

CONNECTIONS **THAT COUNT**

# 2025

IMPACT  
REPORT



# OUR MISSION

The **mission** of the National Frozen & Refrigerated Foods Association 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.**

## TABLE OF CONTENTS

03	President's Message
05	Financial Statement
06	2025 Highlights
07	Events
09	Annual Promotions
11	Consumer PR Campaigns
13	Consumer Research
14	First Penguin Leadership Program
15	NFRA Communications
18	NFRA Board of Directors
19	NFRA Staff



**Tricia Greyshock**  
NFRA President  
& CEO

The theme of NFRA’s 2025 Impact Report, **Connections That Count**, reflects what defined the year. Leveraging meetings, leadership development, research, consumer outreach, and member engagement, NFRA brought the industry together to share insights, solve challenges, and create new opportunities. **These connections shaped our work, guided our priorities, and helped move the association and the industry forward.**

NFRA’s Executive Conference and Convention served as essential gathering points for the frozen and refrigerated foods community. Throughout the year, councils and committees provided important forums for collaboration and discussion, keeping members engaged and informed on issues that matter most to their businesses. These interactions remain at the core of what NFRA delivers: **a place where relationships are built and ideas become action.**

In 2025, the association strengthened its ability to support members with timely and relevant information. Expanded research and reports delivered a deeper understanding of consumer behavior, retail performance, and category trends, **giving members perspective on a rapidly changing marketplace.** We took meaningful steps to improve how members connect with NFRA and its programs. A redesigned website and the launch of a members-only NFRA Community created a more accessible and engaging experience.

A **defining accomplishment** of 2025 was the launch of NFRA’s First Penguin Next Generation Leadership Program. 30 rising stars participated in a structured, year-long leadership experience designed to develop skills, deepen industry knowledge, and foster cross-company collaboration. The inaugural class engaged in workshops, mentorship sessions, and team-based projects, culminating in live presentations at the NFRA Convention that showcased practical, data-driven solutions to real industry challenges. The program marked an important milestone for NFRA and **reinforced the association’s commitment to developing the next generation of leaders** in the frozen and refrigerated foods industry.

The progress of 2025 reflects the engagement of NFRA’s members and the leadership of the Board of Directors and Executive Committee. Supported by our staff and partners, the association remained focused on **servicing the needs of the industry** and helping members connect, collaborate, and succeed.

As we look ahead, NFRA remains dedicated to supporting an industry that continues to innovate and grow, and to strengthening the connections that will create new opportunities in the years to come.

Tricia Greyshock  
President & CEO, NFRA



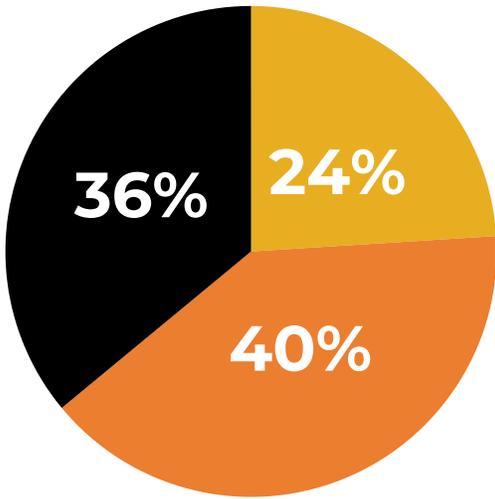
# BUILDING CONNECTIONS THAT COUNT

With **record-breaking engagement**, strategic growth, and forward-thinking initiatives, NFRA **strengthened its influence in 2025**, expanding industry connections, fostering innovation, and **delivering value to members.**



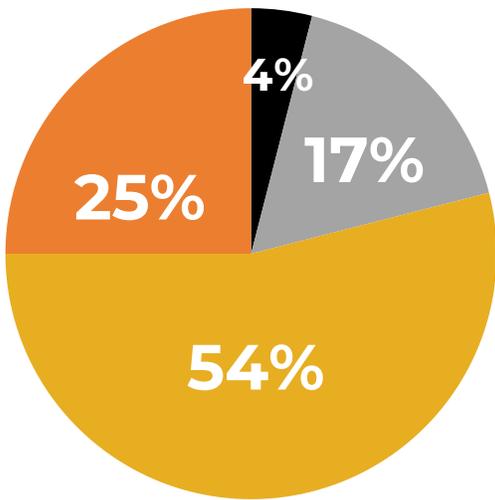
# FINANCIAL STATEMENT

For the Twelve Months Ending December 31, 2025



**REVENUE**  
**\$5,538,752**

- Consumer & Industry Promotions
- Education, Events & Meetings
- Member Support



**EXPENSES**  
**\$5,590,603**

- Consumer & Industry Promotions
- Education, Events & Meetings
- Member Services & Communications
- Management & General

## Industry Promotions/ Programs & Initiatives

include expenses supporting the Frozen & Refrigerated PR campaigns, the January, March, June, and Ice Cream promotions, point-of-sale materials, and consumer research initiatives.

## Education, Events & Meetings

include expenses related to the annual Convention, the Executive Conference, Board of Directors and committee meetings held throughout the year, and the Next Gen program and related events.

## Member Services & Communications

include expenses supporting member retention, outreach to prospective members, and communications such as the NFRA Industry Insider and the Impact Report.

## Management & General

include expenses necessary for the day-to-day operations of the Association including a portion of wages and travel, office and technology costs, facility and rent, office operations, and professional services.

NFRA remains dedicated to advancing the frozen and refrigerated foods industry through strategic financial stewardship. In 2025, **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, 2025, the Association reported an operating deficit of **\$52K**. This result was significantly better than the budgeted deficit of **\$847K** and reflects disciplined financial management throughout the year.

The operating deficit was more than offset by **\$1.45M** in investment returns and gains on the disposal of assets, resulting in an overall increase in net assets of **\$1.4M** for the year. This performance further strengthened the Association's balance sheet and long-term financial position.



# 2025 KEY HIGHLIGHTS

2025 was a year of **measurable progress** for NFRA. The association expanded research and insights, modernized member tools, strengthened consumer outreach, and launched new programs that **delivered clear value to the industry**.

## CONNECTING THE INDUSTRY

- Record-breaking attendance at the NFRA Executive Conference and NFRA Convention.
- More than **7,500 scheduled business** meetings at the NFRA Convention supported category planning and retailer-supplier collaboration.
- 132 new member companies joined NFRA in 2025, expanding representation across manufacturers, retailers, logistics providers, sales agents, and suppliers.

## BUILDING CONNECTIONS FOR THE FUTURE

- NFRA launched the **First Penguin Next Generation Leadership Program**, a structured leadership initiative for high-performing professionals.
- **Thirty participants** completed a year-long program featuring workshops, industry webinars and assignments, with team projects focused on solving real industry challenges.
- The class of 2025 delivered **live presentations at the NFRA Convention**, showcasing actionable, data-driven strategies for the industry.

## INSIGHTS THAT CONNECT

- Expanded consumer research provided actionable insights into shopper behavior, category barriers, nutrition trends, and the factors that influence trial and repeat purchase.
- The introduction of **Retail Performance Series** reports provided members with ongoing, data-driven visibility into monthly sales trends and marketplace performance specific to frozen and dairy.

## CONNECTING WITH CONSUMERS

- NFRA's national PR campaigns and promotions generated **2.7M+** consumer impressions.
- The integration of content into Google's AI Overviews drove a massive increase in visibility, with impressions peaking at a 132% YoY increase and AI-driven traffic referrals growing 70%.
- The Easy Home Meals brand **expanded its reach and engagement** connecting brands with shoppers through recipes, influencers, and digital content.

## MEMBER CONNECTIONS

- A fully redesigned NFRA website improved access to tools, resources, and program information.
- The launch of **NFRA Community** created a members-only space for industry resources, tools, insights, and more.
- Enhanced member communications delivered clear, timely updates and greater visibility into NFRA programs and opportunities.

## CONNECTING ACROSS THE SUPPLY CHAIN

- Through a partnership with Western Michigan University (WMU), NFRA expanded industry thought leadership, including academic and industry dialogue focused on supply chain education, data-driven insights, and solutions supporting frozen and refrigerated.
- A food waste whitepaper, developed with Littlefoot Ventures, advanced cross-industry understanding of food waste reduction and practical supply chain solutions.

FROM INSIGHTS TO **INFLUENCE**, MEETINGS TO **MOMENTUM** —  
CONNECTIONS THAT **DELIVERED REAL INDUSTRY IMPACT**

# BEYOND INSIGHTS, DRIVING IMPACT



The 2025 Executive Conference in Tempe, AZ, featured industry speakers and engaging networking events, including the Annual Greater Penguin Open Golf Tournament. This event brought together top decision-makers in the frozen and refrigerated foods industry in a relaxed, informal setting, to discuss current trends and foster professional development and valuable business connections.

## CONFERENCE HIGHLIGHTS

The program included a Retailer Keynote from Kasey Sheffer, Vice President of Own Brands at Giant Eagle, Inc., along with presentations from Megan Lynberg (Datassential), Matt Domo (FifthVantage), Jennifer Britton (Versique Search), Geoff Coltman (Catena Solutions), Sam Zien (Sam the Cooking Guy), Chris Costagli (NielsenIQ), Michael Pavone (Quench), and Julie Oxner (POI), and a panel on Nutrition Leadership in Retail featured dietitians from Kroger, H-E-B, and The Raley's Companies.

Speakers included:



**Kasey Sheffer**  
VP, Own Brands  
**Giant Eagle**



**Megan Lynberg**  
SVP, Sales  
**Datassential**



**Chris Costagli**  
VP, Food Insights  
**NielsenIQ**



**Sam Zien**  
Content Creator  
**Sam the Cooking Guy**



## 2026 MEETING DATES

**NFRA Executive  
Conference**  
**April 12-15, 2026**  
The Westin Tempe  
Tempe, Arizona

**NFRA  
Convention**  
**October 17-20, 2026**  
Gaylord National  
National Harbor, MD

# CONNECTIONS THAT POWER THE INDUSTRY

The 2025 NFRA Convention in Orlando, FL marked our strongest year of industry engagement to date. Uniting industry leaders from every segment of the frozen and refrigerated supply chain, this gathering generated **7,500+** business meetings across three days. The Convention continued to prove why it is the industry's most effective business venue, creating unmatched opportunities for face-to-face connections that drive measurable growth.

## CONVENTION HIGHLIGHTS

- Attendance exceeded 1,900; **an 11% increase from 2024.**
- **134 retailer meeting rooms** were reserved at the venue.
- The Taste of Excellence opening reception featured **90+** of the newest and most innovative products the industry has to offer.
- **18 participating brands** showcased their products in Cafe NFRA; a central, informal gathering spot for Convention attendees.
- Breakfast sessions featured **Andrew Zimmern** and case study presentations from the **First Penguin Leadership Class of 2025.**
- Golden Penguin winners for March Frozen Food Month, June Dairy Month and Summer Favorites Ice Cream & Novelties promotions were recognized, and **12 Top Marketer Awards** were presented.
- Joey Bates (Harris Teeter) and Tom Robaczewski (retired, Bimbo Bakeries USA) were inducted into the **Refrigerated Food Hall of Fame** for their leadership and lasting impact on the refrigerated foods industry.
- **Penguin Pitch Winner:** CVT Inc. Soft Serve was named the 2025 Grand Prize Winner for Overall Excellence and earned a featured Café NFRA table at the Convention to showcase its product to retailers and industry partners.



NFRA Convention  
FROZEN & REFRIGERATED FOODS



GOLDEN  
PENGUIN  
AWARDS



2025 REFRIGERATED FOOD  
HALL OF FAME



Joey Bates  
Harris Teeter



Tom Robaczewski  
Bimbo Bakeries USA

2025 Grand Prize  
Penguin Pitch Winner



ICE CREAM



NFRA works to unite 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 continued to drive measurable awareness, engagement, and category growth.

**ReDiscover Dairy & Frozen** continued to build momentum as NFRA's January joint promotion, reinforcing the versatility, convenience, and everyday relevance of the dairy and frozen aisles. The 2025 program leaned into a "new year, new you" mindset, using weekly themes to help consumers rethink how these categories fit into modern meal planning and routines.



### ReDiscover Key Campaign Elements #ReDiscoverDairyandFrozen

- 61 member brands featured in the Inspiration Guide – **a 121% year-over-year increase**
- Engagement with the ReDiscover Inspiration Guide increased 40% YOY, reflecting strong consumer appetite for brand-forward content
- 468,987 entries generated through the \$10,000 Sweepstakes and Coupon Campaign

### Total Paid Media Performance

- 8.8+ million impressions
- 1.1+ million engagements

## NATIONAL PROMOTION INITIATIVES & ACTIVATIONS

In 2025, NFRA continued to evolve its national promotions with a digital-first, mobile-centric strategy designed to drive measurable shopper action. Building on prior success with AdAdapted, the March and June programs prioritized Add-to-List and Click-to-Cart functionality to convert inspiration into real purchase intent.



### Program Approach Included:

- Expanded keyword targeting, additional display placements, and enhanced audience segmentation
- Deeper integration of Easy Home Meals content, including recipes, videos, and shoppable features
- Influencer and digital creator partnerships to extend campaign visibility
- Robust reporting and analytics to quantify impressions, engagement, and projected sales impact

### New for 2025

**Mobile enhancements included shoppable recipes, expanded keyword targeting, increased impressions, and new display ad units.**

# DRIVING STRONG CATEGORY SALES



## March Frozen Food Month

March Frozen Food Month inspired consumers to rediscover the value, convenience, and innovation available in the frozen food aisle. In collaboration with 15 leading manufacturers and retailer partners, NFRA connected millions of shoppers with incentives to purchase frozen foods, reinforcing positive category messaging and supporting everyday meal solutions.

**March Frozen Food Month generated \$3.8M in projected omnichannel revenue for program participants, delivered 69.1M mobile impressions, drove nearly 280K Add-to-List actions and captured 12,564 new consumer opt-ins through a \$10K sweepstakes.**



## June Dairy Month

June Dairy Month highlighted the essential role refrigerated dairy plays in modern eating, from everyday staples to high-protein snacks and on-trend innovations. In partnership with leading manufacturers, NFRA engaged millions of consumers with targeted content, promotions, and incentives to purchase refrigerated foods while reinforcing the nutritional benefits and versatility of the dairy aisle.

**June Dairy Month generated an average return on ad spend (ROAS) of \$4.46 for program participants. The program influenced 61% of competitive-brand shoppers to add a participating brand, and achieved 81% new-to-brand list adds.**



## Summer Favorites

The 24th annual Summer Favorites Ice Cream & Novelties promotion brought the industry together to celebrate America's love for ice cream and frozen treats, connecting consumers with brands through engaging digital experiences, incentives, and multimedia outreach.

**Summer Favorites delivered 1.69M paid social impressions and 38,290 clicks, generated 6,901 sponsor product redemptions through an instant rebate program with a 20.9% conversion rate across 90 retailers, drove 254,420 Easy Home Meals video impressions, achieved 601M+ national TV impressions, and captured 6,916 new consumer opt-ins through the Win Ice Cream For a Year giveaway.**



## Golden Penguin Awards

The Golden Penguin Awards celebrate outstanding achievements in merchandising and marketing across NFRA's three annual promotions. In 2025, a total of 64 Gold and 55 Silver Penguins were awarded to industry leaders across multiple sectors, including manufacturers, retailers, wholesalers, sales agents, and local associations.



# CONSUMER PR CAMPAIGNS

2025 FROZEN & REFRIGERATED PR CAMPAIGNS:

2.7+BILLION IMPRESSIONS

NFRA's consumer PR efforts come to life through Easy Home Meals, NFRA'S dedicated consumer-facing brand. Together, these platforms connect industry initiatives directly to shoppers, positioning frozen and refrigerated foods as convenient, affordable, and essential solutions for everyday life.

Through an integrated, multi-channel strategy, including influencer partnerships, paid and organic social media, virtual media tours, educational programs, and strategic collaborations, NFRA amplified positive category messaging while Easy Home Meals delivered it directly to consumers.

## 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 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.



## 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 helped build a highly engaged fan base. Across all channels, we promoted influencer content, recipes, meal ideas, sponsored products, trends, and promotions, resulting in **60+ million impressions**.

## EASY HOME MEALS WEBSITE

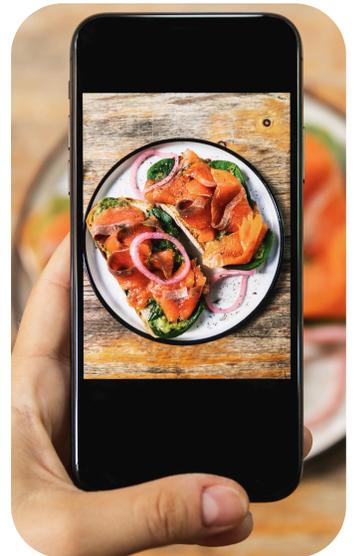
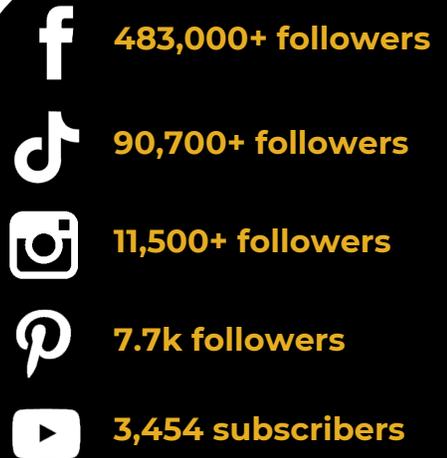
EasyHomeMeals.com evolved as a search-led meal-planning destination, driven by performance-based content such as "how to cook frozen vegetables," air fryer guides, RD approved recipes, and seasonal meal planning articles tied to everyday occasions. Step-by-step cooking tips, ingredient swaps, and freezer-to-table recipes captured high-intent search traffic, expanded first-page rankings and AI Overview placements, and increased sponsor visibility through recipe-linked brand mentions and outbound clicks at the point of meal planning.

- **Top-10 ranking keywords increased 105% YoY**
- **Keywords appearing in AI Overview placements and ranking in the top 10 expanded 750%**
- **Cooking Tips & Inspiration content finished the year up 80% YoY in clicks**

## INFLUENCER IMPACT

The Easy Home Meals influencer network delivered highly specific, meal-driven content, including air fryer frozen chicken dinners, freezer-to-table weeknight meals, no-prep breakfast solutions, kid-friendly snacks, budget-conscious meal builds, and seasonal entertaining ideas using frozen appetizers and novelties. Creators produced step-by-step recipe videos, quick cooking demos, and meal planning content that showed how frozen and refrigerated products fit into everyday routines.

Through short-form video, long-form recipes, and social storytelling, influencers featured more than 40 NFRA member brands, driving **25.7+ million impressions** and generating **\$3.5M+ in earned media value**, while reinforcing frozen and refrigerated foods as convenient, versatile, and meal-ready solutions.





## MEDIA IMPACT

In 2025, NFRA significantly expanded consumer outreach through an integrated mix of paid media, broadcast partnerships, virtual media tours, and targeted advertorial placements designed to amplify positive messaging about frozen and refrigerated foods. Efforts included four multimedia PR Newswire distributions supporting January, March, June, and July promotions, along with national television placements on The Lifestyle List, Daytime TV, Mom Hint segments, and NFRA's Virtual Media Tours. Together, these initiatives generated a combined reach of more than **1.42 billion impressions**.

**TOTAL MEDIA IMPACT: 1.42 BILLION IMPRESSIONS**

## VIRTUAL MEDIA TOURS (VMTs):

NFRA extended seasonal messaging to consumers nationwide through targeted Virtual Media Tours. Across March Frozen Food Month, June Dairy Month, and new 2025 programming focused on tailgating and air fryer solutions, NFRA reached a combined audience of more than **236 million** consumers across **4,091 broadcasts** on television, radio, and digital outlets. The June Dairy Month VMT, featuring lifestyle expert Evette Rios, included dedicated bilingual outreach to Spanish-language networks, broadening the campaign's cultural relevance and reach. Together, these tours brought practical, everyday inspiration for frozen and refrigerated foods directly into homes nationwide.



**TOTAL EARNED MEDIA VALUE: \$4.2+ MILLION**



## BROADCAST PARTNERSHIPS:

NFRA brought frozen and refrigerated messaging directly to consumers through high-impact national television placements. A holiday segment with The Lifestyle List aired on Lifetime Network and in 210+ markets, generating **6.3 million impressions** and reaching an estimated **114 million households**. A feature on the syndicated Daytime TV morning show highlighted air fryer-friendly frozen foods across **79 markets**, delivering **3.6 million impressions**. The Mom Hint program further amplified March Frozen Food Month and July Ice Cream Month promotions, producing a combined **1.17 billion impressions** through trusted local morning shows nationwide.

# BEYOND THE CART: INSIGHTS THAT CONNECT

## RESEARCH

In 2025, NFRA expanded its research efforts to deepen understanding of how consumers shop, plan meals, manage budgets, and evaluate frozen and refrigerated foods. Each study was designed to connect real consumer behavior with practical business decisions, giving members timely insights to support smarter messaging, innovation, promotions, and category strategy.

## FOOD WASTE, VALUE & HOUSEHOLD DECISION-MAKING

- **The Household Impact:** Households are the largest source of food waste (35% of all loss); 72% of consumers are actively seeking ways to reduce this shrink.
- **The Frozen Solution:** Shoppers recognize portion control and extended shelf life as the most practical ways to reduce waste and protect their grocery budget.

Reducing food waste is a **key way** consumers define value, and frozen foods are viewed as a practical and effective tool to help manage it.

When frozen foods are positioned around real-life needs, like **time savings, value, and convenience**, consumer acceptance increases significantly.

## BREAKING DOWN BARRIERS TO FROZEN FOODS

- **The Routine Hurdle:** 44% of shoppers know exactly what they want and don't deviate; we must break this "autopilot" with targeted innovation.
- **Trial Drivers:** While 38% cite "price" as a barrier to premium items, 34% say special offers or promotions are the #1 motivator to try something new.



Connecting with consumers requires **meeting them where they are** through helpful, credible content that makes meal decisions easier.

## HOW CONSUMERS DISCOVER FOOD TODAY

- **The Social Search:** Gen Z is significantly more likely than Boomers to use social media for food discovery (roughly 4–5x more likely to engage daily).
- **Authenticity Wins:** 40% of adults turn to social media for "how-to" inspiration, favoring instructional content over traditional ads.

## REFRIGERATED DAIRY BEHAVIORS & BARRIERS

- **The Promotion Hook:** 50% of consumers say a simple discount would motivate them to try a new refrigerated product.
- **The Anchor Effect:** Cheese (63%) and eggs (60%) remain the anchor items that drive the most consistent foot traffic to the department.

Strategic promotions remain **vital** for moving consumers from **staples to discovery** in the refrigerated aisle.

# FIRST PENGUIN CLASS OF 2025

Launched in 2025, NFRA's First Penguin Leadership Program was created to provide a unique opportunity for rising professionals across the frozen and refrigerated CPG and retail community. Inspired by the idea that progress begins with those willing to take the first step, the program empowers participants to grow beyond their comfort zones and build the skills needed to lead with confidence.

The inaugural class brought together emerging leaders from every segment of the supply chain for a year of professional development, collaboration, and connection. Through workshops, mentorship, and peer learning, participants strengthened their industry knowledge, communication abilities, and leadership capabilities while forming lasting relationships across the industry.



## A YEARLONG LEADERSHIP EXPERIENCE

Participants engaged in executive-level workshops, collaborative learning, and hands-on projects designed to strengthen strategic thinking and cross-industry perspective. The program included leadership development sessions, retail immersion experiences, mentorship, and cross-sector collaboration, culminating in presentations and recognition at the 2025 NFRA Convention.

## 2025 FIRST PENGUIN PROGRAM HIGHLIGHTS:

- 30 rising professionals representing the full frozen and refrigerated supply chain
- Yearlong structured leadership curriculum; monthly webinars and homework assignments
- Team-based projects addressing real industry challenges
- Final presentations delivered live at the 2025 NFRA Convention

BUILDING THE **NEXT**  
GENERATION OF  
INDUSTRY LEADERS



# NFRA COMMUNICATIONS & RESOURCES

## NFRAWEB.ORG

NFRA's industry website remained the central hub for all Association-related news, research, and member resources in 2025. Members accessed information on membership benefits, annual promotions, consumer PR campaigns, upcoming events, industry insights and more.

## INDUSTRY INSIDER

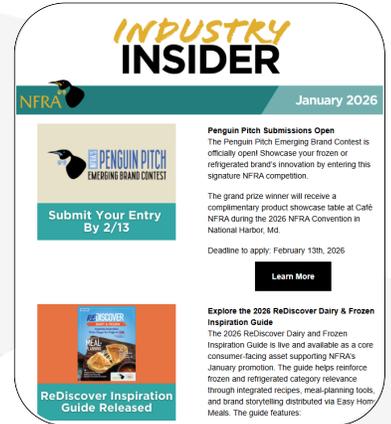
This monthly e-newsletter provided members with timely updates on Association news, promotions, and key events. It featured new member spotlights, company news, and highlights from Easy Home Meals consumer channels, ensuring members remained engaged and informed about industry developments.

## 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.

## EXCLUSIVE ONLINE MEMBER DATABASE

24/7 access to over 450 member companies and 3,500+ industry contacts.



November 2025 — Four weeks ending 11/30/2025

### Cottage Cheese Continues Double-Digit Growth as November Sales Gain Momentum

Food and beverage sales, including the frozen and refrigerated food departments, were off to a weak start in November. Sales gained momentum in the second, third, and holiday week. Thanksgiving week delivered growth in dollars and units as holidays remain one of the most powerful reasons for consumers to spend a little more.

For Public Use (Need more information?)  
www.nfra.com  
info@nfra.com

20 Analytics  
www.nfra.com/analytics

23Analytics Circana.

## INDUSTRY RESEARCH & INSIGHTS

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

## NFRA COMMUNITY

NFRA Community is the members-only hub that provides exclusive access to industry resources, tools and insights in one convenient online location.

## NFRA LINKEDIN

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

## NFRA DATA DASHBOARD

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

## NFRA MONTHLY RETAIL PERFORMANCE SERIES

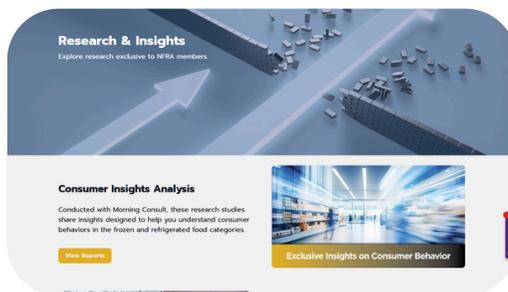
The Monthly Performance Reports deliver timely, data-driven updates on consumer trends and retail category performance, summarizing key sales metrics and market insights for frozen and refrigerated foods.



### COLD CHAIN INDUSTRY: FOOD LOSS & WASTE AS A DRIVER OF EFFICIENCY, INNOVATION & GROWTH

#### 2025 INSIGHTS REPORT

National Frozen & Refrigerated Foods Association



### Research & Insights

Explore research exclusive to NFRA members

### Consumer Insights Analysis

Conducted with Morning Consult, these research studies share insights designed to help you understand consumer behaviors in the frozen and refrigerated food categories.

View Reports

Exclusive Insights on Consumer Behavior





## 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.



# 2026 NFRA EXECUTIVE COMMITTEE



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Chair  
Chobani



**Shannon Gilreath**  
Chair-Elect  
Rich's Consumer Brands



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Secretary  
Ajinomoto Foods North America, Inc.



**Lindsey Hickey**  
Treasurer  
Simek's



**Kevin Herd**  
Vice Chair - Refrigerated  
Danone North America



**Scott Evans**  
Vice Chair-Frozen  
Associated Wholesale Grocers



**Tracy Aquila**  
Immediate Past Chair  
CROSSMARK



**Kevin Schwab**  
Past Chair  
The Pictsweet Company



**Matt O'Hare**  
Convention Chair  
JOH



**Jennifer Shelfer**  
General Counsel  
Arnall Golden Gregory LLP

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Lowes Food LLC

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Risa Jenkins  
C&S Wholesale Grocers, Inc.

Suzanne Kasunich  
Ateeco Inc./Mrs. T's Pierogies

Kris Luckhaupt  
H.P. Hood, Inc.

Cathy Magistrelli  
Wakefern Food Corporation

Elliott Mason  
Once Upon a Farm

Joe Mueller  
Kellanova

Andy Reichgut  
Red's All Natural

Mike Scullin  
Alliance Sales & Marketing

Patrick Thompson  
Schraad Sales & Marketing

Jason Wells  
K-VA-T Food Stores, Inc.

Ted Williams  
The Giant Company

Ted Yeomans  
Advantage Solutions

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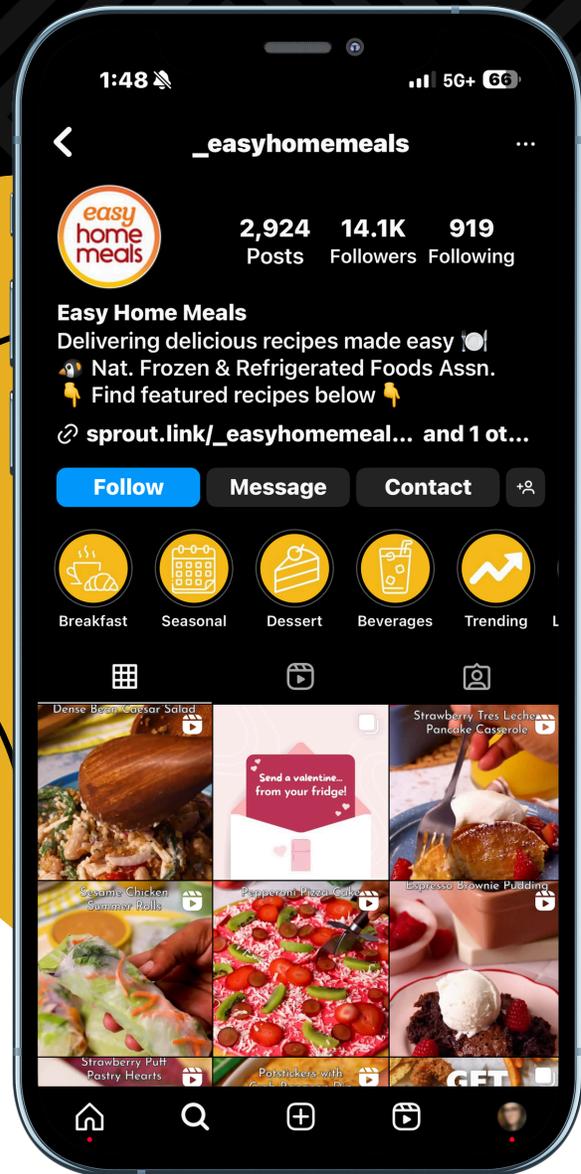


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