

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

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 consumer packaged goods (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, advocacy, coalition development, Congressional testimony and public comments, public opinion research and grassroots mobilization. Through this holistic approach, GMA advocates effective, responsible and fact-based public policy solutions.

RIGHT: GMA President and CEO Pamela Bailey addresses the media at a Capitol Hill press conference supporting the Healthy CHOICES Act.

BELOW: First Lady Michelle Obama discusses her Let's Move! initiative with attendees of the 2010 GMA Science Forum.



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 myriad 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.



GMA employs print, digital and social media platforms to drive home the industry's key policy messages to policymakers, media and consumers.

GMA SERVICES AND CAPABILITIES

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

A Forum for Manufacturer-Retailer 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 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 inventory along the supply chain.

From merchandising, sales and marketing to supply chain management and information technology, GMA has redefined the meaning of collaboration. Working in close concert with retail organizations such as the Food Marketing Institute, National Association of Chain Drug Stores and National Grocers Association, 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 holistically than ever before.

RIGHT: Tim Rose, Senior Vice President of Food and Sundries of Costco Wholesale Corporation and David West, CEO of Del Monte Foods Company participate in a panel session on innovation at the 2010 GMA Executive Conference.



BELOW: Representatives of CVS, Dollar General and Kroger accept the inaugural GMA Retail Honors Awards at the Shopper Momentum conference.



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, fact-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
- ▶ 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
- ▶ Provide full service consumer claims management and forensic laboratory analysis

RIGHT: GMA's in-house laboratory advances product safety research and provides valuable support services to its members.



BELOW: FDA Deputy Commissioner for Foods Michael Taylor addresses senior industry leaders at the 2010 GMA Executive Conference.



GROCERY MANUFACTURERS ASSOCIATION :: 1350 I Street, NW :: Suite 300 :: Washington, DC 20005 :: ph 202-639-5900

www.gmaonline.org www.facebook.com/GroceryManufacturersAssociation @GroceryMakers www.gmaonline.org/blog



BENEFITS OF MEMBERSHIP

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

Benefits of GMA Membership

In the midst of shifting consumer attitudes, an unpredictable marketplace and the most challenging economic and political climate in recent memory, GMA's role has never been more important. A unified industry approach to the common issues facing food, beverage and consumer product makers is critical to achieving policies that accurately reflect the consumer packaged goods industry and the role we play in delivering nutrition, convenience and value to American consumers.

Simply stated, GMA's leadership positively affects the bottom line of its member companies and the return on dues investment has never been higher. But GMA membership isn't just about the value the association provides, it is also about sustaining and improving the lives of billions of people around the globe through product innovation, responsible business practices and effective public policy solutions.

Read the member testimonials to learn how GMA works for its members and how it can work for you. Then contact GMA so your company can begin reaping the benefits of membership in the nation's leading association for food, beverage and consumer product manufacturers.

Contact:

To learn more about how your company can benefit from GMA membership, contact:

▶ **Jackie Lodge**
Coordinator, Business and Industry Development
jlodge@gmaonline.org or 202-639-5910

If your company is already a member of GMA, learn how you can maximize your engagement and benefits by contacting:

▶ **Evie Kasper**
Senior Manager, Membership Services
ekasper@gmaonline.org or 202-639-5918

Member Testimonials

"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 and Company

"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

"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

"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

"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.