

MEMBER BENEFITS

Food Manufacturers

Catalyzing connections.

Moving the market.

Powering progress.

PBFA Community

Build camaraderie and connection

Mix it up at one of our **in-person member socials** or connect virtually at an **online member roundtable**



Level up your leadership

Harness your industry expertise by joining one of our **committees**, or shape the future of PBFA by voting for or applying to serve on our **Board of Directors**

Tap into tools and resources

Stop by our one-stop-shop **Member Portal** to access **opportunities**, explore member **directories**, apply for a **spotlight** in *The Digest*, or post on our **Community Board**



PBFA Marketplace

Gain valuable retail exposure

Leave a lasting impression with major retailers through **dedicated events** that allow them to engage with and sample plant-based brands



Build a foundation in foodservice

Perfect your products by getting them assessed by a **panel of culinary experts**, and showcase them to foodservice operators via **hosted buyer tours** at trade shows like Natural Products Expo West and the National Restaurant Association Show



Harness exclusive data, insights, and analysis

Get **free access** to all our **data and research** (+ additional members-only resources) and take advantage of **1:1 consultations** with our data analyst and our retail and foodservice experts



PBFA Policy

Stand with our community in D.C.

Get actively involved in PBFA's policy efforts through **lobby events on the Hill** and **targeted meetings** to connect with key decision-makers



Stay informed about key bills

Access **resources, databases, and key policy alerts** to stay up-to-date on impactful legislation and engage your own representatives on issues that affect your business

Engage in collective action

Stay apprised of and raise your voice in support of key policy priorities, including **major legislation, regulatory developments, and court challenges** of unfair labeling laws



PBFA SAVINGS

Cash in on tens of thousands in potential savings, including:

Shopper marketing: Participate in brand awareness campaigns with major retailers like Kroger and Meijer at a fraction of the typical program cost

Plant-based certification: Get your foods Certified Plant Based, with waived licensing fees for members

Industry data and analysis: Unlock access to free Pro Decks, State of the Marketplace and social positioning reports, and exclusive consumer insights—savings of up to \$1,500

Event and member-to-member discounts: Access additional savings from the PBFA network, including trade show discounts and passes, up to 50% off SPINS data subscriptions, free access to Satellite, and more



SATELLITE

