

CONNECTING THE SNACK INDUSTRY TO  
CREATE GROWTH AND OPPORTUNITY.



SNAC INTERNATIONAL

# 2021 YEAR IN REVIEW

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Roll the calendar back 12 months. December of 2020 was filled with optimism. We thought by flipping the calendar one month, the pandemic would begin to abate and life would return to normal. Then January simply became referred to as the 13th month of 2020. There was an assault on the U.S. Capitol as the results of the Presidential election were questioned. As the year progressed, COVID peaked, receded and peaked again. Previously unimaginable supply chain & labor shortages took root. Yet, there was much good news: the rollout of a highly effective vaccine and booster, supply chain resilience, the careful return to in-person meetings where creativity flourishes, and the transition to a new government.

Against this backdrop, SNAC International adapted every aspect of its programs and services in order to continue advancing our vision of **connecting the snack industry to create growth and opportunity**. The top line summary that follows highlights SNAC's three pillars of member value: **education, networking** and **advocacy**. Education programs, whether virtual or in-person, delivered a wide array of knowledge from industry trends to regulatory issues to leadership strategies to sustainability. With a focus on safety, we brought back meaningful networking with the successful execution of three in-person meetings in the latter half of 2021: SNAXPO, Executive Leadership Forum and the Emerging Leaders Program. SNAC's advocacy on behalf of the industry resulted in legislation to ease the truck driver shortage, helpful changes to achieve sodium reduction standards, and an increased understanding of supply chain challenges associated with key ingredients.

As we move into 2022, SNAC is relentlessly focused on ensuring our programs show relevance and impact. With our members-first philosophy, we are excited to launch our entirely new education and collaboration forum, SNX, March 27-29 in Phoenix, designed by members to provide the opportunity for more business to get done in 1:1 meetings alongside networking and education. SNAC will welcome a new CEO, Christine Cochran, at SNX as I step down after five years.

Please reach out to any member of the SNAC International team to let us know how we can serve you.

Elizabeth Avery  
President & CEO

## BY THE NUMBERS

- 3** successful and safe in-person events held after 18 months of all virtual programming
- 900** snack producers and suppliers reconnected at [SNAXPO21](#), Charlotte, NC
- 110** leaders and guests participated in [Executive Leadership Forum](#), Marco Island, FL
- 25** rising stars participated in leadership development at [Emerging Leaders 2.0](#)

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- 17** webinars held to keep members current on key industry trends and policy issues
- 905** SNAC member executives registered
- 10** "SNAXPO Bite-Sized Insights" episodes recorded to provide education while the in-person trade show was delayed

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- 50** members attended Kellogg Management School *Excellence in Marketing* virtual program

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- 26** virtual meetings held with Members of Congress and staff by SNAC members

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- 3** WinS (Women in Snacks) sessions produced elevating the importance of culture to achieving diversity/equity/inclusion goals.

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- 25** policy memos published by SNAC counsel providing guidance and insights on emerging issues

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- 34** new members joined the Association

# ADVOCACY IN ACTION

Throughout the year, SNAC's government affairs team utilizes its deep connection in federal agencies and Congress and mobilizes its members to influence policymakers on key rules and legislation. SNAC also keeps its members a step ahead of impending regulations, such as those impacting labeling, product formulation and food safety. Please contact [Colleen Farley](mailto:cfarley@snacintl.org) at [cfarley@snacintl.org](mailto:cfarley@snacintl.org) to learn more.

- ◆ Successfully advocated for Congress to address truck driver shortage by including provisions of the DRIVE Safe Act in the bipartisan Infrastructure package.
- ◆ Educated White House, Congress, and Environmental Protection Agency regarding severity and causes of supply chain issues relative to edible oil, building the foundation for a policy response.
- ◆ Met with Office of Management and Budget and FDA to discuss the FDA's voluntary sodium reduction targets, and reiterated the need for adequate compliance time and an iterative approach.
- ◆ Raised concerns with key Senators regarding overreach associated with massive labor reform package known as the PRO Act.
- ◆ Submitted formal comments to California opposing a Prop. 65 proposed rulemaking which could impact future safe harbor warnings for acrylamide.
- ◆ Partnered with the Recycling Leadership Council to build a public policy framework to fundamentally redesign US recycling system. Successfully advocated that funding for recycling systems be included in the bipartisan Infrastructure package.
- ◆ **COVID-19 Resource Center:** continued 2020 initiative to provide members with real-time updates on guidance from FDA, CDC, OSHA and others regarding COVID protocols and vaccine policy.

## SnackPAC

*SnackPAC is the sole federal political action committee representing the snack industry.*

- ◆ Relunched SnackPAC Advisory Board
- ◆ Raised \$44k from 47 individual donations
- ◆ Hosted two guest speakers at in-person events to raise understanding of political process: Former Speaker of the U.S. House of Representatives John Boehner and leading analyst, David Wasserman

## Legislative Summit

*SNAC members virtually met with their Members of Congress to discuss key issues and how legislative policy affects their businesses.*

- ◆ Hosted the second-ever Legislative Summit "Unpacked and Online" throughout June with 22 meetings.
- ◆ 55 SNAC members from 30 companies participated.



Former Speaker of the House John Boehner shared his experience rising to prominence and the importance of a well-funded political action committee to advocacy success



Senator Rob Portman (R-OH), key architect of the bipartisan Infrastructure package, stepped away from negotiations to share an update with 30 SNAC members during the virtual Legislative Summit

# NETWORKING & EDUCATION

*From seminars with high-profile industry speakers to webinars, SNAC helps its members stay ahead of industry trends and best practices. With many of SNAC's educational opportunities available at **no cost** for members, SNAC is committed to investing in the personnel of its member companies and is a true partner in professional development.*

- ◆ SNAC co-sponsored the Texas A&M Snack Food Processing virtual program where industry experts gave a comprehensive, technical overview of the entire process for manufacturing tortilla chips and extruded snacks to **50** attendees.
- ◆ As part of its commitment to underwriting education, SNAC provided access for **65** members to attend a virtual learning session with renowned leadership expert and Wharton Professor Adam Grant on personal leadership and organizational culture, hosted by WOBI (World of Business Ideas).
- ◆ Hosted second Kellogg School of Management Excellence in Marketing Program: *Agile, Digital and Customer-Focused Marketing in 2021*. **50** SNAC Members gathered virtually for three half-days to discuss disruption, the customer-focused enterprise and the future of marketing.
- ◆ SNAC's Emerging Leaders 2.0 Program, hosted with Georgetown University, welcomed **25** professionals in-person for two-and-a-half days of discussions and hands-on exercises in leadership, collaboration and innovation, personal branding and inspiring teams to greatness.

## Webinars

- ◆ *2020 Dietary Guidelines for Americans: Make Every Bite Count* with **56** registrants.
- ◆ *Using SmartLabel to Increase Transparency* with **38** registrants.
- ◆ *WinS Webinar: Achieving Diversity by Focusing on Inclusion and Belonging* with **35** registrants.
- ◆ *Unpacking the 2021 Voluntary Sodium Reduction Targets* with **51** registrants.
- ◆ *Sustainability in Motion with Kerry* with **47** registrants.
- ◆ *Unpacking the Federal OSHA Vaccine Mandate* with **41** registrants.
- ◆ Hosted **3** SNX webinars: *All About SNX, What Snack Producers Need to Know About SNX* and *All About SNX for Suppliers, 2.0* with **174** registrants total.
- ◆ Recorded **8** *Bite-Sized Insights* webinars on topics such as e-commerce and sustainability from January-June to keep members virtually engaged before SNAXPO21 in August. Total of **528** registrants.



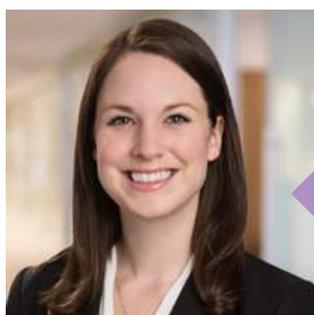
# Bite-Sized INSIGHTS by SNAXPO21



**SNAC Cast: Understanding the Evolving Snack Consumer**  
Sally Lyons Wyatt, IRI



**A New Administration & Congress – Now What?**  
Michael Torrey, SNAC Legislative Consultant



**Trends in Food Litigation**  
Veronica Colas, Hogan Lovells



**The Future of Health and Snacking**  
Lynn Dornblaser, Mintel



**Consumer Trends in Latin America**  
Alejandro Prieto and Carlos Ordoñez, Nielsen IQ



**SNAC Cast: An Insider's Perspective on Emerging Brands**  
Julie Pryor, Emerge Network



**Sustainable Snack Packaging (3 part series)**  
Patrick Clark, Bryce Corporation and Dave McLain, Printpack



**Snack Industry eCommerce Trends**  
Sam Gagliardi, IRI

## SNAXPO21

*SNAXPO is the premier full equipment supply chain expo devoted exclusively to the international snack industry occurring every other year.*

- ◆ **SNAXPO21 brought the full industry together in-person for the first time in over two years. More than 900 snack producers and suppliers gathered in Charlotte for two-and-a-half days of innovation and networking.**
- ◆ **New this year, the Flavor Pavilion featured a competition and tasting for both sweet and savory flavors. Gamay Food Ingredients took home the Savory Award with its Spicy Pho Seasoning, and Elite Spice won the Sweet Award for its Mocha Latte flavor.**
- ◆ **The opening keynote session kicked off with a longstanding crowd favorite, Sally Lyons Wyatt, EVP, Client Insights, IRI discussing the latest snack trends. Following Lyons Wyatt, Peter Sheahan, Founder & Group CEO, Karrikins Group discussed harnessing market disruption and leaders aligning behind change.**
- ◆ **The closing keynote session featured Val Oswald, President, Campbell's Snacks and Charlotte Mayor Vi Alexander Lyles. SNAC President & CEO Elizabeth Avery interviewed the two leaders about the greatest opportunities and challenges facing the snack category, Campbells Snacks' business priorities, supply chain, transportation and workforce challenges and the importance of fostering women in leadership.**



Shannan Redcay, Utz Brands; Lisa Stern, LifeSpice; Mike Harper, Rudolph Foods; and panel moderator Cathy Harrell, Dreamvision Diversity and Inclusion Consultants discussed creating an inclusive culture during the WinS (Women in Snacks) Session.



Campbell's Snacks' R&D team walking the SNAXPO21 show floor to learn about the latest innovations in equipment, packaging, flavors and more.



Barry Levin, CEO, Snak King was inducted into the prestigious Circle of Honor for his outstanding contributions to the association and the snack industry.



Todd Fayne, Associate Director, Global Snacks R&D, PepsiCo shared an update on the company's journey to recyclable and biodegradable packaging goals to improve sustainability.

## ELF 2021

*Executive Leadership Forum is the snack industry's premier conference for senior executives.*

- ◆ **110** snack industry leaders and guests gathered at the JW Marriott Marco Island for two-and-a-half days of education and networking.
- ◆ ELF provided key insights to help manage through the pandemic from Business sessions related to the macro economic outlook, the growing importance of a coherent approach to managing Environmental/Social/Governance goals, to Leadership issues associated with driving purpose, building an inclusive culture and managing mental illness.
- ◆ The education program featured an all-star lineup of speakers including Jeff King, Senior Director, Global Sustainability, Hershey; Venessa Yates, Merchandising Vice President, Snacks, Walmart; Dina Reagan, Senior Director, R&D – Salty, Campbell Snacks; John Boehner, Former Speaker of the U.S. House of Representatives, and more.



Keynote speaker David Feherty, NBC/Golf Channel Commentator, rounded out the program by sharing how he uses humor to manage mental illness and addiction challenges.



ELF kicked off with an opening reception and dinner, allowing attendees to network and make connections while social distancing.

## SNX 2022

*The snack industry's brand new education and collaboration forum kicking off March 27-29, 2022 in Phoenix, Arizona.*

- ◆ Launched SNX at SNAXPO21. SNX offers a unique format for snack producers and suppliers to gather to do business, network and learn, featuring private business meeting space, a kiosk-style Experience Zone, and an Education Arena including education on hot topics as well as the exciting SNAC Tank Pitch Competition. Visit [www.snxevent.com](http://www.snxevent.com) for details.

# SNXX

March 27-29, 2022 | Phoenix, AZ  
Pointe Hilton Tapatio Cliffs Resort



# MEMBER ENGAGEMENT

- ◆ 34 companies joined SNAC International as members, and each new member was welcomed via SNAC Report and on SNAC social media to boost industry visibility.
- ◆ Launched Ask SNAC - a new service where SNAC members can submit their industry questions to be shared anonymously with other members to foster industry collaboration
- ◆ SNAC continues to partner with the Emerge Network, which helps innovative, early-stage, better-for-you brands to become healthier trading partners and scale sustainably. SNAC members that fit this mold are eligible for a one-year free membership in Emerge. SNAC's David Walsh serves as a mentor for the Emerge community, and hosted a webinar covering industry trends.
- ◆ SNAC's WinS (Women in Snacks) initiative took on a greater role in 2021, driving attention to the need for inclusive culture for all types of diverse employees, including but not limited to women. Two in-person panel discussions were held at SNAXPO and ELF, featuring testimonials and practical tips for how to create an environment where employees can "bring themselves to work" and deliver for your business. Earlier in the year, WinS sponsored a webinar with a leading consultant on building diverse teams.



## NEW MEMBERS

### Business Members

1 in 6 Snacks  
 Amplify Snack Brands  
 Enchantment Snack Brands  
 Calbee North America  
 Easy Foods  
 La Morenita Market  
 OMG! Pretzels  
 ReGrained, Inc.  
 Sigma Alimentos  
 Sonoma Creamery  
 Warnock Food Products

### Associate Members

Allstate Business Insurance  
 BMO Harris Bank  
 Bairespack USA  
 Butter Buds Food Ingredients  
 CHEP North America  
 Christie and Co.  
 Contract Packaging Association  
 Colorado Mills  
 Didion Milling  
 Grayson Natural Farms  
 Intralox  
 Minsa USA  
 Mother Murphy's  
 nano-purification solutions  
 Packaging by Design  
 Plex Systems  
 Redzone Production Software  
 Wayne Brothers

### International Associate Members

Galas Packaging de Mexico  
 Potato Growers of Alberta  
 Wolf Packaging

### International Business Members

Convenience Food Industries

# PROMOTING THE INDUSTRY

- ◆ Promoted Super Bowl Sunday, the biggest snacking holiday of the year by highlighting IRI data and creating polls on Twitter and LinkedIn.
- ◆ In March, co-sponsored two CPG Speaks webinars with Mark Clouse, President & CEO, Campbell Soup Company and Dylan Lissette, President & CEO, Utz Brands Inc.
- ◆ Published the annual State of the Industry report in August, which highlights sales data and analyzes trends for all major snack categories.
- ◆ In September, exhibited at PACK EXPO Las Vegas and presented on the state of snacking to a standing-room only audience.
- ◆ Exhibited at NOSH Live in Santa Monica, California in December to connect with food entrepreneurs.
- ◆ Throughout the year, published a variety of social media posts on Facebook, Instagram, Twitter and LinkedIn to engage members and potential prospects.



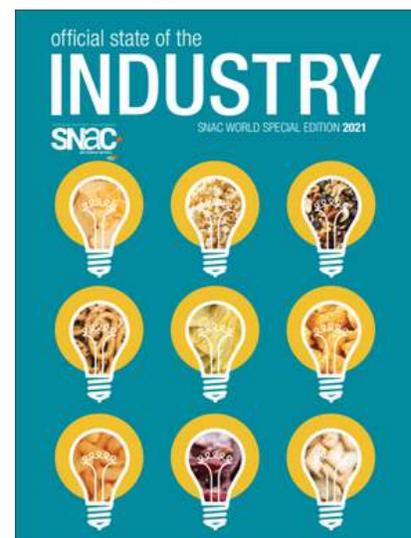
David Walsh, SNAC's VP of Membership and Communications, discussed the latest snack trends at Pack Expo.

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 1,281 followers  
 8mo •

Webinar: SNAC is partnering with Consumer Brands Association and American Frozen Food Institute to present a CPG Speaks session on April 27 at 2 PM EDT featuring Dylan Lissette, President & CEO, Utz Brands Inc. and Mark Smucker, President and CEO of The J. M. Smucker Co. ...see more

**CPG SPEAKS**  
**Driving the Business of Tomorrow**  
 with Dylan Lissette, President and CEO of Utz Quality Foods and Mark Smucker, President and CEO of The J. M. Smucker Co.  
**APRIL 27 | 2 P.M. EDT**



# THANK YOU TO OUR SPONSORS

SNAC's generous sponsors make it possible to deliver year-round value to members and accomplish the Association's vision of **Connecting the Snack Industry to Create Growth and Opportunity**.

Associate and Business Members stepped up to ensure SNAC's return to in-person events in 2021 was successful. Click [here](#) to view SNAXPO sponsors, and click [here](#) to view Executive Leadership Forum sponsors.

## [Diamond Sponsors](#)

SNAC's Diamond Sponsors go above and beyond by committing in advance to contribute at the maximum level for both the Executive Leadership Forum and SNAXPO. Thank you for your tremendous support!



**FOCKE & CO**



**Wyandot Snacks**

