



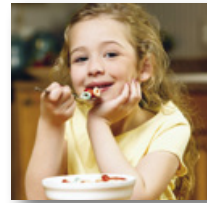
Benefits of Membership

GMA

Leadership

Collaboration

Innovation



Grocery Manufacturers Association

Representing the Makers of the World's Favorite Food,
Beverage and Consumer Products

The consumer packaged goods industry is vibrant, complex and fast paced.

From rapidly changing consumer preferences to the public policy arena, the Grocery Manufacturers Association (GMA) is uniquely positioned to bring the industry together, as one voice, to lead and to address those issues that no one company can solve alone.

GMA represents more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people around the globe.

But the association is also far greater than the sum of its parts. Its impact and resources are magnified through its focus on collaboration. Working with its members, retailers, allied trade associations, policymakers, non-governmental organizations and public health groups, the association develops and implements innovative solutions, not only to the tough issues facing our industry, but to the large, social issues facing the world.

GMA's five strategic areas of focus are developed in consultation with, and are fully aligned with, the priorities of its member companies:

- Product safety
- Health and nutrition
- Sustainability
- Value Chain Optimization
- Global commerce
- Organizational excellence

Within each of these critical issue areas, GMA has developed - and executes against - a comprehensive



Pamela G. Bailey
President and CEO
Grocery Manufacturers Association

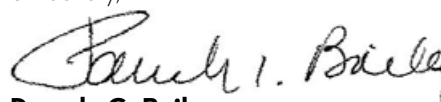
strategic plan to achieve measureable goals. Defined objectives and work-streams are developed and led by CEOs that serve on the association's board of directors.

What sets this industry apart is its focus on responsible business practices. Its companies and its leaders seek to serve their consumers, and to do so in a responsible way that makes the world a better place.

The CPG industry has a great story to tell, and as its core operating principle, GMA carries that story to critically important audiences each and every day - policymakers, allied stakeholders, consumers and the media.

In short, the Grocery Manufacturers Association is the world's largest and most effective CPG trade association. It has the expertise, knowledge, resources and relationships to help its member companies achieve their goals.

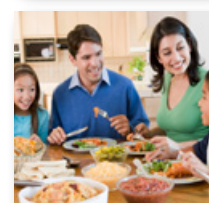
Sincerely,



Pamela G. Bailey
President and CEO
Grocery Manufacturers Association

“Key leaders in our industry are engaged with GMA and this creates an important, unified voice for the CPG industry.”

Alan Wilson
Chairman, President and CEO
McCormick & Company, Inc.



Strategic Priorities

Product Safety

Consumer confidence is the foundation of the food, beverage and CPG industry. Without it, nothing else we do is possible. GMA works across a broad spectrum of issues and disciplines to maintain and improve the trust consumers have in our member companies, their brands and products.

On behalf of our member companies, the association employs a vast and influential array of programs and tactics that bolster consumer confidence in the brands they know and trust. From legislative and regulatory advocacy to scientific excellence and supply chain expertise, GMA is uniquely positioned to educate policymakers, the media and the public, and constantly seeks to reaffirm our industry's commitment to providing consumers with the world's most reliable, affordable and safe food, beverage, consumer and household products.

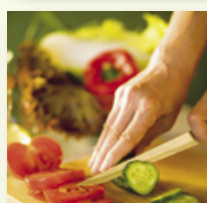
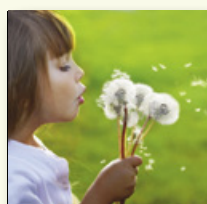
Health and Nutrition

GMA has taken a leadership role on behalf of its member companies in developing and promoting industry solutions that combat obesity and help

consumers achieve and maintain a healthy lifestyle. From educating policymakers and consumers about industry healthy lifestyle initiatives to promoting age-appropriate and responsible marketing and advertising policies, the association helps its member companies tap into consumers' desire for healthier products. GMA also serves as an important and valuable liaison to those domestic and international policymakers who are formulating opinions, laws and regulations that impact the way our industry does business.

Sustainability

Growing consumer and policymaker concern about the global environment has generated increased public and private sector interest in policies and practices that help protect and preserve our natural resources. Nowhere is the impact of this increased scrutiny greater than in the food, beverage and consumer packaged goods industry, which contributes \$1 trillion in added value to the nation's economy. From thought leadership and legislative and regulatory advocacy to customer expectations and manufacturer model practices, GMA educates consumers and policymakers about industry progress, develops common supply chain standards, and promotes wider adoption of environmentally-friendly business practices throughout the CPG sector.



Value Chain Optimization

A vibrant food, beverage and consumer products industry is essential to a healthy domestic and global economy. New and sustainable avenues of business growth within the CPG sector can only be maximized with full alignment among trading partners.

GMA's Industry Affairs and Collaboration practice brings the industry together, along the entire supply chain and all channels of retail and categories, to develop common strategies and solutions that help trading partners grow their business and reduce costs through greater supply chain efficiency.

The association develops and promotes the adoption of model practices and creates platforms that bring manufacturers, retailers, knowledge partners and suppliers together to expand and enhance collaboration. GMA has strong relationships - and works closely with - allied trade associations across the CPG sector. By working with trading partners and their trade organizations to develop projects, programs and insights that enhance the consumer experience, GMA helps its member companies grow their bottom line.

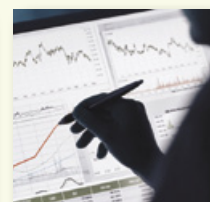
Global Commerce

Rapid advancements in technology, communications, diplomacy and trade have enhanced our access to overseas markets that help GMA member companies compete and grow their business. At the same time, a host of foreign countries and international organizations constantly seek changes

to international trade that impact our ability to conduct business around the globe. GMA helps its members expand their overseas investment and navigate the complicated and complex global business environment by helping them engage in global commerce as efficiently as possible. The association works to eliminate tariff and non tariff trade barriers, harmonize standards for food, beverage and consumer products (CODEX, ISO), encourages border efficiencies, and advocates common-sense policies related to investment and tax, intellectual property and counterfeiting, multi-lateral organization (WHO, WTO, OECD) activity, market-based commodity prices and customs facilitation.

Organizational Excellence

GMA is committed to and promotes a culture of excellence that delivers value to member companies by establishing an ambitious strategic vision, developing achievable goals and objectives, and properly aligning resources while measuring success against our member-driven objectives. GMA fosters an organizational structure, systems and processes that optimize resources, maximize business development opportunities and facilitate a work culture focused on member service.





“GMA membership gives Clorox access to collaborative intelligence on the issues shaping the industry today and in the future. This unique insight allows us to enhance our value proposition to consumers and compete more effectively in the marketplace.”

Grant LaMontagne

Senior Vice President and
Chief Customer Officer
The Clorox Company



Our Mission

The Grocery Manufacturers Association will lead business initiatives that enable profitable growth and facilitate industry efficiencies where collective industry action is essential and appropriate. GMA will advocate for the public policy interests of its members by participating and responding to legislation and regulation by bringing science and evidence to policy decision-making. GMA will inform public opinion by proactively shaping perceptions on key industry issues and responding to emerging consumer concerns.

Capabilities and Member Services

Public Policy Leadership

GMA and its member companies work with policymakers on the federal and state level to develop and promote responsible public policy solutions that sustain and enhance the quality of life for billions of people in the United States and around the globe.

The association serves as a vital link between the CPG industry and key policymakers in the executive branch, on Capitol Hill and within the federal agencies that regulate our industry. By cultivating responsible public policy solutions through a genuine partnership with policymakers, GMA is able to successfully address the important issues facing our industry, our nation and the world.

GMA employs a comprehensive approach to policymaking, including policy development, federal and state advocacy, coalition development, public opinion research and grassroots mobilization. Through this holistic approach, GMA advocates effective, responsible and fact-based public policy solutions.

Communicating Industry's Responsible Approach

In today's fast-paced and diverse news environment, effective communication with policymakers, consumers and the media has never been more important.

GMA and its member companies have an impressive story to tell when it comes to the issues that matter most. From product safety and environmental sustainability to health and nutrition and a myriad of other issues, GMA communicates the CPG industry's vision and responsible public policy solutions to external audiences. We use a powerful combination of advertising, media relations and online communications strategies to inform and educate.

A Forum for Industry Collaboration

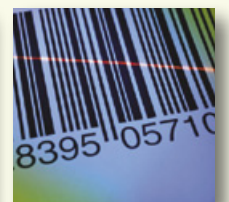
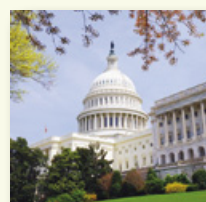
Among the common goals shared by manufacturers, retailers and their suppliers is the quest for new and sustainable business growth. Through its industry affairs practice, GMA helps its members grow their business by tapping into market trends and changing consumer attitudes. And, in partnership with its associate members, GMA conducts comprehensive and cutting-edge research that leads to greater efficiency in bringing consumer products to market, allowing trading partners to reduce costs and more effectively manage the supply chain.

Working in close concert with retail organizations such as FMI, NACS, NACDS, N.G.A and NRF, GMA provides the thought leadership, educational platforms, research and engagement opportunities that help manufacturers connect with their trading partners and serve consumers faster, better and more completely than ever before.

Scientific and Regulatory Affairs Expertise

Because science is at the heart of GMA's mission, the association has a robust scientific and regulatory affairs capability to:

- Promote science-based legislative and regulatory decisions
- Work with member companies and federal and state regulatory experts to advance product safety
- Conduct laboratory research to ensure the safety of food, beverage and consumer products and their packaging



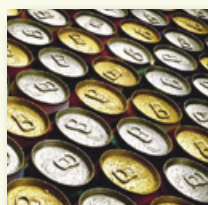
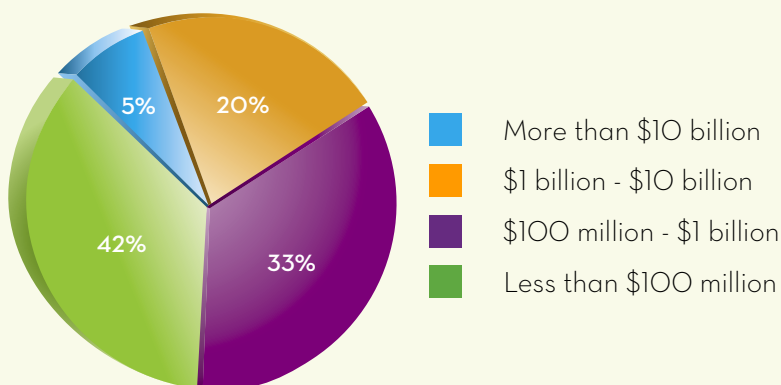
Membership

- Educate and train CPG company experts on industry model practices and regulatory compliance
- Evaluate emerging scientific research and interpret findings for member companies and policymakers

Education and Engagement

GMA offers members a diverse slate of conferences, workshops and other forums expertly designed to keep them abreast of the latest industry developments and marketplace trends, as well as provide a platform for cultivating relationships with customers, suppliers, service providers and fellow members. Annual conferences include the GMA Executive Conference, the Supply Chain Conference and the Science Forum. Another critical avenue for engagement is GMA's council and committee structure, where members have the opportunity to define association priorities, shape industry policy and connect with key players within the industry.

GMA General Membership Profile by Annual Domestic Sales



In the midst of shifting consumer attitudes, an unpredictable marketplace and the most challenging economic and political climate in recent memory, the need for a unified industry approach to the common issues facing food, beverage and consumer product makers has never been more important. **GMA's leadership positively affects the bottom line of its member companies and the return on dues investment has never been higher.**

Read below to learn about the membership options GMA offers, and then contact us to learn more about how GMA is working for its members and how it can work for your company.

General members represent the companies that manufacture and market branded and private label food and consumer packaged goods through retail, wholesale and food service channels of distribution, as well as ingredient producers and suppliers.

They also represent companies who provide outsourced sales and marketing services to customers that sell food, beverage and consumer products.

Affiliate members are retail and restaurant companies actively engaged in selling food and consumer products directly to consumers.

Associate membership is available to the companies that supply services to the CPG industry and fall under one of the following categories: consulting firm; providers of technology, logistics, equipment, packaging and financial solutions; law firm or other service provider.

Testimonials

Effective Government Advocacy

With the Association's political, scientific and communications staff working together, GMA allows The Hershey Company to cover and weigh-in on far more public policy issues than we could on our own. The association serves as an extension of my staff, allowing me to maximize Hershey's time, resources and money.

Ron Graf

Vice President, Government Relations
The Hershey Company

Scientific Excellence

GMA has been an excellent resource for regulatory support and scientific information. They have proven invaluable in providing authoritative back up, research and documentation. Their knowledge of the food industry, government agencies, laws and regulations have enabled us to take our programs to a higher level with confidence.

Michele Ybarra

Manager, Corporate Food Safety
Ruiz Foods, Inc.

Championing the Industry

GMA speaks with a collective voice on issues that are challenging for our industry. GMA's advocacy on behalf of the industry is vital to reduce the incremental costs of unnecessary regulation.

Denise Morrison

President and CEO
Campbell Soup Company



The Association of Food, Beverage
and Consumer Products Companies

Grocery Manufacturers Association

1350 I Street, NW

Suite 300

Washington, DC 20005

202.639.5900

www.gmaonline.org



GroceryManufacturersAssociation



@GroceryMakers

For more information about

GMA membership:

Call 202.639.5900

or e-mail membership@gmaonline.org

