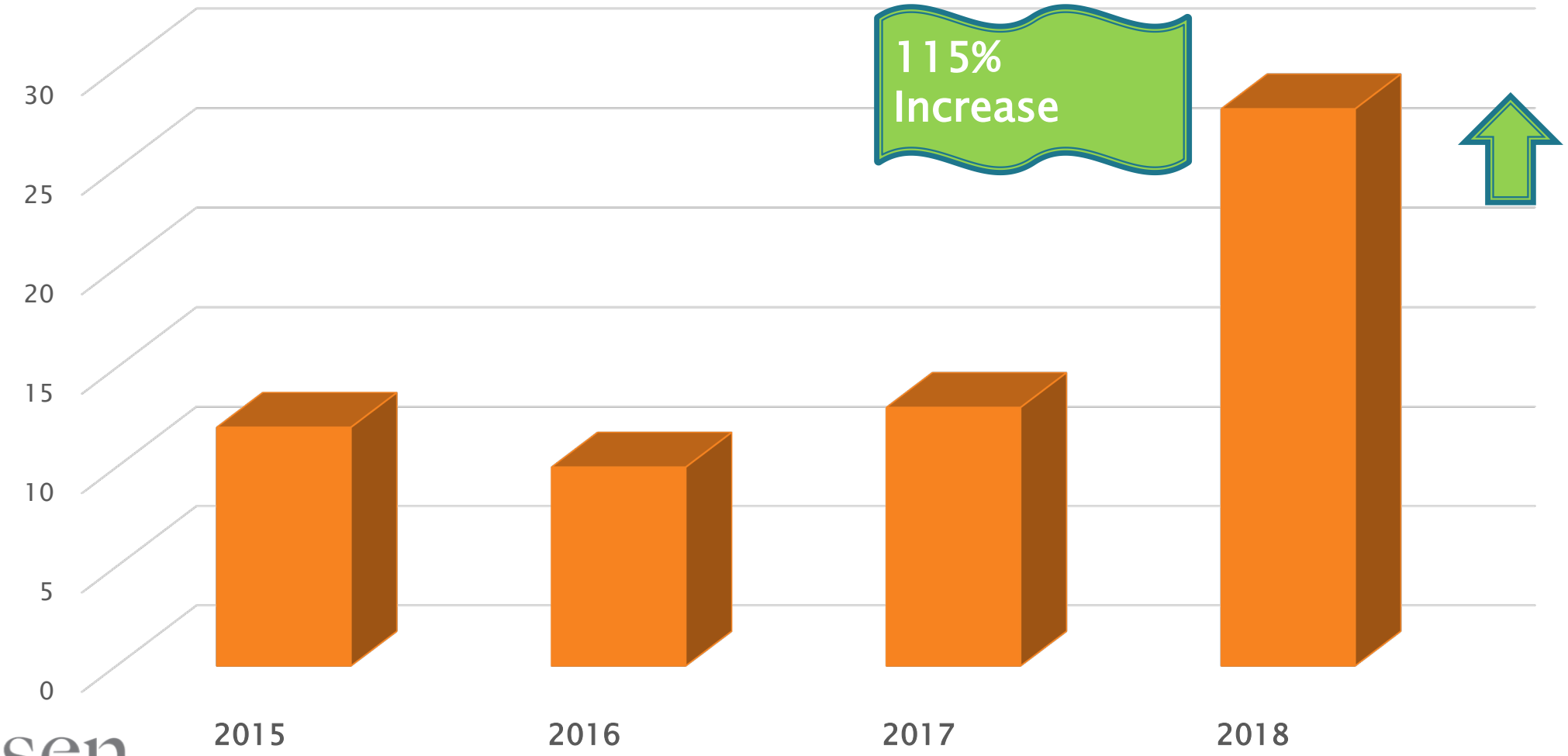
Retailers, Suppliers and Community Collaborators

Focus on **HOW** to achieve more family meals

2018 Accomplishments

232 Partners since 2015

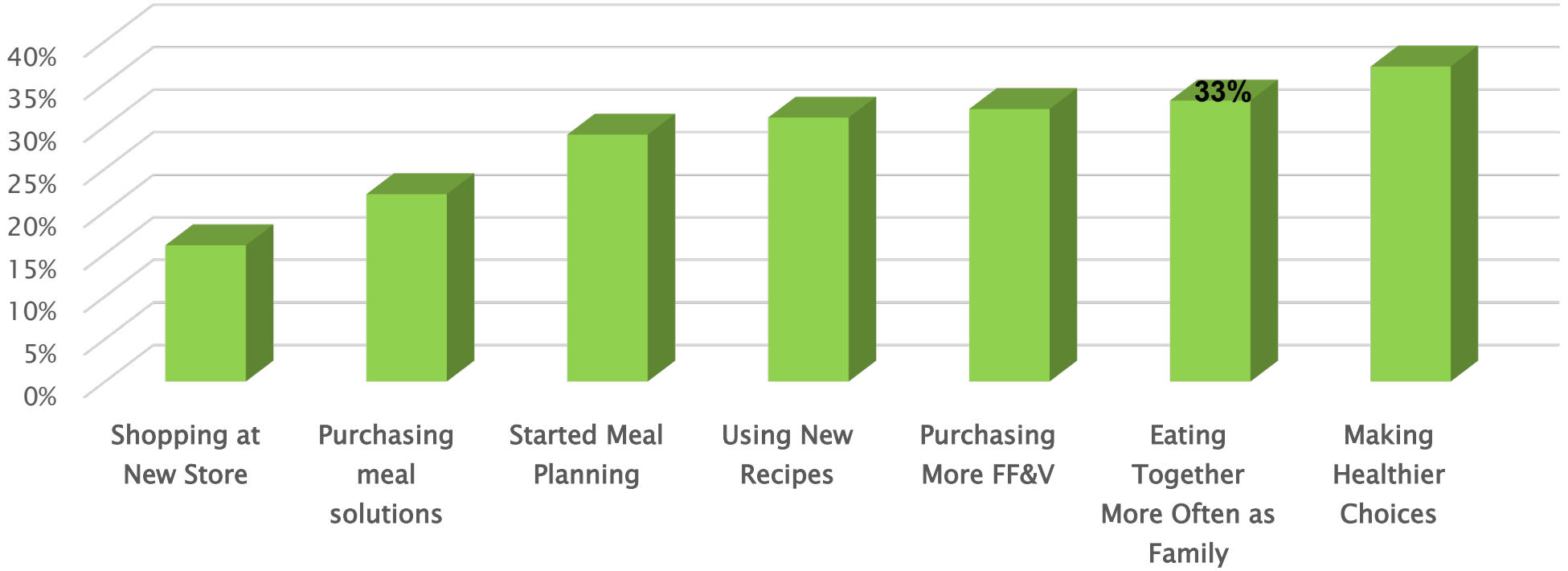
More Visibility



nielsen

Percent of U.S. population who saw NFMM

More Behavior Change



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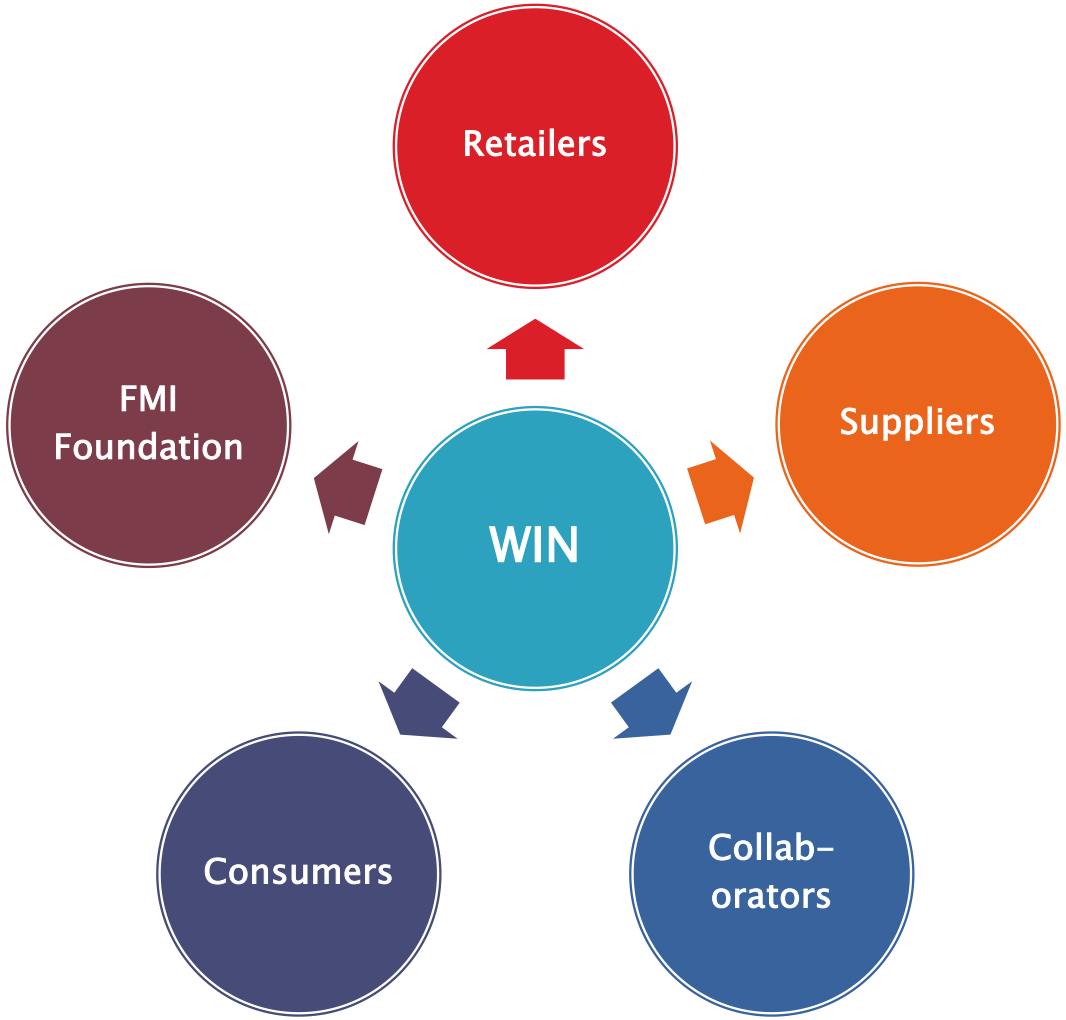
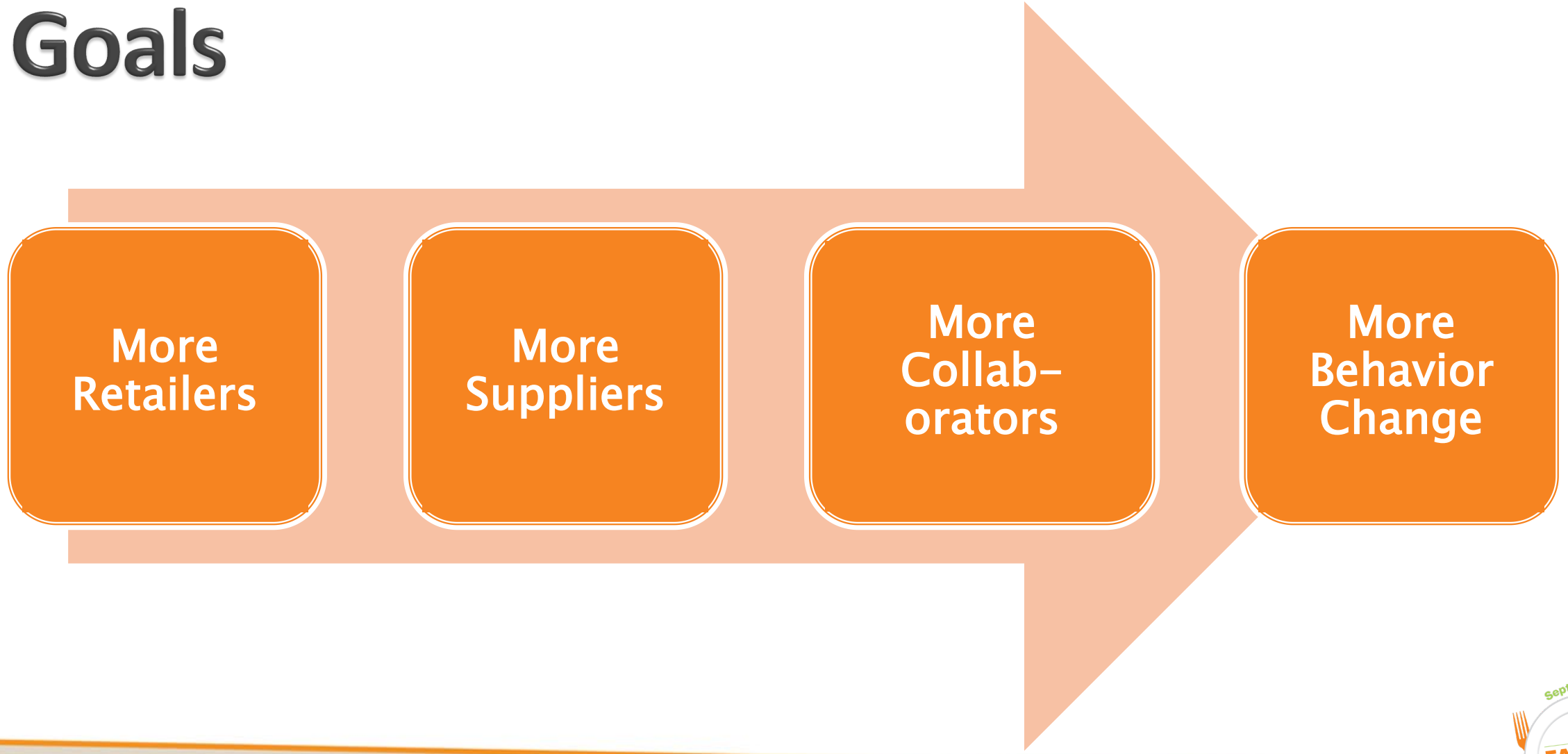
More Success for All Involved



Goals


More Retailers
More Suppliers
More Collab-orators
More Behavior Change

In 4 years:

Campaign → **Movement**

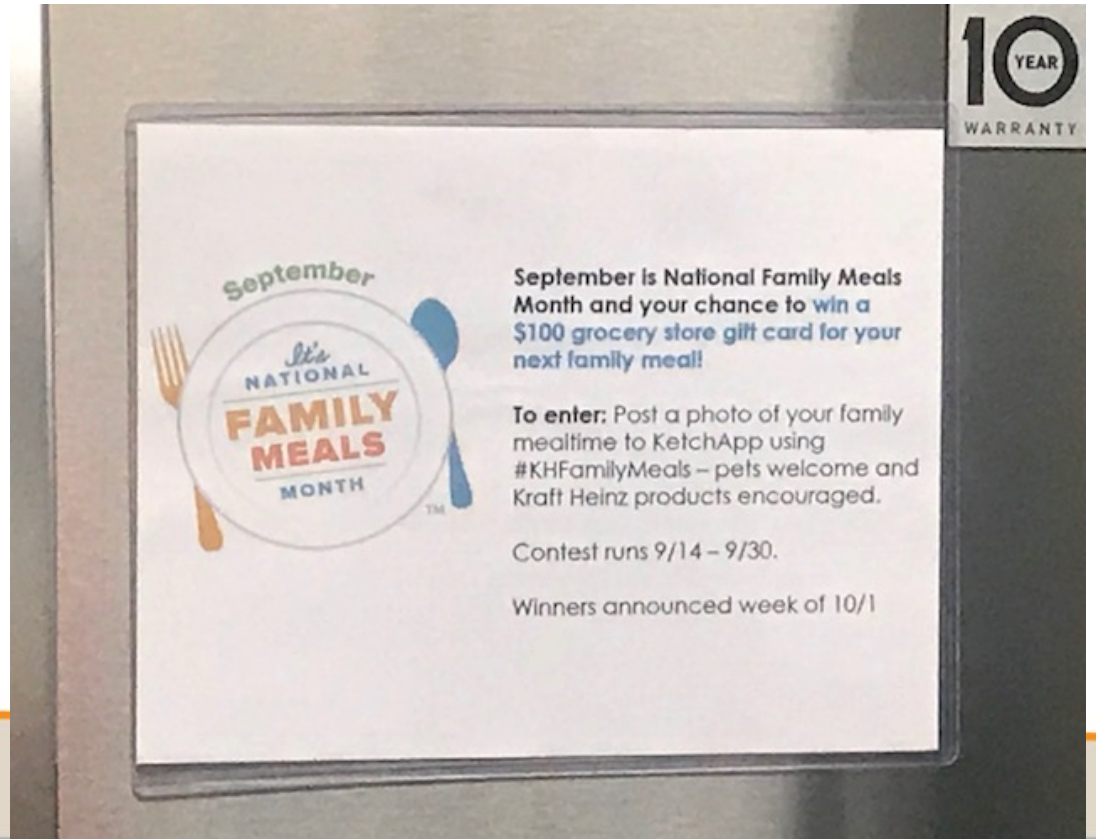
- The National Family Meals Month™ Campaign has become a family meals movement.

From a Month to a Movement

How you can participate

Get Employees Involved

- Snap a group photo of your employees raising their oven mitts in commitment to helping families share one more family meal at home per week. Share their commitment with your customers using hashtag #familymealsmonth.



FMIFamilyMeals.com |
familymealsmonth@fmi.org

In-Store Promotions

- Offer plug-and-play opportunities for your retail partners that do not have established family meal programs.
- Partner with a retailer to implement “Family Meal of the Week” promotions featuring your products.
- Have fun with the National Family Meals Month™ Raise Your Mitt to Commit™ pledge. In collaboration with a retail partner, reward customers, whose spending exceeds a predetermined dollar amount during the month of September, with a free oven mitt branded with both company logos and the National Family Meals Month ™ logo. Each year, create a new mitt for loyal customers to collect.

Spread the Word!

- Share and discuss this initiative with your industry colleagues and grocery partners.
- Promote National Family Meals Month™ content in newsletters, published articles, and news releases.
- Repurpose existing content to promote family meals.

Comprehensive Stouffer's Promotion During NFMM

- FSIs with coupons and rebates
- On-Pack Mail-in Rebate
- Consumer advertising
- Outreach to retailers via Nestle Retail Selling Team
- Outreach to Consumers via Brand Social channels
- In-Store Displays and Signage

FROZEN FOOD FOUNDATION

Join the FAMILY MEALS Movement™ FMI Foundation

Frozen Mixed Berry Smoothie	Frozen Peach Green Smoothie	Zucchini Veggie Spiral Asian Stir Fry	Frozen Sweet Potato Prosciutto Pizza
Firestone Quality Since 1896	WAWONA FROZEN FOODS	Green Giant	CHICAGO'S Home Run Inn — EST. 1947 — PREMIUM PIZZERIA

Resources to get involved

Safe Recipe Style Guide

- The *Safe Recipe Style Guide*, brought to you by the Partnership for Food Safety Education and FMI Foundation prompts consumers to follow food safety instructions directly in recipes.
- The Style Guide, created by food safety experts and honed by leading food journalists, is designed for use by recipe writers for all published materials, including cookbooks, social media, web sites, blog entries, newspapers and magazines, and industry promotional materials.

Want More Information?

- Visit www.fmifamilymeals.com for more ways to get involved.
- Download toolkits
- Download infographics
- See sample social media posts

Gold Plate Awards

- Created in 2013 to highlight the outstanding programs implemented by the retail food industry to encourage family meals.
- In 2018 the Goal Plate Award recognized retailer and supplier programs that creatively participated in National Family Meals Month in September.

The Ask:

Ask #1: Those who haven't taken your seat at our National Family Meals Month table: There's still time! We want to know WHO at your organization we can work with to help activate or enhance your National Family Meals Month programming!

Ask #2: If you already have a seat at the table, let us know your plans to enhance this year's campaign.

Let us know your plans!

familymealsmonth@fmi.org

Questions?