EXPERIENCE the value in MEMBERSHIP

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.
What is NFRA?

Headquartered in Harrisburg, PA, the National Frozen & Refrigerated Foods Association (NFRA) is uniquely positioned as an all-industry promotions and marketing trade association. Membership consists of all segments of the frozen and refrigerated industries. The Board of Directors list truly exemplifies the strength and diversity of our membership base, including:

Manufacturers
Retailers/Wholesalers
Sales Agents
Logistics Providers
Distributors
Suppliers

Our mission is straightforward: to promote the sales, consumption and awareness of frozen and refrigerated foods. With a number of Local Association chapters across the country, there are many ways to get involved.

Membership Benefits

RESOURCES & TOOLS

• Access to online member database
• Access to members-only research library including an in-depth NFRA/Nielsen State of the Industry report (updated in late 2019)
• Exclusive association and industry information in Industry Insider monthly e-newsletter
• New product updates in quarterly New Products e-newsletter
• Access to promotional resources such as POS materials, artwork and consumer information
• Opportunities for involvement in NFRA committees that support special interests of the membership
• Mentor program for first year members

RECOGNITION

• Listing in online membership directory and link on NFRAweb.org
• Member profile featured in Industry Insider newsletter
• Opportunity to showcase products at the NFRA Convention
• Compete for the prestigious Golden Penguin award for best merchandising during the annual March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions
• Certificate of excellence recognizes food facility service and sanitation

DISCOUNTS

• Significantly reduced rate to attend the NFRA Convention and Executive Conference (Retailers receive complimentary registration)
• 50% discount on digital advertising rates for websites and e-newsletters
• Retailers receive complimentary meeting room at the NFRA Convention
• Discounted rate on fast recipe videos in first year of membership
• Small and medium-sized manufacturers and retailers receive $2000 credit for Nielsen’s Syndicated Data Program
LEARN from long-time members and mentors

Experienced members are assigned to work with new members and guide them through the first year of membership.

EXPERIENCE a convention like no other

You will find this is not your typical industry meeting - it is truly a “working convention”
- All the major companies in our industry in one place
- Focus on customer business meetings
- Members enjoy a discounted registration fee

Keep UP-TO-DATE on industry trends

Utilize your discounted registration fee to attend the annual NFRA Executive Conference
- Provides one-of-a-kind networking opportunities that emphasize professional development and creating deeper business relationships
- Brings together top industry executives in a smaller, relaxed setting to discuss the most recent trends, challenges and opportunities facing the industry

Gain ACCESS to key research

Members have access to NFRA’s Members-Only Research site which includes:
- Nielsen dollar and unit sales stats
- Complimentary NFRA/Nielsen State of the Industry Report with valuable broad-based insights on how the frozen and refrigerated food departments are positioned for sustained growth
- Members also receive a discounted rate to Nielsen’s Syndicated Data Program

ADVANCE your career

Strengthen your career by keeping up with the latest industry information and taking advantage of the many NFRA networking and mentoring opportunities, educational and professional meetings, and developing key business relationships with industry colleagues.

NFRA is easily the most justifiable ROI that we have annually and is one that we are professionally and personally committed to. We often say that the frozen and dairy industry is a community and that all starts with NFRA.

- NFRA Retailer Member

NFRA is an organization that I am extremely proud to be associated with and I’m passionate about what we have accomplished as well as what it does for our industry.

- Mike O’Donnell, UNFI
LIFT category and store sales

The broad reach of NFRA's three all-industry national promotions engage consumers to learn about and experience the products the frozen and refrigerated aisles have to offer. The promotions aim to drive more consumers to the aisles and increase sales across all categories.

PARTICIPATE in all-industry PR campaigns

Real Food. frozen. Dairy... and Beyond

- Be featured on NFRA and Easy Home Meals websites and all social media platforms
- Have your products highlighted in the New Products Newsletter
- Access all PR materials and messaging
- Priority placement at Taste of Excellence during the NFRA Convention

SPOTLIGHT your company/brand

- Member listing in Online Directory and profile in Industry Insider e-newsletter
- Sponsors are recognized on NFRA and Easy Home Meals websites and across all social media platforms
- Convention sponsorship and product sampling opportunities
- Compete to win a Golden Penguin Award for best merchandising and marketing

UTILIZE NFRA promotional resources

Promote frozen and refrigerated foods as well as your own brand and through:
- Digital PR toolkits
- Social media content
- POS materials
- Consumer e-newsletters
- Artwork and food photography

This is a membership that spans retailers, manufacturers and the whole supply chain to bring opportunities to engage with colleagues and gain a broader understanding of business issues and opportunities. The fall convention provides an efficient and effective opportunity to have multiple customer meetings in a single trip.

- NFRA Manufacturer Member
How to connect with NFRA

Industry News & Resources
• NFRAweb.org
• NFRA on LinkedIn & Flickr
• Subscribe to our newsletters by visiting the NFRAweb.org homepage and entering your email address at the bottom

Consumer Information
• EasyHomeMeals.com website & blog
• Easy Home Meals on Facebook, Twitter, Instagram, Pinterest & YouTube

Or reach us at:
(717) 657-8601 • Fax (717) 657-9862
Nfra@nfraweb.org
4755 Linglestown Road, Suite 300
Harrisburg, PA 17112

Join today by visiting nfraweb.org