



IFMA

Membership Benefits

The International Foodservice Manufacturers Association (IFMA) is focused on delivering a strong ROI on your membership and participation in all our programs and events. Engaging IFMA will bring you opportunities to increase profitability and market share, and help the industry drive more consumers to choose foodservice. Whether it's gaining the latest cutting-edge *insights*, building and adopting industry *best practices*, or *connectivity* with foodservice leaders and peers, IFMA is the resource for you.

Insights | Best Practices | Connectivity

Benefits:

- **Committee Participation**—From the board of directors to each individual member of their companies, IFMA is a member driven trade association. This allows the membership to:
 - set the course and focus on priorities for IFMA
 - provide direct control and participation in the creation and ongoing management of all IFMA activities and conference agendas
 - build a strong relationship with operators, distributors and associate members who provide products and services to IFMA and the industry
- **IFMAWorld.com**—The portal of the foodservice industry. Every activity, program or project is detailed on the website and is the central point for all interaction with IFMA. Complete scheduling, details and participation/registration information can be accessed from the website. Content includes:
 - Executive summaries from all IFMA Events
 - Whitepapers summarizing Insights & Best Practices
 - Resourceful video content through IFMA TV
 - Foodservice Landscape & Insight Library (details below)



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INSIGHTS

Benefits:

- **Strategic Issues Series**—Attend this complimentary IFMA Manufacturer Members-only series to include in-person sessions and webinars focusing on topics from GPOs to the Distributor of the Future. The series sheds light on critical issues and how manufacturers can take advantage of them to create growth opportunities.
- **Foodservice Landscape**—Featuring operator unit counts, behavioral patterns and growth projections, providing a bird's-eye view of each industry segment while also delivering consumer data on occasions and eater type models.
- **The Insights Library**—A comprehensive resource providing consumer, operator, distributor and general economic information all in one place.
- **Research Library**—A compilation of research and white papers on topics including Foodservice Category Management, Chain Operator Joint Business Planning, Center of Innovation Excellence, past Strategic Issues Series and IFMA conference content.
- **Supply Chain Optimization Whitepaper**—In 2017, a development board of 50 chain operators, manufacturers and distributors met and delivered a new industry best practice in supply chain optimization. This white paper will outline the learnings and processes developed from this board. The output of the work will ensure product is in the right place, right time and right quantity and drive profitable growth for all stakeholders.

Elective Benefits:

- **Consumer Planning Program**—An annual world-class foodservice research program driven by members and offered at a fraction of retail pricing, covers the consumer mindset and what manufacturers and operators can do to influence those decisions. Exchange ideas with other industry insight



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INSIGHTS

managers in addition to receiving exclusive access to webinars, micro studies, in-person meetings and more.

- **Foodservice Fundamentals**—For those who are new to foodservice or want a refresher overview on the industry, this established training program provides a foundational overview to the new landscape of foodservice.

BEST PRACTICES

Benefits:

- **Education Foundation Internship Program**—Initiates and funds programs to provide scholarships supporting the next generation of foodservice leaders, which contribute to the ongoing growth of the foodservice industry.
- **GS1US**—When you take part in the adoption and implementation of GS1US Standards within the foodservice supply chain you give your business a competitive edge by being in front of a shift that will affect much of the industry. Includes a collection of resources addressing GS1US issues.

Elective Benefits:

- **Supply Chain Optimization Model (SCO)**—In 2016, IFMA announced that it joined forces with Kinetic12, a food industry management consulting firm, to establish and develop the first-ever best practices for foodservice supply chain optimization. This new best practice is to solve many of today's most pressing supply chain challenges – including core menu and limited time offer (LTO) products.



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BEST PRACTICES

Ongoing Industry Assessments:

Strike Teams: Three Strike Teams have been formed to understand needs and create strategic solutions addressing The Consumer Path-to-Consumption, The New Operator Landscape and Go-To-Market. Subject matter experts representing member organizations have come together to form these three teams working to provide direction on the scope and deliverables.

- **Consumer Path-to-Consumption**—Creating a model to understand and change the consumer's food decisions, across the entire food spectrum to capture their spending choices.
- **New Operator Landscape**— Evaluating the current operator landscape and understanding how it will continue to evolve, including both traditional and new developing venues.
- **Go-to-Market Model**— Creating a new model that provides manufacturers an understanding of all go-to-market options from traditional broadliners to ecommerce, helping you optimize your choices to succeed.

CONNECTIVITY

Benefits:

- **Awards**—IFMA recognizes outstanding operators, manufacturers, distributors and associate partners through several different awards programs, which also enable nominators to show how much they care about their customers and colleagues. Award nominations include:
 - Gold & Silver Plate Awards
 - COEX Innovation Awards
 - Presidents Conference Distributor Awards



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CONNECTIVITY

Elective Benefits—Events:

- **Chain Operators EXchange (COEX)**—Created by operators, for operators-- enables chain operators to take advantage of business building insights and create personal connections with leading manufacturers. With dozens of high-profile operators on the planning committee, the program is truly created for operators.
- **Presidents Conference**—IFMA's premier top-to-top event—co-hosted by the NRA and IFDA—is where foodservice leaders meet to address the critical issues affecting their business and the industry. Attendees include influential leaders and senior management from the operator, manufacturer and distributor communities.
- **Marketing & Sales Leaders Forum**—This two-day event provides marketing and sales professionals with industry insights and best practices for improved strategic planning and go-to-market execution.
- **Navy Foodservice Ashore Solutions Conference**—The only opportunity each year to meet U.S. Navy land-based food operations buyers from all over the world in one location.
- **Gold & Silver Plate**—A formal event, held the week of the NRA Show, enables manufacturers to honor the nation's top operator talent with an IFMA Silver Plate in up to nine operator categories, with one being named the IFMA Gold Plate winner for overall industry excellence.