

Invest where Membership Matters

Celebrating 60 years of serving the Frozen, Dairy and Ice Cream Industry.

Proud Member of



Fresh Relevant Analyze Network Educate

Welcome to Membership!

*Our mission is to support the frozen, refrigerated and fresh foods members of our industry by providing information, programs and forums that ultimately increase awareness and consumption of the products our members' represent within the trade and to their final consumer. Accomplished in many ways, but always adhering to the **three core principles of our organization—adding business value, educational support and giving back to our members and the communities we serve.***



Frozen & Refrigerated Association of the Northeast (FRANE)

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Frozen & Refrigerated Association of the Northeast (FRANE)

Member Information



A member driven organization, proudly serving the perishable industry for over 60 years!

Tel: 203-597-7215 www.frane.org

Adding Business Value

Our commitment to providing forums for business exchange and networking opportunities for our members... Fresh, Relevant and timely for today's consumer

- **Consumer targeted programs**—celebrating Frozen Food Month, Dairy Month and Ice Cream Month, NFRA offers consumer driven sweepstakes to drive sales. With our local efforts to boost traffic, participating retailers and manufacturers enjoy the benefits of direct consumer targeting and growing sales.
- **Member targeted research and information via Linked In**—join the FRANE group and get access to relevant research and information provided by Nielsen and NFRA...member driven forum for discussion, trend analysis, market trends, etc.
- **Exclusive shopper panels and programs**—as part of our Annual Convention & Business Conference, members have access to exclusive opportunities that our growing partnerships with the SUNY New Paltz Food Marketing Program and the Culinary presentations from Johnson & Wales students, in addition to our Emerging Leaders programming offers for the future of our industry.
- **Power of Networking**—we believe in the power and value of networking and offer member focused programs that offer value throughout the year. Our Annual



Convention & Business Conference is the cornerstone of these efforts, along with our Annual Ryan Marrocco Memorial Golf Tournament, that funds our annual members-only scholarship program. Together, these programs

bring together hundreds of our industry executives together from throughout the Northeast.

Educational Support

Our commitment to investing in our youth and the future of the grocery industry...

- **Annual Scholarship programs** for graduating seniors and accredited undergraduate programs. To date, FRANE and the family of Ryan Marrocco have *awarded over \$650,000* to deserving high school seniors and undergraduate students of our member companies, their employees and their families. In addition, the **FRANE Member Memorial Scholarship has awarded close to \$10,000** in scholarships to date. This growing program is a wonderful way to recognize those members who have contributed to our growth and sustainability.



- **Emerging Leaders**—recognizes our up and coming leaders who are impacting the future of our industry. Representing the current shopper, our emerging leaders are shaping the future both in terms of item selection, health alternatives, shopping patterns and the future of the traditional grocery store. These leaders are shaping the future of the industry and ensuring the relevance of our Association to the industry at large.
- **College & University Partnerships** - this growing program offers students and leaders alike, the opportunity to connect with relevant, business dialogue. Recognizing the future of our industry lies within these students, our membership has embraced these growing partnerships both financially and personally by hosting these students at our Annual Conference participating in panels, focus groups and as mentees.

Charitable Giving

Our commitment to giving back to the communities in which we live and serve...

- **Annual FRANE Feeds The Hungry Campaign**, instituted as a unique way that our members throughout the Northeast can individually show their commitment to the communities in which they live and serve. Organized under the Food Bank umbrella and held annually in the - month of March, June, July or October, this event provides volunteers from every aspect and every region of our membership arena to prepare and serve meals in the communities they serve.
- **Annual Food Bank Grant Programs**—created to promote and support our commitment with the industry in ending hunger, these programs have included *grant awards* for increasing offerings of dairy, frozen and ice cream products, *back pack programs* that support programs that provide school to children during the school year and *forums* to meet directly with *Food Bank leaders* to solidify donations and increase access to healthy foods for families at risk.
- **Sustainability and environmentally conscious choices**—FRANE supports this initiative with a commitment to limited printed materials, migration to an electronic communication system and continued support of equipment providers of environmentally friendly alternatives.