



2020 ANNUAL REPORT



FMI Foundation 2020 Annual Report

Highlights

The FMI Foundation's mission is to provide research, education, and resources in health and well-being, which we define in a consumer-centric fashion as including food safety, nutrition, and social responsibility considerations. Here are some of our highlights:

- Our 2020 National Family Meals Month messaging reached more Americans than ever and continued to gain momentum
- 2020 Gold Plate Awards announced with special recognition to those who went above and beyond in regard to the COVID-19 Pandemic
- Expanded Grants, New Research and Food Safety Scholarships awarded
- Unified Voice extends gene editing work and launches racial justice, inclusion & diversity initiative
- Virtual Midwinter hosts the first ever Supper Bowl finals and shines a spotlight on the Family Meals Movement

National Family Meals Month™ 2020

The results are in! According to the Harris Poll, research partner for National Family Meals Month (NFMM) since the program's inception, 33% of Americans reported seeing or hearing a NFMM promotion this year. That is up from 25% in 2019 (and up from 12% in 2012, the first year of the NFMM campaign). Even more noteworthy, of those who saw the promotion, 93% reported that NFMM impacted their shopping and consumption habits. Our performance is even stronger among households with children; with this group we had a 57% recognition of our messaging and an astounding 97% indicating they made a change to their shopping and consumption habits. The news continues to spread broadly about the family meals movement. To date, NFMM has been shown in 23 TV spots across the country through a PSA in partnership with NBC and has been featured in US News and World Report and in Times Square! Our thanks to all our partners and supporters for urging everyone to stay Strong with Family Meals!

Congratulations to the following companies for receiving a Gold Plate Award, which recognizes the Family Meals Month collaborators and programs proving especially effective at helping consumers "Stay Strong with Family Meals"

• CATEGORY A (RETAILERS WITH 1 TO 49 STORES):

Coborn's, Inc., "Kids Cook at Home for National Family Meals Month!" program.

• CATEGORY B (RETAILERS WITH 50 TO 199 STORES):

SpartanNash Company, "Family Meals at Home" program.

• CATEGORY C (RETAILERS WITH 200 OR MORE STORES):

Wakefern Food Corporation, "Just Add Family" program.

• FOOD MANUFACTURER CATEGORY:

Campbell Soup Company, "Campbell Helps Families Stay Strong with Family Meals" program.

• COMMUNITY COLLABORATOR CATEGORY:

National Pork Board and the U.S. Dry Pea and Lentil Council, "Powerful Pairings" program.

• RISING STAR CATEGORY:

The Grocery Gal, "The Grocery Gal Presents Family Meals Month," social media campaign.

• SPECIAL COVID-19 HEROES CATEGORY – recognizing charitable programs responding to pandemic needs:

- o Hy-Vee, Inc., 2020 National Family Meals Month™ campaign, built on the theme of "coming together."
- o The GIANT Company, "For Today's Table," campaign.

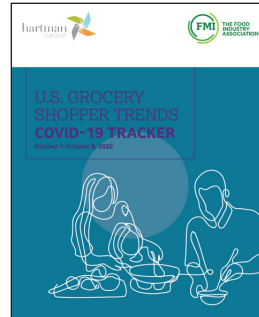
• GOLD PLATE PARTNERS:

The FMI Foundation recognizes Produce for Better Health and Common Threads for their ongoing strategic partnership in the Family Meals Movement.



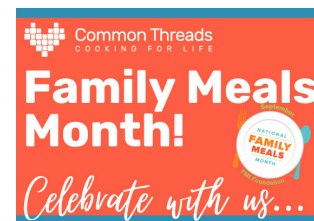
Supporting Consumer Research in the Areas of Food Safety, Nutrition and Social Responsibility

The FMI Foundation supports FMI's *U.S. Grocery Shopper Trends* report. The 2020 report provides a clear picture of grocery shopping habits before the pandemic, as well as attitude shifts that took place during COVID-19 and offers a glimpse of what might come next for the food industry. The FMI Foundation was also a key instigator and supporter of the ongoing *U.S. Grocery Shopper Trends COVID-19 Trackers*, which assess the impact of COVID-19 on the perceptions and behaviors of grocery shoppers. In addition, the FMI Foundation published *Home Cooking in America Report, 2020*, a special consumer research edition based on *U.S. Grocery Shopper Trends 2020*. This study places current cooking trends within a larger context, enabling us to see where they have been, are now, and appear to be headed.



FMI Foundation Grants

The FMI Foundation provides grants annually in the areas of food safety, nutrition, and health. This year's recipients are the Partnership for Food Safety Education; International Food Protection Institute's Applied Science, Law, and Policy Fellowship; Institute for Food Technologists' Global Food Traceability Center; and Common Threads.



The Unified Voice Protocol

Dr. Vincenzia Caputo of Michigan State University spearheaded the Foundation sponsored research on **Consumer Acceptance of Gene-Edited Foods**. In collaboration with American Seed Trade Association, Farm Bureau, and the Farm Foundation, we successfully launched the report at the Farm Foundation Forum on March 10, 2020 - literally days before home-sheltering rules went into effect. The report continues to garner attention as consumer attention to gene editing technology is beginning to grow again. The FMI Foundation is actively pursuing partners to join in follow-up research with Dr. Caputo, focused on the information consumers need, whom they trust to provide that information, and what information is most crucial to help consumer acceptance of gene-edited food products.



In other Unified Voice related actions, the FMI Foundation is partnering with the Center for Food Integrity on a **racial justice, inclusion and diversity initiative**. This initiative has two overarching strategies: 1. Facilitate structured discussions to advance a productive dialogue. 2. Identify, capture and promote examples of companies and organizations doing a good job of addressing the issues to create models and practices that others can emulate.

The initiative has launched a series of digital dialogues: the first focused on supply chain approaches to the racial equity; the second concentrating on food retail industry responses to racial justice issues; and the third dialogue addressed racial justice, inclusion, and diversity concerns in the agriculture sector.

FMI Foundation’s *Supper Bowl* Helps Spread the Good News of Family Meals

Starting in November of 2020, the FMI Foundation hosted an online cooking competition that gave FMI members the opportunity to show off their culinary expertise and demonstrate their commitment to helping consumers Stay Strong with Family Meals. Participating companies prepared their best family meal recipes and entered them into the contest for the voting public to decide their favorites. You can see the menus on the *Supper Bowl* site, www.fmi.org/supperbowl.



After two qualifying rounds and more than 15,000 votes cast, the field was narrowed to two competitors: Hy-Vee, Inc. and The J.M. Smucker Co. During a virtual luncheon on Tuesday of the Midwinter Conference, Hy-Vee’s chef Beau Ketchum and Smucker’s chef Ken Edwards competed for top menu honors. Event guests were treated to commentary from both chefs, guest commentary from celebrity Chef Robert Irvine, and some networking time with industry colleagues.

Hy-Vee Chef Beau Ketchum’s family meal of stuffed pork chops, Brussels sprouts and apple pie carried the day with the voting public, enabling Hy-Vee to take home the first-ever *Supper Bowl* trophy. Congratulations to Hy-Vee and Chef Beau! Thanks to all the companies that sponsored and to everyone who tuned in to support the FMI Foundation’s efforts!

Summary of FMI Foundation’s Finances

Cash/Cash Equivalents	\$51,168
Investments	\$12,080,579
Total Assets	\$11,279,044
Total Net Assets	\$11,238,894