

IFMA

INTERNATIONAL
FOODSERVICE
MANUFACTURERS
ASSOCIATION

2023 YEAR IN REVIEW



LETTER FROM THE CHAIR & CEO

In 2023, IFMA set a new direction for our evolution and growth. We reviewed our 70-year history, examined the needs of our industry, and explored how we could change to meet those needs. The result is a new strategic plan for a new IFMA, committed to championing our entire industry and leading by connecting and nurturing businesses across the spectrum of food-away-from-home.

This year also saw us hit an all-time high in recruiting new member companies! We're grateful to know that our membership is valued, and we intend to continue to enhance our benefits to serve businesses of varying sizes and needs across all of food-away-from-home. You'll notice those changes throughout 2024, as we expand our membership rolls.

2023 brought additional achievements:

- **Connecting the Industry** – IFMA's event schedule included COEX, the Gold & Silver Plate Weekend, a Virtual Marketing & Sales Conference, and our Presidents Conference. Through these events, we hosted manufacturers, operators, distributors, and others from across our industry ecosystem. Overall, we welcomed more than 3,000 attendees, with registration noticeably higher than 2022 totals.
- **Sharing Knowledge and Building Expertise** – IFMA hosted 29 webinars this year with a combined 6,300+ registrants. We continue to offer our popular Foodservice Fundamentals course both digitally and in-person and have customized the in-person course for teams at several companies.
- **Bringing in Operators through The Foodservice Leadership Councils** – The five councils are made up of more than 150 operators. They represent the major segments of foodservice: Elementary & Secondary Schools, College & University, Business & Industry, Healthcare, and Restaurants. FLCs provided integral thought leadership throughout the year on IFMA's long-range plan and created substantive guidebooks on best practices for working with their segments.

The coming year will build on our 2023 achievements. We will implement a variety of enhancements to our benefits and services, a new membership structure, and a new brand identity for our association. We are heading into 2024 with enormous optimism. This report outlines some of our immediate plans and you'll find links throughout for more information.

On to 2024!



Phil Kafarakis
IFMA President & CEO



Herb Ring
2023 Chair, IFMA Board of Directors
National Foodservice Director,
The Hershey Company



LEVEL UP 2027: A Path Forward for IFMA

As an association committed to this immense industry, we saw the end of the recent pandemic as a logical time to review our organizational purpose, ongoing strategies, and plans for the future. The result is the Level Up 2027 plan for a new IFMA, committed to being a champion of our entire industry and leading by connecting and nurturing businesses across the spectrum of food-away-from-home.

OUR NEW VISION

To champion an inclusive food-away-from-home ecosystem that collaborates to build innovative solutions that advance the industry.

OUR NEW MISSION

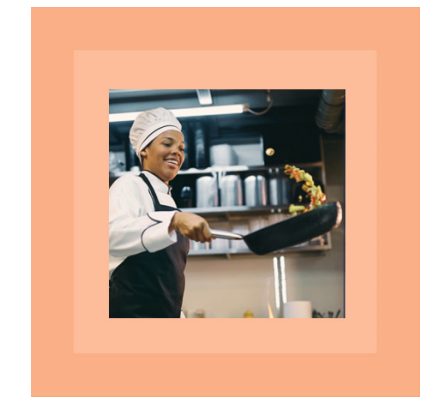
Be the agent of change leading a dynamic, transparent, and engaged food-away-from-home community that will help grow our members' businesses.

OUR NEW PURPOSE

To empower, nurture, and connect the food-away-from-home ecosystem so it may thrive and responsibly meet consumer needs.

OUR DEI VISION

IFMA is an inclusive organization whose staff, membership, and board reflect diversity of thought, background, and demographics.



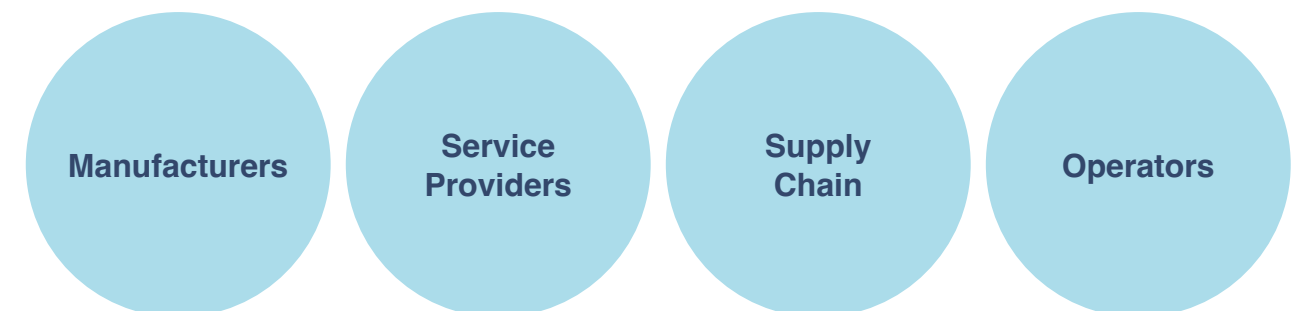
Four key strategies have been identified to provide a tactical framework for our efforts:

- 1.** Lead the Food-Away-From-Home Industry
- 2.** Grow Membership & Member Value
- 3.** Drive Cross-Industry Engagement
- 4.** Transform the Brand

Between now and 2027, IFMA will evolve to optimize broader industry engagement, relevancy, and association viability.

[Read more on the Level Up 2027 Plan](#)

Four types of members



[Learn more about membership types](#)

Overview of FOOD-AWAY-FROM-HOME IN 2023

Spending on food-away-from-home in the U.S. tops \$1.3T annually, accounting for 56 percent of all food expenditures.

There were 1.53M foodservice operations in the United States at the start of 2024. Restaurants made up 59 percent of these and Retail 14 percent.

59%
Restaurants

14%
Retail

Other segments include foodservice facilities in:



*Source: IFMA Scope

Overall, the industry was flat in 2023 as we finally reached status quo after a long recovery from the pandemic. Growth projections for 2024 are expected to be mostly flat again as the industry adjusts to the “new normal” of a post-pandemic economy.

IFMA projects that the industry can remain cautiously optimistic. In 2024 inflation will continue to fall, although food-away-from home inflation will remain higher than overall inflation. The industry will have somewhat higher growth than the prior year (0.2% real and 5.2% nominal) with limited growth in the first half of 2024 before improving in the second half of the year.

IFMA MEMBERSHIP

NEW 2023 MEMBERS



In 2023, IFMA had over 5,500 individuals as members from manufacturer and service provider companies

2023 was another record-breaking year for us, bringing in over 45 new member companies. Membership is flourishing, both in acquisition and retention, and the diversity of our membership continues to grow.

IFMA’s membership has traditionally been composed of large, national food manufacturers. Over time, mid-sized and regional manufacturers, and companies providing integral services to food-away-from-home have been added to membership. 2024 will see more dramatic changes to our membership structure as we begin implementing the strategies outlined in our Level Up plan. Our updated membership strategy is designed to bring the entire industry together to address common challenges and promote innovation and business success.

IFMA membership will be tiered within categories. The tiers allow for flexibility and customization, allowing members to select the benefit package that best suits their organization’s needs.

[Read more about IFMA Membership](#)

2023 IFMA EVENTS

Over 3,000 attended our 2023 events.



COEX

IFMA's Chain Operators EXchange (COEX) took its 2023 theme — Elevating the Experience — to heart and delivered a remarkable event in Tampa, Florida, March 5 to 7. IFMA brought together a planning committee of 40+ operators to create a COEX agenda that offered unexpected thrills, eye-opening information, and unsurpassed networking for attending chain leaders and food manufacturers – notably through the Operator Speed Meetings, which drew record attendance from chains and on-site operators alike. Keynote speakers included the futurist Anat Baron, CEO of the technology firm Stashwall; the Chief Economist at Coca Cola North America, Carlos Herrera; and Datassential's Jack Li. One of IFMA's major annual events, COEX 2023 had record attendance, up 25 percent from the prior year — and the energy level was off the charts!

the Elementary & Secondary Schools category to take home the night's biggest honor in nearly 30 years.

IFMA NEXT GEN EXECS

A new nomination-based program that provides high potential leaders within IFMA member companies opportunities to engage with IFMA and build meaningful connections across the industry. The Next Gen Exec annual cohort participates in and is offered leadership opportunities throughout select IFMA programs, events, and other touchpoints throughout the year. In 2023, over 25 individuals participated in the program.

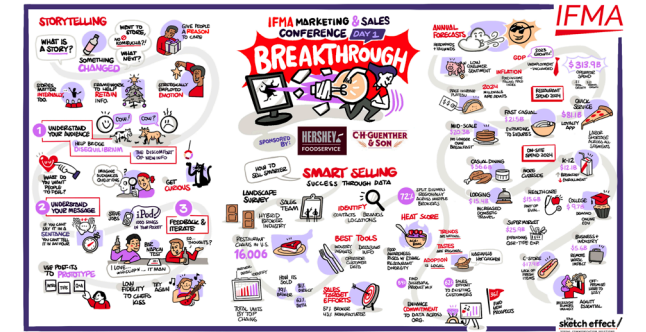


GOLD & SILVER PLATE AWARDS WEEKEND

The weekend celebrated 2023 winners of the coveted IFMA Silver Plate Award, the work of the IFMA Educational Foundation, and the Gold & Silver Plate Society. GSP Society members joined the 2023 award winners and university administrators from hospitality programs across the country for the IFMA Education Summit at Chicago's University Club on Friday for sessions on leadership and advancing the future of food-away-from-home. On Saturday evening, over 500 industry leaders gathered to celebrate IFMA's 69th annual Gold & Silver Plate Awards Celebration in the beautiful Great Hall of Chicago's Union Station. During the course of the evening, attendees heard from the Silver Plate winners' proud mentors recognizing their accomplishment. The 2023 Gold Plate was awarded to Director of Student Dining Services at Cincinnati Public Schools, Jessica Shelly, the first person from

VIRTUAL MARKETING & SALES CONFERENCE

In early August, we hosted more than 1,200 food-away-from-home industry manufacturers, operators, supply chain professionals, and supporters for three info-packed days full of 'new ways to get it done.' An opening session on the power of storytelling set the tone and sessions followed on such topical interests as AI, operators' sustainability needs, FSMA 2024, and data from the very latest forecasts for 2024. The event's planning committee mandate was to build an actionable agenda full of fresh data, strategic insights, case studies, and key learnings – and they delivered!



PRESIDENTS CONFERENCE

The premier top-to-top forum brought together hundreds of leaders from across the industry to explore change and business evolution from global, regional, local, and household perspectives. Speakers came from every segment of food-away-from-home to provide candid assessments of the industry; and sessions aimed to empower attendees with knowledge and tools to advance their businesses. Dr. Pippa Malmgren,

an internationally regarded financial authority and former advisor to the Whitehouse gave the opening keynote. Additional insights on food-away-from-home came from Chris Ritter of Mastercard Advisors' Data & Services and Executive Vice President of Technology at Olo, Priya Thinagar. A powerful conversation with former Unilever CEO, Paul Polman capped off the transformative conference.

[Discover more on IFMA events here](#)



GROWTH IN SOCIAL MEDIA OUTREACH

2023 saw IFMA's online profile grow considerably through increased activity on our social media channels. By the numbers:

- Nearly **12K** social media followers
- Over **330K** organic impressions
- **11.95%** average engagement rate on LinkedIn

We hosted 29 webinars this year with a combined 6,300+ registrants

IFMA CONSUMER PLANNING PROGRAM

The IFMA Consumer Planning Program (CPP) is composed of a group of 24 foodservice manufacturing companies focused on consumer and operator insights. In 2023, CPP commissioned ten research studies in partnership with Datassential. Among the researched topics was a study of how operators use brands in their operations, how consumers are altering their spending behavior, and how sustainability needs have evolved for both consumers and operators. Individuals from CPP companies met in Chicago in November to review and discuss the full body of research. The 2023 CPP reports are made available to IFMA members at a discounted rate. [Read more](#)



IFMA GO TO MARKET PLANNING PROGRAM

In 2023, the IFMA Go to Market Planning Program (GTM) focused on anticipated shifts in the way that the away-from-home ecosystem will work in the immediate and distant future. To address expected changes, GTM invited guest speakers from technology companies like Pepper and Cut & Dry, operators from Colleges, Universities and Healthcare, and a president of Performance Foodservice to address the group. Each guest speaker shared perspectives on their needs and what they anticipate in both the near and long term.

[Read more](#)

IFMA SCOPE

IFMA continues to provide the away-from-home marketplace with reliable forecasts on how the foodservice industry is expected to perform in the current year and in the following year. Updated twice a year, in February and August, the IFMA Operator Landscape gave projections on growth for every major segment in the foodservice industry. Additionally, IFMA Scope includes profiles of 211 designated metropolitan areas in the United States and profiles of twenty-nine foodservice segments. [Read more](#)

IFMA FOODSERVICE FUNDAMENTALS

In 2023, 150 individuals completed the IFMA Foodservice Fundamentals class, an introduction to how the foodservice industry works. Almost half of the completed classes took place in a self-directed, on-demand, online environment through the IFMA Foodservice Education Center. In addition to the standard Foodservice Fundamentals class, IFMA also delivered a customized version of the class to four IFMA companies at locations of their choosing.

[Read more](#)



FLCs are made up of more than 150 food-away-from-home operators



THE FOODSERVICE LEADERSHIP COUNCILS

The five councils represent major segments of foodservice: Elementary & Secondary Schools, College & University, Business & Industry, Healthcare, and Restaurants. The FLCs share insights, business best practices, and important issues facing their segments with one another and other IFMA members. The councils work collaboratively to suggest solutions to shared challenges. In 2023, each FLC produced a guidebook to support business relationships with their segments. Their work provides perspective on their particular challenges, giving clear direction and guidance on how best to partner and provide support. [These guides are available to all IFMA members](#)

Effective January 2024, in exchange for their dedication and service to the association, the operators that participate on these councils will be the first official operator members welcomed into IFMA's new operator membership group.



THE GOLD & SILVER PLATE SOCIETY

The GSP Society is comprised of past Gold and Silver Plate winners. Many of them gather annually at the Gold & Silver Plate Awards Celebration in Chicago. During this time members welcome a new class of award recipients to their ranks. Members of the GSP Society also attend Education Foundation activities, including an Education Summit, select board meetings, and participate in the annual Silver Plate Award pre-screening process. Plans are underway to develop mentoring opportunities for the Society. [Read more](#)

IFMA EDUCATION FOUNDATION

The Foundation promotes the next generation of foodservice leaders through scholarships and stipends awarded to outstanding college students planning a career in our industry. As a 501(c)(3) nonprofit organization, the Foundation works directly with schools and ensures 100% of donor contributions go towards funding scholarships and stipends. IFMA provides in-kind services for administration. In 2023, we worked with 15 schools to provide funds to students working toward degrees in food science, marketing, sales, supply chain, culinary, and nutrition. [Read more](#)

LOOKING AHEAD

In 2024, IFMA will invite foodservice operators from across the entire food-away-from-home industry, including grocery foodservice operations and c-stores, and those in the supply chain to join the association as we implement our new membership structure.

We are evolving to focus our efforts on all the businesses that make up the food-away-from-home industry. We intend to bring everyone together and create value for our membership, peer group associations and consumers.

Naturally, an evolution of the size we are embarking upon is not as simple as flipping a switch. As we bring more voices into the ranks of membership, we expect

to continue learning and adjusting. With the direct help of our membership, we will grow stronger and more relevant throughout the implementation of Level Up 2027 – our long-range plan. Over the course of four years, benefit enhancements will be discussed, defined, created, launched, and fine-tuned.

Through the Level Up plan, we commit to fostering stronger cross-industry engagement and providing unparalleled member value.

We look forward to continuing our journey to champion, nurture and connect the food-away-from-home industry and invite everyone involved in the industry to join us.

THE 2023 IFMA BOARD OF DIRECTORS

We thank these individuals for their commitment and service to our association in 2023:

EXECUTIVE COMMITTEE:

- Chair: **Herb Ring** – The Hershey Company
- First Vice-Chair: **Ben Wexler** – Custom Culinary
- Vice-Chair: **Teri Trullinger** – Cargill
- Vice-Chair: **Paul Edmondson** – P&G Professional Americas
- Treasurer: **David Rizley** – Essity Professional Hygiene
- Membership: **Nanette Lunningham** – Tyson Foods
- Education Foundation: **Greg Cocchiarella** – Ecolab
- At-Large: **Oliver Kelly** – Kerry
- At-Large: **Tim Wayne** – The J.M. Smucker Company
- 2021 Chair: **Hugh Roth** – PepsiCo Global Foodservice

2023 BOARD DIRECTORS

- **Luis Andrade** – Ventura Foods
- **Tom Bell** – Wayne Farms
- **Erin Buntin** – Schreiber Foods, Inc.
- **Eric Blumenthal** – The Coca-Cola Company
- **Kristin Bird** – T. Marzetti
- **Don Davis** – Kellogg Company
- **Kelly Crouse** – C.H. Guenther & Son
- **Joe Cusick** – ofi
- **Christos Dinopoulos** – Unilever
- **Mary Klakulak-Sclafani** – Genpak
- **Lauren Lopez** – Rich Products
- **Art Michaels** – Smithfield Foods
- **Beau Netzer** – Aspire Bakeries
- **Mark Ourada** – Hormel Foods
- **Ashley Peeples** – Royal Cup Coffee
- **Bob Pierce** – Bunn-O-Matic Corporation
- **Barbara Powell** – Mount Franklin Foods
- **Ian Roberts** – Conagra
- **Tom Rupkey** – High Liner Foods
- **Tom Ruszkowski** – Red Diamond
- **Fleur Veldhoven** – Nestlé Professional





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