What's Hot and New in Frozen & Refrigerated foods? We are reaching large numbers of consumers, NFRA is telling the positive stories of the modern dairy aisle. To build upon the positive media efforts have garnered 70.63M impressions (and 7K tweets).

The Easy Home Meals website and Blog continue to attract a growing and engaged fan base. The Easy Home Meals social properties also grew in numbers and engagement and promoted all things refrigerated during the first six months - including priority products, hot trends of the moment, food holidays, Cool Food Panel content, June Dairy Month and more. Easy Home Meals garnered 1.9M impressions and 347.3K social engagements (likes, comments and shares).

Special Initiatives
NFRA is expanding connections with the very influential Supermarket Registered Dietitians community by providing quarterly toolkits full of valuable resources (tips, recipes, infographics) that they can use to promote refrigerated and frozen foods to shoppers in-store.

We introduced a new Food Waste Education Program for middle and high school students and teachers. The No Taste for Food Waste teaching kit was sent to over 65,000 targeted consumer/educator and health educators, and includes a teacher’s guide and reproducible student activities (all are available to NFRA members).

Media Outreach
Media initiatives in 2019 included a “Dairy and Beyond” Satellite Media Tour (SMT) as well as traditional, online, paid and earned media outreach through PR Newswire. The SMT featured chef and Food Network personality James Briscione, who shared effective messaging about the modern dairy aisle and its appeal to all lifestyles and dietary needs. The media effort successfully secured 1253 broadcast airings in good markets across the country, reaching an audience of more than 14.9M. It was accompanied by a June Dairy Month multimedia release: Media efforts have garnered more than 85.8M impressions.

Media Partnerships
NFRA hosted a successful #JuneDairyMonth Twitter Party with Resourceful Mommy that included conversations about the modern dairy aisle, new plant based options, and all of the innovative products that meet every lifestyle and dietary need. Throughout the one-hour chat, 380 Twitter users were engaged, including member brands, chefs, RDs and bloggers, garnering a total of 70.63M impressions (and 7K tweets).

We continued to work with long-time partner Mr. Food Test Kitchen to create unique, proprietary recipes, and videos – and to effectively reach consumers where they are searching and connecting with food. Highlights included a June Dairy Month TV spot and new Fast Recipe Videos. Mr. Food Test Kitchen activations garnered 20M+ impressions.

Easy Home Meals Blog & Social Platforms
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