

BEYOND MEASURE



2024
Impact Report

OUR MISSION

The mission of the National Frozen & Refrigerated Foods Association (NFRA) is to promote the sales and consumption of frozen and refrigerated foods through: education, training, research, sales planning and providing a forum for industry dialogue.

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In 2024, our goal was to not only build upon past successes—but to set our sights on breaking new ground. And that’s exactly what we did; **NFRA didn’t just measure impact—we redefined it.**

We pushed boundaries, launched new initiatives, and expanded our influence in ways that will help to shape the future of the frozen and refrigerated foods industry.

We took a **fresh approach to leadership engagement**, kicking off the year with a **Listening Tour** with our Board of Directors to gather honest feedback and identify new opportunities for NFRA. We transformed our **Board and Council meetings** to be more participatory, fostering open dialogue and idea-sharing. And we strengthened **member communications**, launching a redesigned **digital quarterly update** that brings greater visibility to NFRA’s initiatives, promotions, and programs.

A key component of NFRA’s mission is industry growth, and in 2024, we **introduced exciting initiatives designed to elevate brands and drive visibility.** We launched the **Penguin Pitch Contest**, giving emerging brands a platform to showcase their innovation to top retailers and wholesalers. We launched **NFRA’s first-ever podcast, Chill & Chat**, creating a new space to connect industry voices, discuss category trends, and share thought leadership in a fresh, accessible way.

Our **Executive Conference and Annual Convention reached new heights**, setting records for **attendance, retailer participation, and business meetings.** We amplified our **Golden Penguin Awards**, celebrating top-performing campaigns and recognizing the brands and companies that are shaping the conversation around frozen and refrigerated foods.

2024 was also a year of **strategic investment in research and data**, ensuring that NFRA and our members are equipped with the insights needed to stay ahead of consumer trends. We expanded our partnerships and offerings to leverage key takeaways into consumer behavior, home meal trends, and the evolving role of frozen and refrigerated categories in everyday eating habits.



NFRA continues to focus on **moving the industry forward**, and with the development of the **First Penguin Next Generation Leadership Program**, we are laying the foundation for **rising stars in our industry** to gain the knowledge, mentorship, and experiences they need to thrive. Our inaugural class will be announced in early 2025.

As we look back on a **year of record-breaking momentum**, I am incredibly grateful for the commitment of our **Executive Committee, Board of Directors, and members.** Your leadership, engagement, and collaboration are what make NFRA special.

Together, we are shaping an industry that is **more innovative, more connected, and more forward-thinking than ever before.** And while we have achieved so much in 2024, one thing is certain—**this is just the beginning.**

Sincerely,

Tricia Greyshock
President & CEO, NFRA



ELEVATING INDUSTRY IMPACT **BEYOND MEASURE**

With record-breaking engagement, strategic growth, and forward-thinking initiatives, **NFRA strengthened its influence in 2024**, expanding industry connections, fostering innovation, and delivering value to members.



2024 KEY HIGHLIGHTS

INDUSTRY ENGAGEMENT

- **124 new members** joined in 2024, strengthening our all-industry reach and totaling **470 organizations strong**
- NFRA Convention attendance reached over 1,750 – the highest in our history
- The NFRA Executive Conference sold out, uniting top decision-makers across the industry
- Enhanced marketing efforts on the NFRA LinkedIn page resulted in **997,882 impressions and 1,257 new followers**

INNOVATION IN ACTION

- The inaugural **Penguin Pitch Contest** presented emerging brands a platform and opportunity to showcase their innovation to top retailer organizations
- **Chill & Chat**, NFRA's first-ever podcast, launched, creating new industry conversations
- Student engagement at the NFRA Convention expanded, welcoming the next generation of industry leaders

INNOVATIVE PROGRAMS SHAPED THE FUTURE OF FROZEN AND REFRIGERATED FOODS, POSITIONING NFRA AS AN INDUSTRY LEADER.

UNMATCHED INDUSTRY INFLUENCE

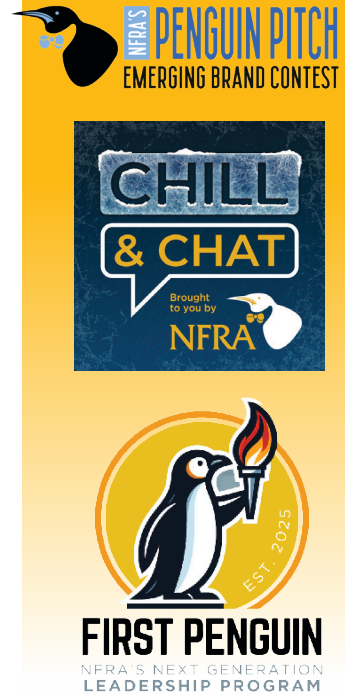
- Consumer PR campaigns surpassed **2.7 billion impressions**
- The Golden Penguin Awards honored top merchandising efforts and a new video format announcing the Top Marketers elevated recognition
- Strengthened research capabilities – Partnered with 4media, Datassential & Morning Consult for deeper insights

MORE VISIBILITY, STRONGER CONSUMER CONNECTIONS, AND DATA-DRIVEN INSIGHTS.

EVOLVING LEADERSHIP & STRATEGIC GROWTH

- Conducted NFRA Board Listening Tour – Strengthening engagement & gathering actionable insights from key industry leaders
- Executed full-scale RFP for NFRA's next PR Agency of Record – Elevating initiation and activation for 2025 and beyond
- Developed the **First Penguin Leadership Program** – Building the next generation of NFRA & industry leaders

NFRA LAID THE GROUNDWORK FOR THE NEXT ERA OF LEADERSHIP, STRATEGY, AND INDUSTRY INNOVATION.



A YEAR OF UNPRECEDENTED GROWTH – **MORE MEMBERS, DEEPER CONNECTIONS, STRONGER INDUSTRY COLLABORATION AND IMPACT.**



The 2024 Executive Conference in Tempe, AZ, featured industry experts and engaging networking events, including the annual Greater Penguin Open Golf Tournament. This gathering brought together top decision-makers in the frozen and refrigerated food industry in a relaxed, informal setting, to discuss current trends and foster professional development and valuable business connections.

CONFERENCE HIGHLIGHTS

- Over 190 attendees - **selling out the event!**
- Impressive business sessions and lineup of speakers included:
 - Bill Day**, Senior Vice President, Magid
 - Lynn Dornblaser**, Director, Innovation & Insight, Mintel
 - Ben Metzger**, Executive Director, Traditional Retail Council
 - Kathy Risch**, SVP, Shopper Insights & Thought Leadership, Acosta Group
 - Sean Turner**, CTO & Co-Founder, Swiftly
- Retailer Keynote addresses by:



Keith Knopf
President & CEO,
The Raley's
Companies



Steve Dietz
Chief Customer
Officer,
UNFI



Stuart Aitken
Senior VP, Chief
Merchant &
Marketing Officer,
The Kroger Co.

2025 MEETING DATES

NFRA Executive Conference

April 6-9, 2025
The Westin Tempe
Tempe, Arizona

Annual NFRA Convention

October 18-21, 2025
World Center Marriott
Orlando, Florida



ELEVATING INDUSTRY CONNECTIONS BEYOND MEASURE

The 2024 NFRA Convention in National Harbor, MD marked our strongest year of industry engagement to date. Bringing together more than 1,750 leaders from every segment of the frozen and refrigerated supply chain, this important industry event generated 6,500+ business meetings across three days. The Convention continued to prove why it remains the industry's most effective business venue, creating unmatched opportunities for face-to-face connections that drive measurable growth.

DISCOVER. CONNECT. GROW. CONVENTION HIGHLIGHTS

- Attendance exceeded 1,750 registrants.
- **117 retailer meeting rooms** were reserved.
- The Taste of Excellence Opening Reception featured **52 brands**, including **10 new member companies**, and the newest and most innovative products the industry had to offer.
- Speed Meetings connected retailers to small manufacturers in a fast-paced, face-to-face environment; 24 retailers and nearly 105 manufacturers participated in more than 725 meetings, an **increase of 17%** over the previous year.
- **18 participating brands**, including Penguin Pltch winner, Big Mozz, showcased their products in Café NFRA—a central, informal gathering spot for convention attendees.
- Breakfast sessions featured **Brian Beaulieu**, Consulting Principal and Chief Economist of ITR Economics, and **Brian Kay**, SVP of CPG at Numerator.
- General Session: An Undiscovered Value Opportunity with **Ken Harris**, Managing Partner and Founder, Cadent Consulting Group.
- Golden Penguin winners for March Frozen Food Month, June Dairy Month, and Summer Favorites Ice Cream & Novelties promotions were recognized, and **13 Top Marketer Awards** were presented.



NFRA  **Convention**
FROZEN & REFRIGERATED FOODS

- **106** new member companies in attendance - a **40% increase** over 2023!
- **9%** increase in overall attendance

3 DAYS OF
MEASURABLE
GROWTH

OVER 1,750
ATTENDEES

OVER 6,500
CUSTOMER MEETINGS

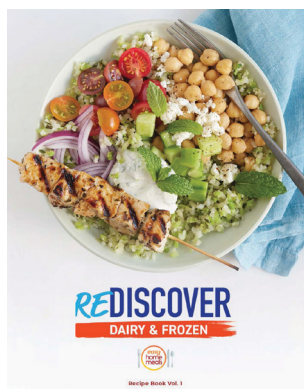


ANNUAL PROMOTIONS

ENGAGING CONSUMERS, DRIVING SALES & ELEVATING AISLE AWARENESS

For more than 40 years, NFRA has united all segments of the industry to promote the frozen and refrigerated categories to consumers. As Americans seek inspiration for meal solutions and celebrations, they increasingly turn to online content, social channels, and influencers for ideas. Using a multi-channel approach—spanning in-store activations, digital campaigns, and strategic partnerships—NFRA promotions continue to drive measurable awareness, engagement, and category growth.

Following its successful pilot in 2023, NFRA fully launched the ReDiscover Dairy & Frozen campaign in January 2024, bringing together frozen and refrigerated categories for a unified consumer experience. This month-long initiative encouraged shoppers to explore innovative products, rediscover everyday essentials, and unlock the full potential of their fridge and freezer.



ReDiscover Key Campaign Elements #ReDiscoverDairyandFrozen

- **ReDiscover Lookbook** – A dynamic, digital resource that drove 657K impressions, 50K engagements, and held an average view time of 17:36.
- **Consumer Sweepstakes & Ninja Kitchen Appliance Giveaways** – Increased engagement and incentivized participation.
- **Influencer Content & Partnerships** – Expanded campaign reach to 3.8 million impressions and 1.3 million engagements across social platforms.
- **Multimedia News Release** – Distributed to a mass audience of 192 million.

Total Paid Media Performance

- 8.8M impressions
- 1.6M engagements
- 80% increase over 2023

2024's ReDiscover promotion redefined consumer engagement, leveraging compelling content, strategic partnerships, and multi-channel marketing to position the frozen and refrigerated aisles as essential for meal solutions, convenience, and value.

NATIONAL PROMOTION INITIATIVES & ACTIVATIONS

- The March and June national programs incorporated a media partnership with AdAdapted, emphasizing a mobile-centric strategy with Add-to-List and Click-to-Cart functionalities.
- Supermarket Gift Card and VIP Coupon Giveaways sparked consumer interest and engagement throughout all the promotions.
- The Easy Home Meals consumer website, along with social media platforms, digital toolkits, point-of-sale materials, and other resources, played an active role in supporting the March, June, and Summer Favorites promotions.
- Retailers, manufacturers, sales agents, and local associations nationwide joined forces to develop profitable in-store displays and promotions, execute effective digital and social media campaigns, and actively contribute to their communities throughout the promotions.
- Companies of various sizes and industries submitted their top programs, vying for the prestigious Golden Penguin and Top Marketer Awards.



New for 2024

Value-add elements included 30-second brand-specific **custom vertical video and paid promoted posts** on Easy Home Meals channel(s). Mobile enhancements included **shoppable video, multi-retailer/multi-product e-comm campaigns** and **improved audience profiling**.

DRIVE STRONG **CATEGORY SALES**

March Frozen Food Month #FrozenFoodMonth

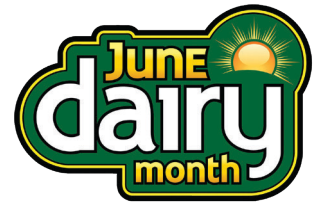
March Frozen Food Month 2024 inspired consumers to discover innovative brands and diverse cuisines available in the frozen food aisle. In collaboration with 17 manufacturers and retailer partners, NFRA engaged millions of shoppers with incentives to purchase frozen foods, reinforcing positive category messaging and providing meal solutions.



 **\$3.4M projected omnichannel revenue: Total cart value of frozen products placed into e-comm carts and Add-to-list engagements from participating brands.**

June Dairy Month #JuneDairyMonth

June Dairy Month 2024 showcased the evolution of the modern dairy aisle, highlighting its adaptability and role as both a staple and source of trending food and beverage innovations. In partnership with eight manufacturers, NFRA engaged millions of consumers with incentives to purchase refrigerated foods while reinforcing positive category messaging.



 **\$862K combined omnichannel revenue: Total cart value of dairy products placed into e-comm carts and Add-to-list engagements from participating brands.**

Summer Favorites Ice Cream & Novelties #SummerTreats

Summer Favorites 2024 enhanced the ice cream shopping experience throughout June and July, celebrating America's love for frozen treats. Manufacturers partnered with retailers to drive sales through special events, in-store displays and online promotions. Additional incentives encouraged consumers to explore new and innovative ice cream and novelty offerings.



GOLDEN PENGUIN AWARDS

The Golden Penguin Awards celebrate outstanding achievements in merchandising and marketing across NFRA's three annual promotions. In 2024, a total of **72 Golden Penguin Awards and 68 Silver Awards** were awarded to industry leaders across multiple sectors, including manufacturers, retailers, wholesalers, sales agents, and local associations.



2024 Top Marketer Awards: Announced at the NFRA Convention, these awards honored **13 companies** for the year's most impactful and innovative marketing efforts that drove consumer engagement and category growth.



CONSUMER PR CAMPAIGNS

2024 FROZEN &
REFRIGERATED
CAMPAIGNS:

**2.7+ BILLION
IMPRESSIONS**

NFRA's consumer PR efforts are **brought to life through Easy Home Meals**, our dedicated **consumer-facing brand**. Together, these platforms create a **powerful bridge between industry initiatives and consumer engagement**, making frozen and refrigerated foods an essential part of everyday meals.

Through a **multi-channel approach**—including **influencer collaborations, social media activations, meal solutions, and recipe inspiration**—NFRA amplifies category messaging while Easy Home Meals delivers it directly to consumers. This synergy not only strengthens NFRA's annual promotions but also **fuels ongoing conversations, reshapes perceptions, and reinforces the relevance of frozen and dairy foods in today's kitchens**.

By combining **industry expertise with consumer-focused storytelling**, NFRA and Easy Home Meals ensure that frozen and refrigerated foods are not just seen—but embraced as convenient, innovative, and essential choices for modern lifestyles.

Real Food. *frozen.*

MESSAGING PLATFORM

Real ingredients. Chef-inspired recipes.
Fresh flavors. Wholesome meal ideas.
Portions and packaging that don't leave anything to waste. The freezer aisle is pretty cool. It's filled with real food. Frozen.
To meet your real life needs.

MESSAGING PILLARS

REAL • EXPLORATION
FLAVORFUL • VALUE

Dairy... *and Beyond*

MESSAGING PLATFORM

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

MESSAGING PILLARS

HEALTH & WELLBEING • VERSATILITY
INNOVATION • INDULGENCE

PR CAMPAIGN OBJECTIVES

- Maintain **consistent, positive consumer messaging** about frozen and refrigerated foods.
- Expand **visibility and engagement** across traditional, digital, and social media.
- Strengthen **awareness and consumption** of frozen and dairy aisle products.
- **Activate and involve NFRA members** in campaign efforts.
- **Increase brand exposure** for member products and initiatives.

STRATEGIES FOR SHARING THE FROZEN & REFRIGERATED FOODS STORY

- Build a **diverse network of influencers, experts, and content creators** to drive authentic storytelling.
- **Leverage Easy Home Meals** as the primary consumer platform for **social, digital, and content engagement**.
- **Develop compelling, data-driven content** that resonates with evolving consumer trends.
- **Strengthen strategic partnerships** with media, brands, and industry leaders to expand outreach.
- **Execute targeted media outreach** that drives earned media coverage and organic visibility.
- **Engage NFRA members** by equipping them with tools, resources, and opportunities to participate.

IMPACTING EVERY BITE

SOCIAL MEDIA PLATFORMS

NFRA leveraged Easy Home Meals' social media platforms to effectively communicate the message about frozen and refrigerated foods to large audiences. The continued growth of Easy Home Meals on TikTok and YouTube quickly garnered a highly engaged fan base. Across all channels, we promoted influencer content, recipes, meal ideas, sponsored products, trends, and promotions, resulting in **111+ million impressions**.



483,000+ followers
6.15% increase YOY



90,700+ followers
63.94% increase YOY



11,500+ followers
18.06% increase YOY



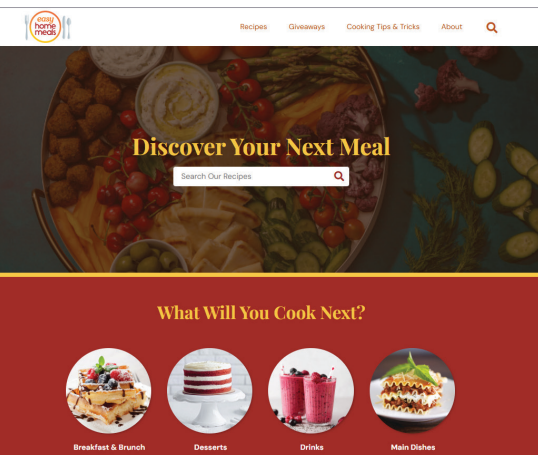
7.7k followers
500K monthly views



3,454 subscribers
46.7% increase YOY

EASY HOME MEALS WEBSITE

The Easy Home Meals website continues to evolve into a dynamic consumer destination, delivering recipes, meal inspiration, and educational content that reinforce the value of frozen and refrigerated foods. With expanded SEO, high-performing content, and stronger digital engagement, Easy Home Meals is now more than a recipe hub—it's a lifestyle-driven resource, inspiring consumers to explore frozen and refrigerated foods in new and meaningful ways.



280% YOY growth in Cooking Tips & Inspiration shifting EHM into a lifestyle brand.



160% YOY increase in Page 1 keyword rankings, improving search visibility.



110% increase in organic impressions and 113% increase in organic clicks, demonstrating SEO effectiveness.



105% YOY growth in organic users, driven by food holiday content and hub-and-spoke strategy.

2024 EHM.COM: 1.5 MILLION SESSIONS / 2.3 MILLION PAGEVIEWS - 130% INCREASE YOY!

EASY HOME MEALS NEWSLETTER

Delivered monthly to a **growing audience of over 100,000 subscribers**, the Easy Home Meals e-newsletter offers a **curated mix of recipes, seasonal meal inspiration, and expert tips**. Subscribers also enjoy exclusive access to **consumer contests, sweepstakes, and special promotions** hosted by NFRA. Seamlessly integrated with **EasyHomeMeals.com and social media channels**, the newsletter serves as a **go-to resource for meal ideas and culinary inspiration**, keeping consumers engaged and connected to the frozen and refrigerated categories.

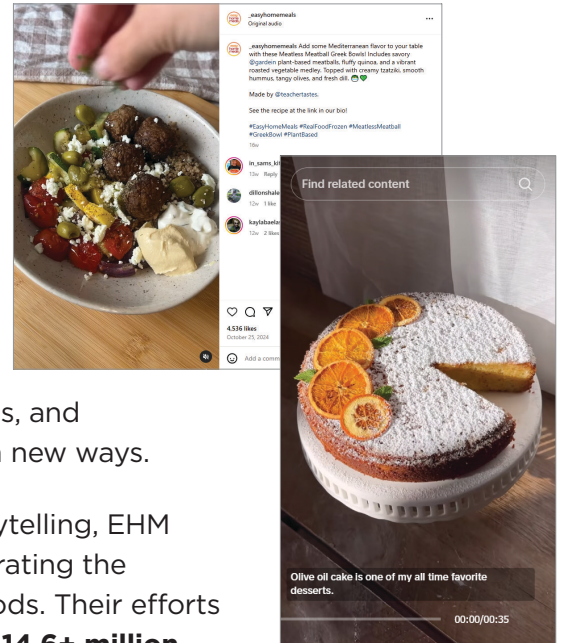


ELEVATING CONSUMER REACH & ENGAGEMENT

INFLUENCER IMPACT

The Easy Home Meals influencer network played a pivotal role in 2024, bringing fresh perspectives, authentic storytelling, and engaging content to consumers nationwide. This diverse group of home cooks, chefs, food enthusiasts, and content creators created innovative recipes, shared meal solutions, and inspired audiences to explore the frozen and refrigerated aisles in new ways.

Through compelling video content, blog features, and social storytelling, EHM influencers highlighted **over 40 NFRA member brands**, demonstrating the convenience, quality, and versatility of frozen and refrigerated foods. Their efforts drove **20.3+ million impressions, 2.6+ million engagements and 14.6+ million video views**, significantly expanding consumer awareness and engagement with our categories.



TOTAL INFLUENCER IMPACT: 20.3 MILLION IMPRESSIONS

JUNE dairy month
VISIT EASYHOMEMEALS.COM

THE DRAW OF THE DAIRY AISLE: 2 OUT OF 3 U.S. ADULTS SAY THEY'RE TEMPTED IN THE DAIRY AISLE, OFTEN BUYING SOMETHING THAT ISN'T ON THEIR LIST

Innovation and Health Benefits Drive Consumer Purchases, with Gen Z and Millennials Leading the Trend

HARRISBURG, Pa. (June 19, 2024) - Whether looking for new products, trying to curb an existing food craving, or seeking meal inspiration, nearly 2 in 3 U.S. adults (65%) say they are tempted to buy something in the dairy aisle, according to a new survey by the National Food and Beverage Council (NFBC). This survey is a core feature of the Dairy Aisle, a new initiative by the National Food and Beverage Council (NFBC) that aims to help consumers explore the dairy aisle and discover new products and brands. The survey is a core feature of the Dairy Aisle, a new initiative by the National Food and Beverage Council (NFBC) that aims to help consumers explore the dairy aisle and discover new products and brands.

To view the multimedia assets and survey information visit: [\[Link\]](#)

MEDIA IMPACT

In 2024, our paid media outreach expanded significantly with targeted PR Newswire releases and trade press outreach focusing on key events, consumer research, promotions, holidays, and relevant and seasonal content to boost positive discussions about frozen and refrigerated foods. Highlights included four multimedia distributions and landing pages for the ReDiscover, March Frozen Food Month, June Dairy Month, and July Summer Favorites Ice Cream & Novelties promotions.

TOTAL MEDIA IMPACT: 1.5 BILLION IMPRESSIONS

Virtual media tours (VMTs) for March Frozen Food Month and June Dairy Month with Chef Jamie Gwen extended our message to TV, radio, and online news outlets nationwide. The March VMT focused on meal assembly ideas to enhance the culinary experience and attract more shoppers to the frozen food aisles, while the June VMT highlighted the dairy aisle's appeal for various lifestyles and dietary needs. These tours resulted in a total of **3,497 broadcast airings** and **over 67 million impressions**.





IMPACTFUL COLLABORATIONS

SAM THE COOKING GUY

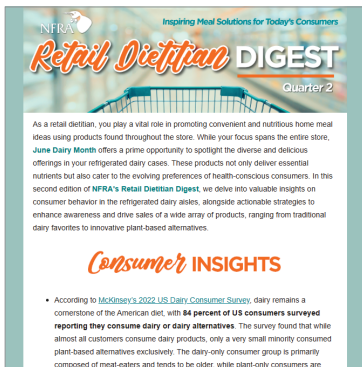
NFRA partnered with Sam the Cooking Guy, a YouTube influencer, to create exclusive long-form video content during key promotional months. Featuring original recipes and cooking tutorials, Sam highlighted the convenience, quality, and versatility of frozen and refrigerated foods, inspiring millions of consumers to explore new meal ideas.

YOUNG MINDS INSPIRED (YMI)

NFRA continued its collaboration with Young Minds Inspired (YMI) to develop educational resources that empower high school students with essential life skills, including meal planning, budgeting, and reducing food waste. This initiative reached **7.1 million students and families**, with materials available in both English and Spanish to ensure broader accessibility. Through interactive lesson plans and hands-on activities, students explored the economic and nutritional benefits of frozen and refrigerated foods, gaining practical insights into cost-effective meal solutions. The program's impact was evident, with **74K downloads of educational materials and 21+ million impressions** across digital platforms.

MACARONI KID

NFRA partnered with Macaroni KID, a leading digital resource for parents, to connect with families looking for simple fun, and practical ways to make life easier. Through branded content, targeted ads, social media campaigns and newsletters, this collaboration highlighted the versatility of frozen and refrigerated foods, offering quick meal solutions that fit seamlessly into busy family routines. Through social posts and website ads, activations garnered **63+ million impressions**.



RETAIL DIETITIAN INITIATIVES

NFRA's Retail Dietitian Initiatives continued to expand in 2024, strengthening partnerships with registered dietitians to promote the nutrition, convenience, and versatility of frozen and refrigerated foods. Through the Retail Dietitian Digest, NFRA provided industry insights, trends, and promotional opportunities, while new RD-created recipes, infographics, and blog content reinforced positive category messaging. These efforts helped educate consumers both in-store and online, positioning frozen and refrigerated foods as healthy, time-saving meal solutions for today's shoppers.

BACK-TO-SCHOOL CAMPAIGN

Our consumer back-to-school campaign was designed to ease the transition into the school year by providing busy families with quick, nutritious meal solutions. With a focus on easy-to-prepare recipes that cater to hectic schedules, we became a reliable resource for parents seeking convenience without compromising on taste or health.

HOLIDAY CAMPAIGN

Our consumer holiday campaign celebrated the festive season by offering a diverse array of culinary delights, from traditional favorites to creative twists on seasonal classics.

15 GOLD MEDAL GLOBAL MEAL IDEAS & RECIPES



BEYOND THE CART: **UNDERSTANDING CONSUMER CHOICES**

In 2024, NFRA conducted **comprehensive consumer research** to uncover **shifting behaviors, preferences, and trends** in the frozen and refrigerated food categories. From **grocery shopping habits to meal planning strategies**, these insights helped to inform, to identify opportunities for growth, and to reinforce the vital role of our categories in consumers' lives.

Consumers aren't just shopping – they're searching for solutions. Frozen and refrigerated foods are meeting their demand for convenience, nutrition, and inspiration.

ReDiscovering Dairy & Frozen: A Fresh Start

A Reset Beyond Measure – Consumers looked for ways to refresh their meal routines, reduce food waste, and find new inspiration in the frozen and refrigerated aisles.

- **50%** of adults felt stuck in a meal-planning rut and are actively seeking new recipe inspiration.
- **78%** said having a freshly stocked fridge and freezer makes it easier to eat healthier.
- **72%** are actively looked for ways to reduce food waste.
- **54%** said browsing the grocery aisles was the best cure for recipe fatigue.

Frozen Foods: A Staple for Busy Lifestyles

Frozen foods remained essential for meal planning and affordability, helping consumers navigate busy schedules while maintaining variety in their diets.

- **83%** of adults said frozen food made it easier to meal plan.
- **64%** of consumers relied on frozen foods to combat rising grocery costs.
- **81%** of adults said keeping frozen foods on hand prevented them from ordering takeout as often.
- **73%** of consumers said they were likely to try a new frozen food product after hearing about March Frozen Food Month.

The Dairy Aisle: Where Health Meets Innovation

The dairy aisle continued to evolve, bridging tradition and modern dietary trends with premium products and plant-based alternatives.

- **61%** of consumers purchased both dairy and dairy alternatives in the same shopping trip.
- **67%** of adults consumed yogurt for its health benefits, followed by cheese (63%) and eggs (74%).
- **79%** of adults said they were impressed by advancements in dairy alternatives that replicated real dairy taste.
- **65%** of shoppers made unplanned purchases from the dairy aisle, reinforcing its role in impulse-driven decisions.

Consumers view frozen foods as a solution, not just a convenience. Affordability and versatility are driving category growth.

Dairy's evolution isn't about replacement – it's about expansion. Consumers want choice, and the aisle is delivering.



Ice Cream: The Ultimate Indulgence

While ice cream remained a timeless treat, consumers sought premium, sustainable, and innovative options.

- **72%** of adults said a summer meal wasn't complete without ice cream.
- **78%** of consumers were willing to pay more for premium ice cream.
- **70%** enjoyed experimenting with new and unconventional flavors.
- **56%** preferred ice cream in sustainable packaging.

Indulgence is evolving. Consumers expect more from their frozen treats—quality ingredients, bold flavors, and responsible packaging.

2024's research reinforced that frozen and refrigerated foods remained essential in today's consumer landscape, **playing a critical role in meal planning, budgeting, and innovation.** As preferences continued to evolve, NFRA remained committed to **providing data-driven insights to support brands, retailers, and industry partners** in adapting to changing consumer needs.

NFRA COMMUNICATIONS: **KEEPING MEMBERS INFORMED & CONNECTED**

NFRAweb.org

NFRA's **industry website remained the central hub** for all Association-related news, research, and member resources in 2024. Members accessed information on membership benefits, annual promotions, consumer PR campaigns, upcoming events, and industry insights. The **Members Only** section housed exclusive research, the NFRA Member Directory, and market performance data to support business growth.

Industry Insider

This **monthly e-newsletter** provided members with timely updates on Association news, promotions, and key events. It featured new member spotlights, company news, and highlights from Easy Home Meals consumer channels, ensuring members remained engaged and informed about industry developments.

New Products Newsletter

NFRA's **quarterly New Products Newsletter** gave sponsoring brands and new members the opportunity to showcase their latest product innovations to both NFRA members and consumer audiences. This publication continued to be a valuable platform for brands looking to increase visibility and highlight their newest offerings.

NFRA on LinkedIn

NFRA's presence on **LinkedIn** helped members stay informed, connect with industry colleagues, build their network, and share business experiences.

Value of Membership

NFRA's diverse, all-industry membership provided members with access to over **3,200 industry professionals** from top companies, offering year-round networking and business development opportunities.



NFRA RESOURCES

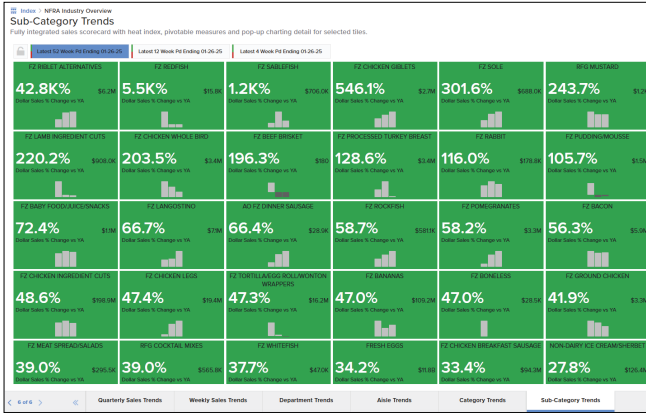
TOOLS FOR SUCCESS

Exclusive Online Member Database – 24/7 access to over 400 member companies and 3,000+ industry contacts.

Comprehensive Industry Research – Members had access to proprietary reports covering consumer trends, market dynamics, and future innovations.

NFRA Data Dashboard (in partnership with Circana) –

A centralized portal provided quarterly and weekly sales stats for 47 categories and 155 subcategories, refreshed regularly to track industry performance.



Consumer PR Campaigns & Media Outreach – NFRA’s *Real Food. Frozen. and Dairy...and Beyond* initiatives reached 2.7+ billion impressions, reinforcing consumer engagement and positive category sentiment.

INDUSTRY CONNECTIONS

5 COMMITTEES/FORUMS TO EXPAND YOUR NETWORK

Frozen & Refrigerated Promotions Committee
Helps develop and direct frozen and refrigerated promotional activities of the association and serves as a sounding board for exploring new member services.

Ice Cream & Novelties Committee
Supports NFRA’s ongoing ice cream and novelties promotion. Helps develop new outreach ideas and resources such as point-of-sale materials, as well as define funding strategies.

Private Brands Forum
Network and discuss key trends and issues facing the industry. Best practices and peer-to-peer learning opportunities give members insight on how to grow private brand sales.

Small Business Manufacturers Forum
Discuss key issues unique to frozen and refrigerated small businesses. Offers members the opportunity to review experiences and case studies to grow their business.



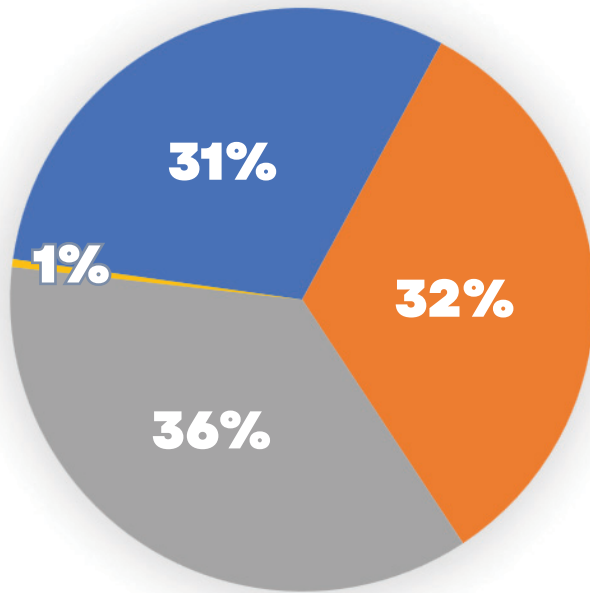
Supply Chain Forum
Discuss key frozen and refrigerated supply chain issues and challenges. Information and ideas on supply chain optimization and shared best practices help members improve their business.

Marketing Forum
Provides member companies with an opportunity to network and discuss key issues facing the industry and to understand current marketing trends. Helps share peer-to-peer learning opportunities on how to best market to consumers and utilize NFRA’s marketing partnerships.



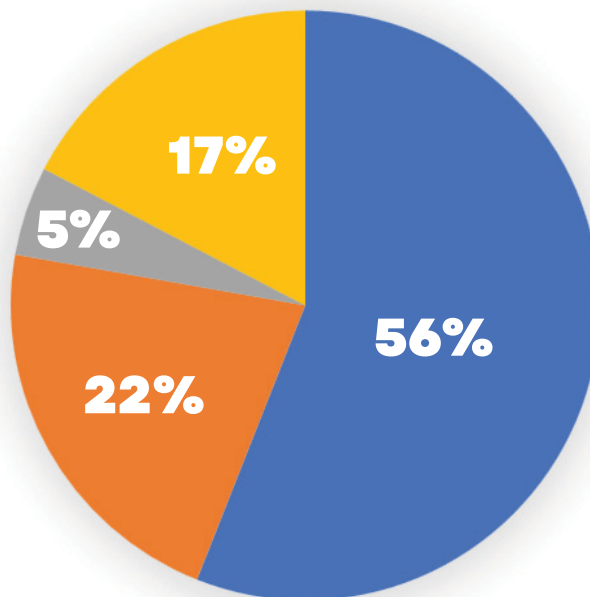
FINANCIAL STATEMENT

For the Twelve Months Ending December 31, 2024



INCOME
\$5,190,812

- Industry Promotions
- Convention & Meetings
- Membership Dues
- Other



EXPENSES
\$5,303,827

- Industry Promotions/Member Services
- Convention & Meetings
- Other Member Services
- General & Administrative

- **Industry Promotions/Member Services** encompass expenses associated with the Frozen & Refrigerated PR campaigns, January, March, June, and Ice Cream national promotions as well as costs for point-of-sale materials, educational programs, and research initiatives.
- **Convention & Meetings** cover expenses related to the annual Convention, the Executive Conference, and all Board of Director and committee meetings held throughout the year.
- **General & Administrative Services** include expenses required for the day-to-day operations of the Association. These consist of a portion of salaries and travel, office and technology costs, facility maintenance, office operations, and professional services.
- **Other Member Services** expenses associated with member retention, outreach to prospective members, and communications sent to members, such as the NFRA Industry Insider and the Impact Report.

NFRA remains dedicated to advancing the frozen and refrigerated foods industry through strategic financial stewardship. In 2024, **83% of our total expenses were dedicated to mission driven initiatives**, ensuring that the majority of our resources directly fund programs, research, and support for our members. This surpasses nonprofit best practices, highlighting our commitment to maximizing impact while maintaining strong financial responsibility.

For the twelve months ending December 31, 2024, the Association incurred an operational loss of \$113,015. This loss was lower than the budgeted deficit of \$579,055, reflecting prudent financial management. Endowment and investment gain was \$708,533, resulting in a net income of \$595,518. This gain further underscores the strength of the Association's financial position. The decision to operate at a deficit was intentional, leveraging the Association's robust reserves and investment returns to support strategic initiatives and long-term goals.

2025 NFRA EXECUTIVE COMMITTEE



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Specialist

We're here for you!
Reach us at (717) 657-8601



NFRA is actively communicating with consumers every day on our Easy Home Meals platforms, and we invite you to join the conversation!

- **Follow** Easy Home Meals on Facebook, Pinterest, Instagram, YouTube & TikTok
- Include relevant NFRA **hashtags** in your social posts such as #RediscoverDairyandFrozen, #MarchFrozenFoodMonth, #FrozenFoodMonth, #JuneDairyMonth, #IceCreamMonth and #SummerTreats
- **Share** your brand's recipes and photos on our website and social media properties
- **Follow** NFRA on LinkedIn for industry and association news and to connect with colleagues



#REALFOODFROZEN
#DAIRYANDBEYOND



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