



2024

Year in Review



By the Numbers



SIX successful EVENTS



More than **460** snack producers and suppliers gathered in Dallas, Texas, to hold over **700** meetings over two days.



Hosted over **70** meetings with Members of Congress with over **50** snack leaders.



This inaugural event hosted more than **40** men and women to champion leadership development and female professional advancement.



SNAC LEGAL FORUM

This inaugural event hosted **15** legal and regulatory professionals.



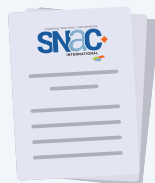
40 rising stars participated in leadership development.



130 snack leaders and guests came together in Santa Barbara, California.



5 webinars, attended by **870** SNAC members and prospects, were held to keep members current on key industry trends and policy issues.



SNAC counsel published over **15** policy memos that offer guidance and insights on emerging issues.



38 new members joined the association.



44 individual members donated to SnackPAC.



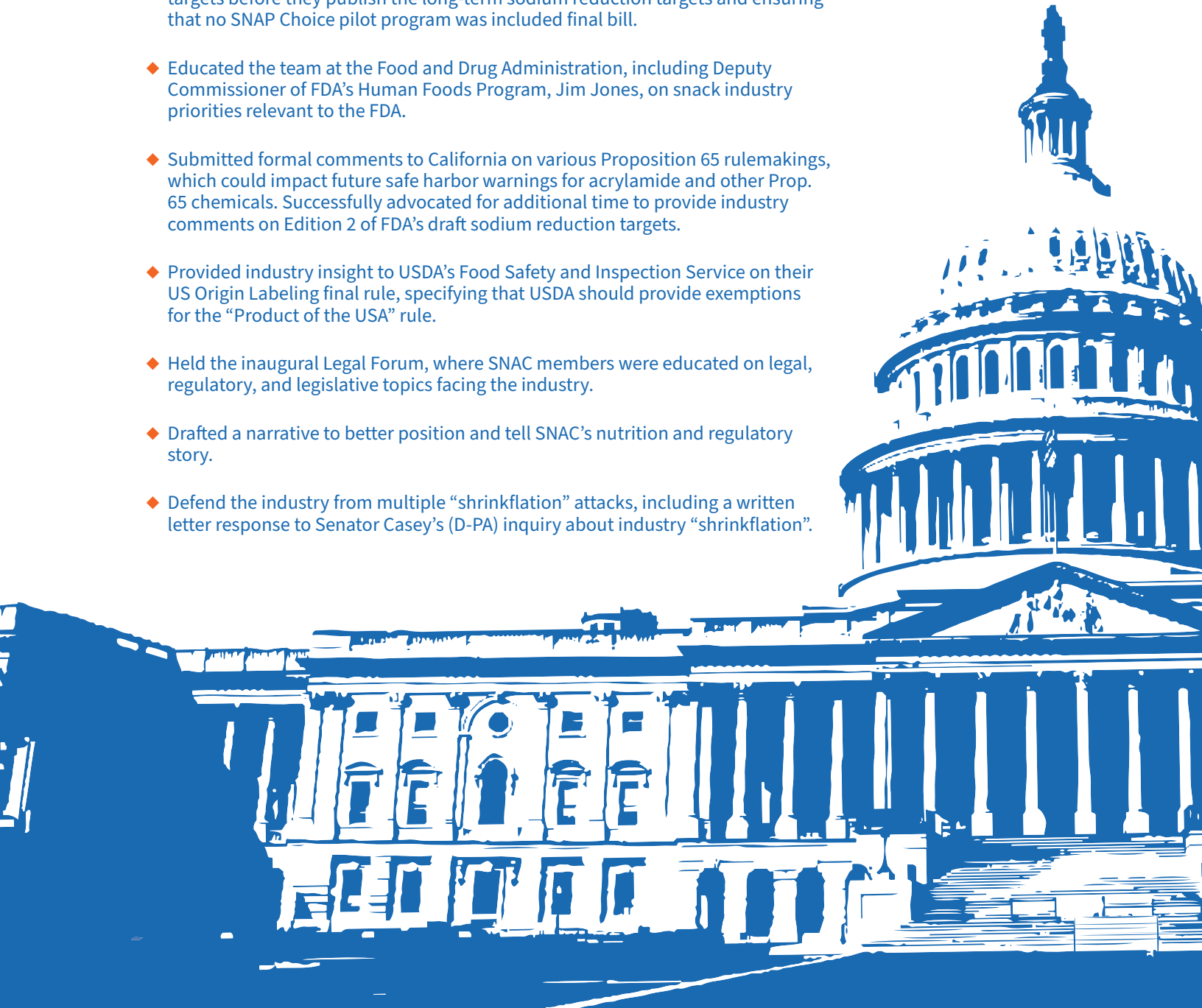
50 members attended the Kellogg Management School's virtual learning program, Excellence in Marketing.

Advocacy in **ACTION**



Throughout the year, SNAC's government affairs team leverages its strong connections with federal agencies and Congress to mobilize its members and influence key rules and legislation. SNAC also keeps its members informed about upcoming regulations affecting labeling, product formulation, and food safety. To learn more, please contact Colleen Farley at cfarley@snacintl.org.

- ◆ Educated Members of Congress on key snack industry priorities, including SNAP, sodium reduction, labor, supply chain, transportation, and more.
- ◆ Secured wins in the final Fiscal Year 2025 Appropriations Bill by successfully advocating that the FDA must conduct a study on the short-term sodium reduction targets before they publish the long-term sodium reduction targets and ensuring that no SNAP Choice pilot program was included final bill.
- ◆ Educated the team at the Food and Drug Administration, including Deputy Commissioner of FDA's Human Foods Program, Jim Jones, on snack industry priorities relevant to the FDA.
- ◆ Submitted formal comments to California on various Proposition 65 rulemakings, which could impact future safe harbor warnings for acrylamide and other Prop. 65 chemicals. Successfully advocated for additional time to provide industry comments on Edition 2 of FDA's draft sodium reduction targets.
- ◆ Provided industry insight to USDA's Food Safety and Inspection Service on their US Origin Labeling final rule, specifying that USDA should provide exemptions for the "Product of the USA" rule.
- ◆ Held the inaugural Legal Forum, where SNAC members were educated on legal, regulatory, and legislative topics facing the industry.
- ◆ Drafted a narrative to better position and tell SNAC's nutrition and regulatory story.
- ◆ Defend the industry from multiple "shrinkflation" attacks, including a written letter response to Senator Casey's (D-PA) inquiry about industry "shrinkflation".





SNACKPAC

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

- ◆ Raised over **\$60K** in the second year of the 2024-2025 Election Cycle from over **44** individual donors.
- ◆ Hosted guest speakers at in-person events to raise understanding of the political process: House of Representatives Agriculture Committee Member Don Davis (R-NC -1), Rep. Tracey Mann (R-KS-11), Rep. Chrissy Houlahan (D-PA-6), Rep. Brian Fitzpatrick (R-PA-1), and Former House Speaker, Kevin McCarthy.



LEGISLATIVE SUMMIT

- ◆ SNAC members met with their Members of Congress to discuss priority issues, including SNAP Choice, sodium reduction, transportation issues and driver shortages, and prioritizing America's workforce.
- ◆ Hosted over 70 meetings with Members of Congress with over 50 snack leaders.



SNAC members meet with members of Congress to discuss priority issues

Networking and EDUCATION



From seminars featuring high-profile industry speakers to webinars, SNAC helps its members stay informed about industry trends and best practices. Many of SNAC's educational opportunities are available at no cost to members, demonstrating SNAC's commitment to investing in the personnel of its member companies and serving as a true partner in professional development.



Texas A&M Engineering
Experiment Station

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 **45** attendees.



FREE for
SNAC Members



Hosted the annual Kellogg School of Management Excellence in Marketing Program: New Frontiers in Marketing: Integrating AI for Growth 2024. **50** SNAC Members gathered virtually for three half-days to discuss artificial intelligence in marketing and achieving profitable growth by doing fewer things bigger and bolder.



SNAC's Emerging Leaders 1.0 Program, hosted with Georgetown University, welcomed **40** 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.



This inaugural event hosted **15** legal and regulatory professionals to discuss many of the most pressing legal and regulatory issues facing the snack industry.



Networking and EDUCATION



SNAC's WinS (Women in Snacks) continued its commitment to drive attention toward the need for an inclusive culture for all types of diverse employees, including but not limited to women. In 2024, SNAC partnered with female professionals to promote female leadership, including:



INAUGURAL WINS SUMMIT

Guest speakers Christine Cochran, SNAC International; Claire Shipman, author of "The Confidence Code" and "Womenonics"; Dina Reagan, Campbell Snacks; and Rachel Pacheco, Georgetown University.



EXECUTIVE LEADERSHIP FORUM 2024

WinS sponsored an interactive session with featured guest speaker Dr. Bobbi Thomason, Pepperdine Graziadio Business School.



WinS sponsored breakfast at the 2024 Executive Leadership Forum featured guest speaker Dr. Bobbi Thomason, Pepperdine Graziadio Business School.

WEBINARS

- ◆ Future-Proofing Food Safety: How Digital Specifications Transform Compliance and Quality
- ◆ SNACtrac 101: Unlock Insights with the New Data Dashboard
- ◆ Election 2024 Debrief with Mike Torrey
- ◆ Maximizing R&D Tax Credits for Manufacturers: Navigating Section 174 and Beyond
- ◆ The Snack Journey: Where We Are and Where We're Going
- ◆ Maximize Your SNX: Meeting Scheduling and Program Review

Networking and EDUCATION



SNX WHERE THE SNACK INDUSTRY GETS REAL BUSINESS DONE

- ◆ More than **460** snack producers and suppliers gathered in Dallas this week for the second SNX Education and Networking Forum. This conference lets customers and suppliers hold private business meetings, learn, and network.
- ◆ The event grew by **35%** from the initial SNX launch in Phoenix in 2022.
- ◆ Over the course of two days, **65** participating supplier companies held over **700** meetings, providing an efficient way for snack manufacturers and brands to improve their business operations.
- ◆ Confetti Snacks won SNAC International's SNAC Tank pitch competition and **\$10,000** at SNX in Dallas. Five entrepreneurs pitched their snacks in front of a panel of judges, including ABC's Shark Tank judge Daymond John. A special thanks to Food Entrepreneur for covering the competition.
- ◆ Chesapeake Spice took home the winning vote in the Texas-Inspired Flavor Showdown and the title of SNX Flavor of the Year for its El Valle Fajita flavor. Thanks to Snack Food & Wholesale Bakery for providing coverage of the Flavor Showdown.
- ◆ The opening keynote session kicked off with Martin Otto, a Board Member and Former COO at H-E-B. Otto shared ways to better our economy and healthcare systems, as well as solutions for primary care, insurance coverage, pricing transparency, business practices, and our overall view of nutrition as an industry.



EXECUTIVE LEADERSHIP FORUM

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

- ◆ Over **140** snack industry executives and guests gathered at the Ritz-Carlton Bacara in Santa Barbara for **2.5** days of education and collaboration. Business leaders and experts discussed key insights into artificial intelligence, snack trends, the election, global economic issues, innovation, and nutrition.
- ◆ **28%** of attendees were female, marking a **13%** increase from 2023 and a **59%** increase from 2022. This growth is part of SNAC's WinS (Women in Snacks) initiative, which promotes female advancement in the snack industry. SNAC's Rising Stars program showcased four emerging leaders nominated by their company, ELF, along with **24** first-time attendees.
- ◆ The education program featured an all-star lineup of speakers, including Christopher Thornberg, PhD, Co-Founder and Economist of Beacon Economics; Mara Liasson, Senior National Political Correspondent of NPR; Davey McHenry, Senior Vice President of Operations of The Hartman Group; Conor Grennan, Chief AI Architect of NYU Stern School of Business; Dan Felton, Executive Director of AMERPEN; and more.





Member ENGAGEMENT



SNAC had **38** new members joining the Association, highlighted by **18** new Associate Members, **4** new Business Members, and **16** new International Members. SNAC's Membership Committee was integral in helping realize this growth. SNAC's membership retention remains strong, with **93%** retention in Domestic Members. SNAC Members continue to join the Association to be part of a collective community of producers and suppliers, tap into educational resources and insights, and take advantage of visibility opportunities and gatherings where business gets done.

2024 SCORECARD	New Members
Domestic Business Members	4
Domestic Associate Members	18
International Members	16
TOTAL	38

Industry PROMOTION



- ◆ Promoted Super Bowl Sunday, the biggest snacking holiday of the year by highlighting Circana data.
- ◆ The annual State of the Industry report published in April highlights sales data and analyzes trends for all major snack categories.
- ◆ A new, member-exclusive industry data platform, SNACtrac, launched detailing trending data for key U.S. economic and snack food industry-specific indicators.
- ◆ In September, exhibited at PACK EXPO Las Vegas and presented on the state of snacking to a standing-room-only audience.
- ◆ Throughout the year, published a variety of social media posts on Facebook, Instagram, X, and LinkedIn to engage members and potential prospects.



Thank You to our **SPONSORS**



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

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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 SNX. Thank you for your tremendous support!



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- ◆ BMO
- ◆ Carolina Ingredients
- ◆ Chesapeake Spice
- ◆ CP Flexible Packaging
- ◆ Herr's

- ◆ Intralox
- ◆ Land O'Lakes Seasonings & Ingredients
- ◆ Old Dutch Foods
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