



# Membership Benefits

## Committed to Exceeding Your ROI Membership Investment

With an estimated value of **\$304,700** in benefits set by Members, IFMA makes significant investments in research, insights, tools, best practices, and member-only events to ensure members are exceeding ROI on their membership investment year-over-year.

**The International Foodservice Manufacturers Association (IFMA) is the foodservice industry's leading resource for news, community, research and education.**

Focused on delivering a strong ROI on membership investment, IFMA will provide you with exclusive research, best practices, insights and events year-round to ensure you are exceeding ROI year-over-year. By joining IFMA, you will have opportunities to increase your company's profitability, gain a larger share of market, 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 connecting with foodservice leaders and peers, IFMA is the resource you can rely on to position your company for success.

## IFMA ESSENTIALS

### A Community of Leaders

Join a community of foodservice leaders representing companies up and down the supply chain.

- IFMA is 100% member driven through committee participation.
- Shape industry initiatives and insights.
- Benefit from fellow industry leaders.

### Committee Participation

IFMA is a member driven trade association—from the board of directors to individual company members. 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, initiatives and conference agendas.
- Build a strong relationship with operators, distributors and associate members who provide products and services to IFMA and the industry.
- [See full details on IFMA committees >>](#)

### 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:

- Interactive online tools, including [IFMA Scope<sup>SM</sup>](#)
- Research study reports, including The Modern Operator.
- Executive summaries from all IFMA Events.
- Whitepapers summarizing industry Insights & Best Practices.
- Webinar presentations and slides.



# Membership Benefits

## INDUSTRY INSIGHTS

### Food Future 2025™

The foodservice industry's first comprehensive and interactive framework offering insights into the forces impacting the current and future state of the foodservice landscape. Food Future 2025 encompasses three core pillars for insights:

- **Operator Landscape** – A customizable online tool that enhances segment knowledge, provides market level data and profiles.
- **Go-to-Market** – An interactive model to identify leading and emerging distribution channels and how operators use them.
- **Consumer Food Journey<sup>SM</sup>** – An end-to-end understanding of how consumers make their food and beverage choices.

### IFMA Scope<sup>SM</sup>

The foodservice industry's only online interactive portal that offers members access to data and insights across the entire scope of the foodservice landscape. IFMA Scope provides the complete research and data collected as part of the Food Future 2025 initiative's three pillars for insights, reflected in the resources made available within the portal—the Operator Landscape, Go-To-Market Model, and the Consumer Food Journey<sup>SM</sup>.

### Strategic Issues Series

Providing cutting-edge insights on critical industry issues, this member-only series for IFMA Manufacturers features a combination of 8-10 webinars and 2-3 in-person events a year. Each in-person event includes registration for 2 attendees, plus a whitepaper with impactful and actionable insights on key topics, from GPOs to segment-specific consumer data.

## ELECTIVE INDUSTRY INSIGHTS PROGRAMS

Access valuable industry information, efficiently and affordably, by participating in these additional programs that help turn actionable insights into profitable strategies, drive your business forward with market-ready ideas, and keep your teams ahead of the game with fresh, powerful, perspectives.

### Consumer Planning Program

Members lead the direction of and receive access to annual cutting-edge consumer and operator research. With more than 85 research reports completed in 7 years, this unique program provides cutting-edge insights on critical industry issues to aid in long and short term planning. Offering research studies at a fraction on their cost, members gain unique and proprietary consumer/operator insights that drives strategic planning, execution, and co-creation of consumer value with operators.

### Foodservice Fundamentals

Foodservice Fundamentals is the perfect course to provide your new employees and those in need of a refresher with the tools and knowledge they need to succeed in our ever-changing foodservice industry. This established training program provides a foundational overview to the new landscape of foodservice. Customized training can be delivered at your company's offices.



# Membership Benefits

## BEST PRACTICES

Gain access to proven solutions that improve your bottom line. Implement processes based on industry standards, enable profitable solutions, and access proven strategies for partner collaboration.

### **Best Practices Library**

Research studies, articles, webinars, and white papers on topics including Supply Chain Optimization, People Future 2025, Operator Collaboration Model, Joint Business Model, past Strategic Issues Series and IFMA conference content. Developed by key leaders in the industry, these resources keep you up-to-date on the latest findings and provide recommendations to make sure your business remains competitive and prepared for the future.

### **GS-1 Standards**

Featuring a collection of resources addressing GS-1 Standards issues, these best practice resources help with the adoption and implementation of GS-1 Standards within the foodservice supply chain to give your business a competitive edge.

### **Operator Collaboration Model**

The OCM best-practice framework focuses on improving collaboration between chains and manufacturers. The framework provides language, processes, tools, and metrics that operators and suppliers can use to effectively drive consumer demand. This common framework is designed to improve the efficiency of relationships and eliminate non-value-added work.

### **Joint Business Planning**

JBP focuses on communications and metrics required to facilitate collaboration in planning between supply chain partners. An industry-wide initiative addressing the need for standardized processes across a wealth of complex businesses areas, ranging from demand creation to fulfillment.

### **Supply Chain Optimization**

Best practices and practical tools to build a better foodservice supply chain through visibility and collaboration. Created by industry peers, these tools provide the foodservice industry with improved communications, data standards, and supply chain visibility (track, trace and transparency).

### **Education Foundation Internship Program**

The Foundation initiates and funds programs to provide scholarships that support the next generation of foodservice leaders, and contributes to the ongoing growth of the foodservice industry.



# Membership Benefits

## CONNECTIVITY

### Award Nominations

IFMA recognizes outstanding operators, manufacturers, distributors and associate partners through several award programs, enabling nominators to show how much they care about their customers and colleagues. Award nominations include:

- Gold & Silver Plate
- Distributor Awards (Presidents Conference)

### Executive Summary Series

Some of the foodservice industry's most compelling topics, issues and opportunities are addressed during IFMA's conferences. Selected presentations delivered at these events are captured in an Executive Summary. Once each Executive Summary is released, the gated content is only available to members for the first six months. Connectivity Executive Summaries include the following three events:

- Chain Operators Exchange (COEX)
- Marketing & Sales Conference
- Presidents Conference

## ELECTIVE CONNECTIVITY EVENTS

IFMA creates opportunities to engage one-on-one at meetings with top decision makers. Create powerful partnerships with peers, distributors, and operators, gain insights from and share ideas with industry leaders.

### 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, you'll have the opportunity to connect with leading operator customers.

### Marketing & Sales Conference

This two-day event provides marketing and sales professionals with industry insights and best practices for improved strategic planning. Gain actionable insights to take your go-to-market execution to the next level.

### 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.

### 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.

For more information about Membership benefits, visit: [IFMAWorld.com](http://IFMAWorld.com)