

National Family Meals Month™

September

Join the Movement to Make Family Meals at Home Easier!



FMI Foundation



MANUFACTURER TOOLKIT
2017



September is National Family Meals Month,[™] an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us as we work collaboratively with retailers and suppliers from across the country to bring families back to the table to share one more meal at home per week.



Established in 1996, the Food Marketing Institute Foundation seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research and education in the areas of food safety, nutrition, and health. The FMI Foundation is a 501(c)3 non-profit organization.

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Also available at www.fmifamilymeals.com



Join the Movement

In 2015, the FMI Foundation created the concept of the campaign, developed the core materials necessary for lift-off, and inspired participation by promoting the movement among food retailers and manufacturers. Nearly 100 partners participated and grew the movement. The seeds have been planted—onward and upward for 2017 and beyond!



Family meals are at a critical intersection in our nation.

Research continues to demonstrate that magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Family meals eaten at home have been proven to benefit the health and wellness of children and adolescents, to fight obesity, substance abuse and to make families stronger—creating a positive impact on our communities and our nation as a whole.

Food manufacturers are uniquely positioned to help.

The will to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is you and the way is the National Family Meals Movement. This movement is a first-of-its-kind collaboration among FMI Foundation, the food industry, and its valued customers. Food manufacturers, partnering with grocery retailers, have tremendous potential to impact families and bring them back to the table. Additionally, food manufacturers can be the grocery industry's advocate by offering assets and services to get the word out in a bigger way.

Partnering to offer mealtime solutions is good for customers and good for business.

This initiative positions your brand as an extension of the family unit and as a problem solver. National Family Meals Month™ highlights your company's investment in meal-focused programs, health, and wellness. It's a targeted opportunity to promote your products and create themed promotions across all categories. It also serves as an opportunity to spotlight existing family meals products and programs while engaging shoppers in a creative, fun, and meaningful way. Ultimately, this initiative is designed to build awareness that food retailers and brands are the solution for family mealtime.

Your company can participate in National Family Meals Month™ in a variety of ways.

National Family Meals Month is a way to spotlight existing family meals-related products and programs, as well as engage shoppers in new ways, to encourage shared meals at home and benefit the health and wellbeing of the entire family. This toolkit is designed to inspire you and demonstrate ways to implement National Family Meals Month™ each September. Like other seasonal promotions and food-focused holidays, your company can embrace and implement National Family Meals Month™ in its own unique way as a complement to established family meals promotions and programs. The assets and ideas can all be tailored to fit. This toolkit, as well as the corresponding online file, contains the following to help you engage:

- ▶ Family meals research and trends;
- ▶ Visual files, including logos, campaign graphics, posters;
- ▶ An idea bank with suggestions on how to integrate with your brand and product marketing;
- ▶ Social media posts that can be tailored to your company/brand voice;
- ▶ Dedicated #hashtags to gather the conversation around the family meals topic;
- ▶ Turnkey broadcast content.

Talk to Us! We want to hear from you and discuss ways we can implement in September! Contact us with questions and ideas about getting your brand involved.

We look forward to partnering with you on this very important topic—grocers are enthusiastic and we hope you are too! As a manufacturer, you can bring national awareness to the benefits of family meals, the solutions that brands and grocers are offering, and help busy families share one more meal at home per week. Join the movement and tell grocers that you're ready to help them activate this program in store!

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STEP 1: Help Tell the Grocery Industry's Story



Families have the desire to prepare and share more meals at home, but they find it challenging to make it happen more often. They need to hear the facts about the benefits of family meals and the impact this behavior can have on their family and our nation as a whole. They need to know that today's brands and grocers are evolving to bring them new ways to make meals at home easier and more affordable. You can help grocers turn data points into compelling shopper messaging and position your company and products as supporting families as they strive to enjoy more meals together.

Benefits of Family Meals

- ▶ **There's clear evidence the structure of a meal can heavily influence a child's long-term health. Kids and teens who share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.**

BERGE, J. (2015). THE PROTECTIVE ROLE OF FAMILY MEALS FOR YOUTH OBESITY: 10-YEAR LONGITUDINAL ASSOCIATIONS. THE JOURNAL OF PEDIATRICS, 166 (2).

- ▶ **With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use/abuse drugs and less likely to engage in delinquent acts.**

MEIER, A. AND MUSICK, K. (2014). VARIATION IN ASSOCIATIONS BETWEEN FAMILY DINNERS AND ADOLESCENT WELL-BEING. JOURNAL OF MARRIAGE AND FAMILY, 76 (1).

- ▶ **A recent study also shows that children who grow up sharing meals as a family are more likely to exhibit prosocial behavior as adults, such as sharing, fairness and respect.**

DE BACKER, C.J. (2014). "OUR" FOOD VERSUS "MY" FOOD. INVESTIGATING THE RELATION BETWEEN CHILDHOOD SHARED FOOD PRACTICES AND PROSOCIAL BEHAVIOR IN BELGIUM. APPETITE, 84 (JANUARY 2015).

- ▶ **Adolescents who participate in even one or two family meals per week are less likely to be overweight or obese in adulthood compared to adolescents who never participate in family meals.**

NEUMARK-SZTAINER, D. (2010). FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 13 (7).

- ▶ **When people cook most of their meals at home, they consume fewer carbohydrates, less sugar and less fat than those who cook less or not at all.**

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

- ▶ **People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all.**

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

- ▶ **Children and adolescents who share family meals three or more times per week are more likely to be in a normal weight range and have healthier dietary and eating patterns than those who share fewer than three family meals together.**

HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

- ▶ **Research concluded that educational and public health initiatives aimed at promoting shared family mealtimes may improve nutritional health of children and adolescents. Clinicians may advise their patients about the benefits of sharing three or more family mealtimes per week; benefits include a reduction in the odds for overweight (12%), eating unhealthy foods (20%), and disordered eating (35%) and an increase in the odds for eating healthy foods (24%).**

HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

- ▶ **In a study examining the relationship between everyday family rituals and BMI measurements, boys who had a social dinner experience tended to have lower BMI, notably when the family stayed at the dinner table until everyone was finished eating. The results were the same for parents.**

WANSINK, B. AND VAN KLEEF, E. (2014). DINNER RITUALS THAT CORRELATE WITH CHILD AND ADULT BMI. OBESITY, 22 (5).

Trends in Family Meals

- ▶ **68%** of consumers surveyed said that dinner is the mealtime most of the people in the household eat together. **70%** of the survey population said they usually or always eat the same things when they eat together.

THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- ▶ **81%** of U.S. households cite home as the most popular location for eating dinner, and nearly half (**50%**) of consumers report eating dinner with everyone in their household every night of the week. Overall satisfaction was higher among those who made dinner at home compared to those who would eat out or have take-out food at home.

THE NPD GROUP. DINNER TIME MEALSCAPE STUDY 2009.

- ▶ People are hungry for help in the kitchen. Shopper studies show that **81%** of parents buy items with minimal prep time. Parents recognize and opt for convenience when time is limited. For many, convenience is as important as nutrition.

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ In contrast to the relatively structured and uniform eating culture that the modern grocery store was first established to serve, today's eating is more dynamic, democratized, and influenced by multiple family members having a voice in what is eaten and prepared (**31%** of Millennials report sharing at least half of the responsibility for dinner preparation).

THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ **63%** of Americans decide what to eat less than an hour before eating.

THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

- ▶ **More men are cooking:** The number of male primary grocery shoppers is **43%**. Male shoppers are keeping pace with their female counterparts in number of visits to stores and in visits across channels. Sharing shopping roles means that more shoppers are making more trips to more stores.

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ **Cooking is no longer a gender-based tradition.** The percentage of men who spent time cooking on any given day has jumped to **42%**, as compared to **29%** in 1965.

SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

Quick Stats

81% of parents buy items with minimal prep time.

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013.

Today **42%** of men are cooking as compared to **29%** in 1965.

SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

According to a 2013 Harris poll, only **30%** of American families share dinner every night.

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

63% of Americans decide what to eat less than an hour before eating.

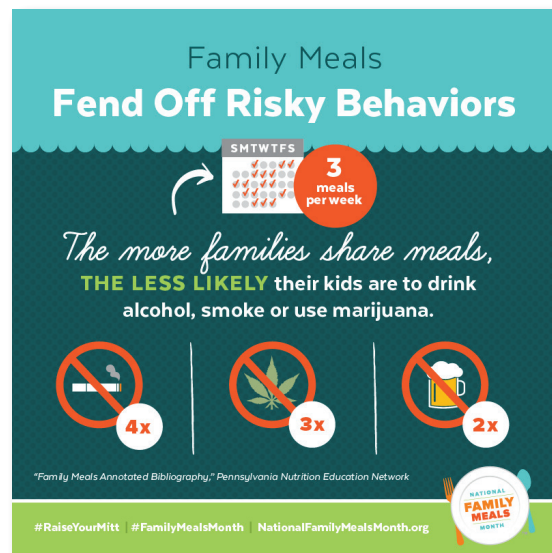
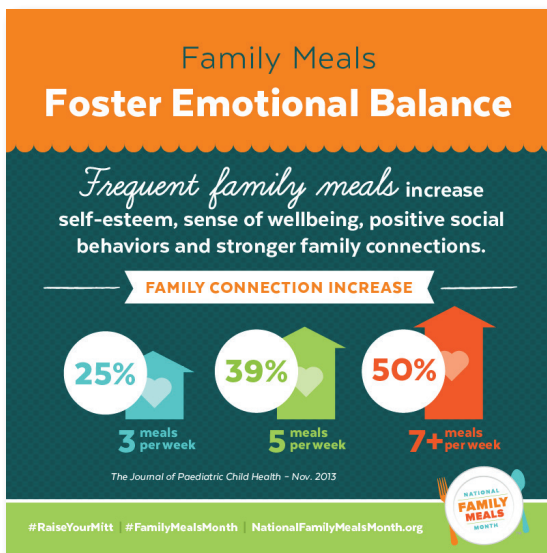
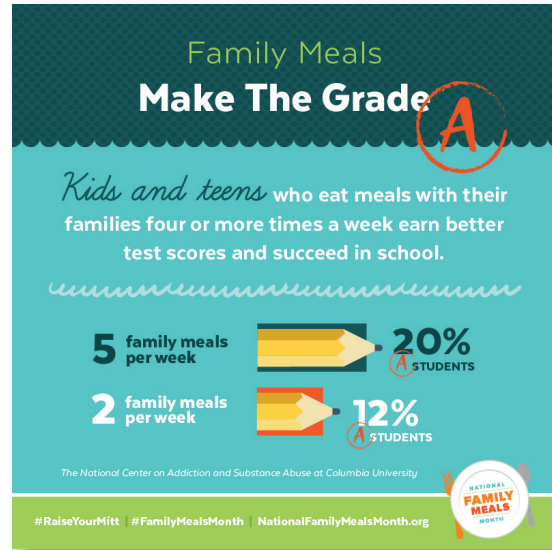
THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

57% of people decide what's for dinner an hour before mealtime. **26%** decided earlier that same day.

THE NPD GROUP. NATIONAL EATING TRENDS® 2012.

INFOGRAPHIC RESOURCES

The following infographics can be used to illustrate the data on the benefits of family meals. The graphics below can be found online and downloaded at www.fmi.org/ToolKit



STEP 2: Create Awareness by Including National Family Meals Month Messaging In Your Brand Communications

Incorporate National Family Meals Month™ graphics and content into your planned print, social media, and broadcast messaging and in-store promotional campaigns in September to call consumers' attention to the family meals movement.

Here are some ideas to get started:

Social Media

Spread the family meals message in September with **#familymealsmonth**

- ▶ In September, and throughout the year, share research and quick statistics with your customers about the many ways children can benefit from eating meals together at home. Hashtag #familymealsmonth to let your customers know you're in support of families and National Family Meals Month™.
- ▶ Encourage customers to celebrate National Family Meals Month™ in September by incorporating one more family meal at home per week into their new school year routines. Spark conversation, ask customers to share how they're making more family meals happen at home, more often.
- ▶ Use the Raise Your Mitt To Commit™ logo provided in the toolkit as a call to action for customers. Encourage customers to engage on social media during National Family Meals Month™ by posting oven mitt selfies and taking the pledge to share one more family meal per week.
- ▶ Conduct contests designed to promote user-generated content and reward participants with prizes. Weekly contest idea: Each week during National Family Meals Month™ ask your customers to share photos of their favorite home-cooked family meal—breakfast, lunch or dinner—and share product coupons with those who participate. Contest can also call for recipes, videos, a favorite family meal memory, or a fun fact about the impact that having regular family meals has had in their lives. Prizes may include: a cash reward, groceries for a week, branded oven mitt, or shout out on their submission by a celebrity.
- ▶ Share family meals themed promotions that highlight the meal solutions you offer every day to help busy customers honor their pledges to share one more family meal at home per week.



- ▶ Share National Family Meals Month™ recipes from your website designed to help families share one more meal at home per week.
- ▶ Partner with other National Family Meals Month™ participants to host a Twitter chat or series of chats designed to raise the awareness of the importance of family meals, share recipes/resources, and generate dialogue with the public.
- ▶ Amplify social media content across multiple platforms including, but not limited to, Facebook, Twitter, Pinterest, Instagram, Yummily, and Periscope. Add Yummily plug-ins to National Family Meals Month content.
- ▶ Encourage followers and fans to share facts, contests, recipes, and other content with their network, and across social media platforms, to showcase the importance and impact of family meals.
- ▶ Establish blogger relationships or leverage bloggers in your existing network to write about National Family Meals Month and link back to recipes, programs, contests, etc.

Employee-specific ideas

- ▶ Snap a group photo of your employees raising their oven mitts in commitment to helping families share one more family meal at home per week. Share their commitment with your customers using hashtag #familymealsmonth.
- ▶ Encourage your employees to Raise Your Mitt to Commit™ to share one more meal at home per week with their families by taking the social media oven mitt selfie pledge.
- ▶ Gather employee testimonials about what one more family meal per week means to them. Share these testimonials with customers on social media.

For Public Figures

- ▶ Ask celebrities, online influencers, and government officials to join in the National Family Meals Month™ celebration using the hashtag #familymealsmonth. Encourage them to take the social media oven mitt selfie pledge to demonstrate their commitment to family and community. Remind them that family meals make families stronger, and strong families make healthy communities. Invite them to share a message about the importance of family meals in his or her own family.
- ▶ Engage RDs and other health professional groups to participate in National Family Meals Month by promoting it to their social networks and/or sharing their favorite family recipes or stories using #familymealsmonth.

In Store

Work with brokers and retailers to develop in-store promotions:

- ▶ Offer plug-and-play opportunities for your retail partners that do not have established family meal programs.
- ▶ Partner with a retailer to implement “Family Meal of the Week” promotions featuring your products.
- ▶ Have fun with the National Family Meals Month™ Raise Your Mitt to Commit™ pledge. In collaboration with a retail partner, reward customers, whose spending exceeds a predetermined dollar amount during the month of September, with a free oven mitt branded with both company logos and the National Family Meals Month™ logo. Each year, create a new mitt for loyal customers to collect.

Paid Advertising

- ▶ Go small or go big: simply place the National Family Meals Month™ icon, as appropriate, in your print media, broadcast ads, and coupon pages, or devote a Sunday insert to National Family Meals Month™. You’ll help bring attention to the benefits of family mealtime while positioning your company as a committed supporter of families and community.
- ▶ Bring the Raise Your Mitt to Commit™ pledge to print advertising and give a “mittful of savings” to customers during National Family Meals Month™. Feature the oven mitt selfies your customers upload to social media in your advertising to encourage even more customer engagement.

Other

- ▶ Repurpose existing content (e.g., video, research, photography, celebrity endorsements, etc.) to promote family meals.
- ▶ Promote National Family Meals Month™ content in newsletters, published articles, and news releases.
- ▶ Show your commitment to National Family Meals Month™ at FMI Connect



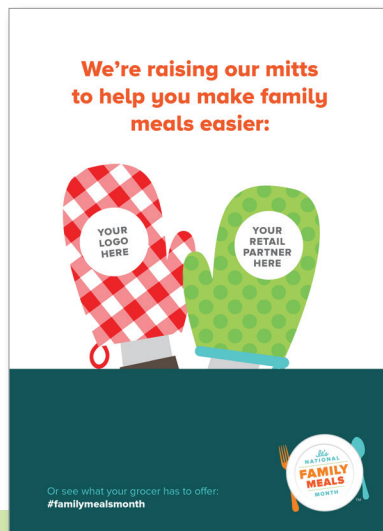
Best Practices

- ▶ Tag FMI in social media content for easy recognition and incorporation into National Family Meals Month metrics.
- ▶ Whether simply posting or hosting an online chat, use audience feedback prompts. Examples include: “Share a memory of your favorite family meal” or “Where is the most foreign or most unusual place your family has shared a meal?”
- ▶ Share success stories from previous National Family Meals Months.
- ▶ Feature visually engaging content including photos and videos.
- ▶ Feature user-generated content.
- ▶ Feature real people and families (e.g., followers, fans, company employees).
- ▶ Incorporate an interactive component into your programming, such as contests.
- ▶ Integrate campaign tie-ins across social media and advertising platforms.
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The following demonstrates how content and hashtags can be incorporated into existing social media platforms and tailored to your brand:



The following provides examples of themed FSI for September:



SAMPLE BROADCAST AND IN-STORE MESSAGING SCRIPTS

10 SECOND TAG

SEPTEMBER IS NATIONAL FAMILY MEALS MONTH.
RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE
FAMILY MEAL AT HOME PER WEEK – BECAUSE
FAMILY MEALS MAKE FAMILIES STRONGER.

15 SECOND IN-STORE ANNOUNCEMENT

SEPTEMBER IS NATIONAL FAMILY
MEALS MONTH. (COMPANY
NAME) HAS SOLUTIONS TO HELP
YOU GET A WHOLESOME FAMILY
MEAL ON THE TABLE FASTER.
RAISE YOUR OVEN MITT TO
COMMIT TO ONE MORE FAMILY
MEAL AT HOME PER WEEK -
BECAUSE FAMILY MEALS MAKE
FAMILIES STRONGER.

30 SECOND RADIO/PSA

IT'S SEPTEMBER - A NEW SCHOOL YEAR WITH NEW ROUTINES.
SEPTEMBER IS ALSO NATIONAL FAMILY MEALS MONTH AND
(COMPANY NAME) BELIEVES IN THE BENEFITS OF GATHERING
FAMILIES AROUND THE TABLE. WE'RE HERE TO MAKE IT EASIER FOR
YOU TO SHARE ONE MORE MEAL AT HOME PER WEEK. WHETHER
YOU NEED A READY-TO-GO MEAL OR PRE-PREPARED INGREDIENTS
TO GET A MEAL ON THE TABLE FASTER – (COMPANY NAME) HAS A
SOLUTION FOR MANIC MEALTIME. DURING NATIONAL FAMILY MEALS
MONTH WE INVITE YOU TO RAISE YOUR OVEN MITT TO COMMIT TO
ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY
MEALS MAKE FAMILIES STRONGER.

Press Release

YOUR LOGO HERE

For Immediate Release

Media Contact: PR contact's name

(xxx) xxx-xxxx, youremail@company.com

[YOUR COMPANY NAME] Commits to Helping Families Eat at Home Together More Often During National Family Meals Month™

The proven health and societal benefits of family meals inspire a month-long event aimed at helping families get back to the table

YOUR CITY, STATE – September, day, 2017 – With an aim to inspire families to eat at home together more often, [name of company] is celebrating National Family Meals Month™ in September, encouraging families to share one more meal together per week at home, and highlighting simple, healthy meal solutions to help them make it happen.

Numerous studies underscore the long-term health, academic and societal benefits of consistently eating together as a family, yet, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. In addition, recent research proves that people who frequently cook at home eat fewer, healthier calories.¹

“September is the perfect month to spotlight the long-term benefits of family meals, and start a conversation that encourages and inspires people to return to the kitchen,” said [company spokesperson, title]. “Juggling the demands of modern life—school, sports, jobs and long commutes— can sabotage the best laid plans for home-cooked meals. We want to help our customers make wholesome meals together, at home, a modern family tradition.”

“Interest in creating more opportunities for families to eat meals together is at a critical point in our society,” said Leslie Sarasin, president and CEO of the Food Marketing Institute, creator of National Family Meals Month™. “The will to return to the table exists, but families need a friendly, familiar voice to encourage, guide and help them. The grocers and manufacturers that supply customers with the foods and resources to prepare meals at home are leaders in helping families eat together regularly. This has a positive impact on our society at a variety of levels.”

Recognizing mealtime struggles are real and shared by families of all shapes and sizes, [name of manufacturer] [and partners, if applicable] are offering more solutions than ever before, giving consumers the tools they need to make one more family meal at home per week . Families can utilize the following resources: [Supplement with your company's offerings (e.g. Products, shortcuts, programs, etc.)]

Raise Your Mitt to Commit™ to One More Meal at Home per Week

[Company name] is encouraging the community to join the National Family Meals Month movement by pledging to one more meal at home per week. Make it official, and shareable, by posting a selfie wearing your favorite oven mitt with the hashtag #familymealsmonth. Follow [Company name] on Facebook and Twitter to join the conversation this September.

About National Family Meals Month™

As the voice of food retail, the Food Marketing Institute Foundation created National Family Meals Month™ as a nationwide, annual event to highlight the mealtime solutions offered by grocers and to encourage families to share one more meal at home per week.

About [your company]

Insert your standard boilerplate here.

#

¹Source Note: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Meal-times-2.pdf>

Newsletter/Blog Content

With an aim to inspire families to eat at home together more often, we are proud to celebrate National Family Meals Month™ in September! During September, we encourage families to share one more meal together per week and we will highlight simple, healthy meal solutions to help make that happen.

Did you know that numerous studies underscore the long-term health, academic and societal benefits of consistently eating together as a family? Home-cooked meals nourish the spirit, brain and health of all family members. Not to mention, people who frequently cook at home eat fewer, healthier calories.’ Additionally, regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

However, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. Why is this? Yes, juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. But, this doesn’t need to be the case. Let us be your ally—the solution to your mealtime dilemma. We are committed to helping your family eat well together to be well together and have these resources to bring to the table: [INSERT RESOURCES/PROGRAMS THAT YOUR COMPANY PROVIDES].

So, as the new school year starts, we challenge you to renew your commitment to creating and serving meals at home that nourish your kids and help them flourish for life. Pledge to Raise Your Mitt to Commit™ to sharing one more family meal at home per week. Follow us on Facebook and Twitter for family meals focused content, including shopping tips and recipes. [insert company social media handles]. Share your own family meal experiences, misadventures and solutions within your social channels. And, remember, use the hashtag #familymealsmonth to be part of the conversation!

‘Source Note: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Mealtimes-2.pdf>

GRAPHIC RESOURCES

The following logos and graphic assets can be found online and downloaded at www.fmi.org/Toolkit



Fuel the movement by encouraging consumers to Raise Your Mitt To Commit™:



Customize these assets with your brand/name/logo:



STEP 3: Help Bring Awareness through Social Media

We can take National Family Meals Month™ to the next level by spreading the message with the hashtag #familymealsmonth. Use your social media channels and online presence to create awareness and encourage your customers to raise their oven mitts in commitment to sharing one more meal at home per week.

“Raise Your Mitt to Commit™ to one more meal at home per week” is a simple, fun way to socialize National Family Meals Month™ with consumers. Invite them to post oven mitt selfies with #familymealsmonth.

Use #familymealsmonth to help your company get the attention and recognition it deserves. FMI will track engagement nationwide and curate the content.

The following sample posts and tweets can be used as is or further tailored to your brand voice.

SAMPLE FACEBOOK POSTS

September is National Family Meals Month™. Let's celebrate by sharing one more family meal per week! Kids who eat with their families regularly are better nourished, have lower rates of obesity and do better in school. Easy A for family meals! #familymealsmonth

Busy schedules make family meal times challenging. September is National Family Meals Month™ so Raise Your Mitt to Commit™ to one more family meal per week - breakfast, lunch, dinner or snack time. We want to see you Raise Your Mitt to Commit™ to one more family meal per week. Show us your mitts! [link to resources or recipes on your website, or raise your mitt example] #familymealsmonth

It's National Family Meals Month™. Raise Your Mitt to Commit™ to one more shared meal occasion. Make breakfast, lunch, dinner, snacks, appetizers or late night munchies to enjoy with your family. We have what you need. #familymealsmonth

Like Comment Share

What's your favorite family meal memory from childhood? Celebrate National Family Meals Month™ and create memories with your family. Make your kids' favorite meal. Make breakfast for dinner. Pack a sack lunch dinner. Have a picnic in your family room. #familymealsmonth

Make meals and memories during National Family Meals Month™. Raise Your Mitt to Commit™ to one more shared family meal this week. We've got solutions to help you. We want to see you Raise Your Mitt to Commit™ to one more family meal per week. Show us your mitts! (link to easy family meal recipes) #familymealsmonth

September is National Family Meals Month™. This month we focus on all the benefits of gathering the family around the table for a meal. We're all busy and getting a meal on the table can be stressful. What's your go-to family meal? Any tips? #familymealsmonth

Like Comment Share

Family Meals Month tip: Save time & prepare several dishes on Sun. Keep them in the fridge or freezer for the week ahead #familymealsmonth

Like Comment Share

Chances are your favorite childhood memories include meals and laughter around your family table. September is National Family Meals Month™. Raise Your Mitt to Commit™ to making one more family meal this week. #familymealsmonth

It's National Family Meals Month™. Do you need more help planning meals? Do you need easier recipes to get dinner on the table quicker? We can help. (link to planning and recipe resources on your website) #familymealsmonth

We believe in family meals. Research shows that home-cooked meals nourish the spirit, brain and health of all family members. And regular family meals are linked to higher grades and self-esteem for our children. What's your favorite meal to make for your family? #familymealsmonth

Study: Kids who share meals with their family three or more times per week are less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders. Commit to making one more family meal this week. #familymealsmonth

Like Comment Share

SAMPLE FACEBOOK POSTS

Study: With every additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use drugs and less likely to engage in risky behavior. We're here to help you get your family to the table. (link to recipes or meal planning ideas) #familymealsmonth

Like Comment Share

A recent study shows that children who grow up sharing meals as a family are more likely to exhibit positive behavior as adults, such as sharing, fairness and respect. What are your favorite family-time rituals around the table? #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. It's all about convenience. We've got quick and easy solutions for you (link to products, ideas, recipes) #familymealsmonth

Like Comment Share

Family meals have decreased one-third in the past 20 years, but the desire is still present: 90 percent of families wish they could have more meals together. We've got solutions to make it easier for you to gather around the table. (link to recipes and meal planning) #familymealsmonth

Research shows 81% of parents buy food with minimal prep time. We hear you. We've got quick and easy-to prepare ideas for you. (link to products or recipes) Celebrate National Family Meals Month™. #familymealsmonth

Kids love to cook. It's National Family Meals Month™. Gather the ingredients to make a meal at home with your family. #familymealsmonth

Like Comment Share

September is National Family Meals Month™! We want to see photos of your family sharing a meal together. #familymealsmonth

Like Comment Share

September is National Family Meals Month™! We want to see you raise your mitt to commit to one more family meal per week. Show us your mitts! #familymealsmonth

SAMPLE TWEETS

It's National Family Meals Month™. Have one more shared meal this week. Breakfast, dinner or snack time brings your family together. #familymealsmonth

It's National Family Meals Month™. Raise Your Mitt to Commit™ to one more shared meal at home with your family this week. #familymealsmonth

Raise Your Mitt to Commit™ to one more family meal at home this week during National Family Meals Month™. #familymealsmonth

It's National Family Meals Month™! Share breakfast as a family this weekend. We've got all the ingredients. #familymealsmonth

We've got all the ingredients to help you make an easy family meal. Celebrate National Family Meals Month™ this week at home. #familymealsmonth

Follow

Gather around the table for National Family Meals Month™. A shared meal at home with your kids creates memories. #familymealsmonth

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Shared family meals are the best. Raise Your Mitt to Commit™ to one more home cooked meal this week. #familymealsmonth

What's your favorite childhood family meal memory? Celebrate Family Meals Month™ with your family & create new memories. #familymealsmonth

Reply Retweet Favorite More

What was the funniest thing that happened at school today? Ask this and other fun questions at the family table tonight. #familymealsmonth

Let the kids take over the kitchen tonight and make an easy family meal to celebrate National Family Meals Month™. #familymealsmonth

Family meals matter. Raise Your Mitt to Commit™ to one more shared family meal at home this week. #familymealsmonth

SAMPLE TWEETS

What was your favorite meal growing up? Make it for your family and celebrate National Family Meals Month™. #familymealsmonth

Shared family meals at home = LOVE. Celebrate National Family Meals Month™ with these easy recipes (link). #familymealsmonth

 Reply  Retweet  Favorite  More

Family Meals Month tip: Buy extra and save time by cooking one meal & using leftovers to create a second meal #familymealsmonth

Celebrate National Family Meals Month™. Let the kids choose their favorite meal and have them shop and cook with you. #familymealsmonth

September is Family Meals Month. Celebrate football season with a family tailgate party. Invite neighbors and share dishes #familymealsmonth



Shared meals can be breakfast, lunch, dinner, appetizers, after school, in the car, or snacks. Make memories at any meal. #familymealsmonth

 Reply  Retweet  Favorite  More

We're here to help you with your family meal solutions. Need to make quicker meals? More nutritious meals? (link to solutions) #familymealsmonth

Kids who have family meals 3x per week are less likely to be overweight and more likely to eat healthy foods. #familymealsmonth

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Back to school = Back to routine. Commit to getting your family back to the table for meal. #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. We've got recipe solutions. (link) #familymealsmonth

 Reply  Retweet  Favorite  More

Research shows that home-cooked meals nourish the spirit, brain and health of all family members. We're here to help. #familymealsmonth

Family meals decreased one-third in the past 20 yrs. Here are tools & recipes to help get your family back to the table #familymealsmonth

 Reply  Retweet  Favorite  More

Family meals are linked to higher-grades and self-esteem, healthier eating habits and less risky behavior for our children. #familymealsmonth

Each add'l family meal shared per week, kids are less likely to show symptoms of depression and less likely to use drugs. #familymealsmonth

Study: Children who grow up sharing meals as a family are more likely to exhibit sharing, fairness and respect. #familymealsmonth

90% of families wish they could have more meals together. We're here to help. Commit to one more family meal this week. #familymealsmonth

Sept is National Family Meals Month™. Snack time is a great and easy occasion to gather your family at home. #familymealsmonth

RAISE YOUR MITT SELFIES

Use the social media ideas above for fun ways to engage customers with oven mitt selfies and socialize National Family Meals Month™ with hashtag #familymealsmonth. You can get the Raise Your Mitt To Commit™ selfies trending by sharing these few photos on social media of real families raising their mitts to commit to one more meal at home per week. You have permission to use these photos in your promotion of National Family Meals Month.™ Find online for download at www.fmi.org/ToolKit



STEP 4: Join With Other Food Manufacturers for the Greater Good

Getting families to commit to sharing one more meal at home per week benefits everyone. Success hinges on participation by members like you. Prepared meals and pre-prepped ingredients are driving profits and customer loyalty. Participation in the broader movement positions your brand as an extension of the family unit and as a problem solver. It also highlights your investment in meal-focused programs, and health and wellness.

Consider collaborating with other manufacturers to create a co-op FSI promoting the benefits of family meals during National Family Meals Month™. Individually and collectively, you have the influence and reach to make National Family Meals Month™ a national event and bring families back to the table.

STEP 5: Communicate the Value of Ongoing Participation in National Family Meals Month within Your Company

The following contains questions and answers that can be used to answer inquiries within your company and beyond.

What is National Family Meals Month™? The FMI Foundation has proclaimed September National Family Meals Month™. This nationwide industry initiative is designed to promote the role manufacturers play in helping busy families eat at home together more often. As a prominent food manufacturer, National Family Meals Month™ provides you with a new, creative opportunity to collaborate with grocers to bolster your promotion of meal-focused products and stimulate sales.

Why Family meals? Numerous studies show that preparing and sharing meals at home make families and kids stronger and healthier. We believe that no one is better equipped to help families get wholesome meals on the table than the food industry! National Family Meals Month™ provides a platform for brands to collaborate with grocers to rally families to commit to sharing one more meal per week, and remind them that simple, healthy mealtime solutions can be found in every supermarket aisle.

What is the call to action? Through campaign messaging and engagement tools, FMI Members will encourage shoppers to commit to sharing one more family meal at home per week. In September, as kids head back to school and parents adjust their routines to accommodate fall activities, we want families to commit to making mealtime a priority. Trusted brands like yours, together with grocers, can show them how.

Why should we participate? This event positions manufacturers and grocers as problem-solvers, and offers an additional opportunity to highlight how the food industry is investing in mealtime solutions to meet consumer demand in a changing food environment. Once a daily tradition, family meals are at a critical intersection in our nation today. The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is the food manufacturer, in collaboration with their grocer. More than 76% of people report that conflicting schedules are a primary barrier to cooking and eating together on a regular basis.ⁱ People are hungry for help in the kitchen.ⁱⁱ

How will participating in National Family Meals Month™ benefit our company? Leverage National Family Meals Month™ to remind shoppers and the larger community that your company advocates for families every day by offering mealtime solutions that help them get wholesome meals on the table so they can reap the benefits of family mealtime. Positioning your company within the community as an extension of the family unit and part of the solution generates consumer trust and customer loyalty, both of which are great for business.

What resources are available? The FMI Foundation offers a National Family Meals Month™ toolkit featuring downloadable materials to make this a “plug-and-play” marketing concept that complements what you’re already doing to promote mealtime solutions. The overarching messages and visuals are customizable to fit brands’ needs and can be tailored to a brand’s distinct voice. We provide graphics, social media content, and inspiration for in-store activation, POS and advertising at no cost. The theme is flexible and perfect for end caps and in-store product displays. Incorporate family meal messaging and deals into FSIs, promote it through your social media channels and share with your community through PR. Visit www.fmifamilymeals.com for a preview of the digital files currently available.

Besides promoting National Family Meals Month™ to customers, how else can we participate? We ask that you share and discuss this initiative with both your colleagues and grocery partners. Meals at home are good for families and great for our industry. Through National Family Meals Month™ in September, we want to bring FMI members from coast to coast together to share the industry’s message about the importance of eating family meals together at home.

STEP 6: Be Recognized and Celebrate!

In 2015, the Food Marketing Institute Foundation created the National Family Meals Month concept, inspired participation, recruited nearly 100 partners, and socialized the campaign. Between January and September 2015, FMI Foundation's industry-facing website received 22,443 page views demonstrating that industry members are keenly interested in the concept. The consumer-facing website, a centralized resource for consumers and media on family meals, received 5,572 page views during September 2015.

Momentum continues to grow among food industry members around the Family Meals Movement and companies are committing their support to National Family Meals Month! Is your company present in the dialogue?

Featuring: 2016 Gold Plate Winners



The Gold Plate Awards highlight outstanding programs FMI members have implemented to encourage families to share more meals, together at home, more often. We also honor the contributions companies are making to help raise consumer awareness of the many benefits of family meals.



Skogen's Festival Food: Festival Family Meals

Retailer Category A (1-99 stores)

Festival Foods offered samplings from its Dine at Home Deli items to help consumers gain awareness of National Family Meals Month and offer meal solution on busy nights. The company also ran paid ads highlighting the #FestivalFamilyMeals Twitter chat, National Family Meals Month and the in-store Festival Foods Oven Mitt Giveaway. The campaign garnered 4,332 clicks to the website and 688,886 ad impressions. Facebook advertising received 4,511 clicks to the website and 438,023 ad impressions.



K-VA-T Food Stores: Make Family Meals Happen with Meal Solutions from Food City

Retailer Category B (100-199 stores)

K-VA-T Food Stores' Food City's promotion of National Family Meals Month included initiatives in-store, online, on social media, in television and print were geared toward both customers and associates. In-store activities included digital signage, recipe booklets for customers at all 134 stores, and an insert in the weekly ad both in-store and by mail to promote the benefits of family meals.



Hy-Vee, Inc.: #HyVeeFamilyMeals

Retailer Category C (200+ stores)

Hy-Vee celebrated National Family Meals Month by accommodating families' busy schedules. The company created numerous educational materials and offered in-store family cooking classes with its 228 dietitians, easy pickup and delivery meal options and the opportunity for children to eat free (with the purchase of an adult entrée) every day in September at the more than 90 Hy-Vee Market Grille restaurants across their eight-state region. For every family who posted a photo of themselves eating a meal together on social media and used the hashtag #HyVeeFamilyMeals and for every person who shared or retweeted Hy-Vee's social media posts about National Family Meals Month, Hy-Vee donated \$1 to Meals from the Heartland (a nonprofit dedicated to feeding the hungry), up to \$100,000.



America's Best Food Distributor.
"It's because of our people!"



Merchants Distributors Inc:

Taco Night – Family Meals Program

Wholesaler Category

For National Family Meals Month in September, the MDI team established the “Taco Night” meal solution event for families across over 300 retailers and multiple states along the East Coast. The goal was to create an occasion and reason for families to come together, put down their mobile devices, and enjoy, not only a great meal, but each other again. The “Taco Night” meal solution initiative was promoted with print ads, digital coupons, social media, digital web banners, and in-store displays across multiple store chains.



Campbell's: Fruits, Veggies, and Family Matter

Supplier Category

Campbell's combined two September campaigns, National Family Meals Month and Fruits & Veggies—More Matters month to emphasize the importance of family meals and encourage consumption of fruit and veggies. The campaign provided creative ideas to make vegetables the center stage of the meal, to add fruits to desserts and to try ethnic-inspired dishes. Families were encouraged to use social media to share photos of their family having dinner and of their veggie-centric meals and inspire others to do the same.



Rosie Applications: National Family Meals Month Powered by Rosie

Allied Group Category

Rosie's goal was to create more family meals across America by encouraging families to share meals more often by providing the necessary resources to make the process simple. Rosie recruited 11 independent grocer partners to participate and utilizing omnichannel marketing and digital marketing tactics. In total, the campaign earned over 200,000 online impressions, engaged nearly 300 unique website visitors, and received 15 submissions for the Rosie Family Meals Photo Contest. Rosie gave away \$500 to families to use toward creating family meals together. Overall revenue from online grocery sales increased 12 percent from August to September among the 11 retailers who partnered with Rosie on this campaign.

2016 Allies

RETAILERS

Ahold USA	Lunds & Byerlys
Associated Wholesale Grocers, Inc.	Mackenthun's Fine Foods
B&R Stores, Inc.	Martin's Super Markets, Inc.
Baesler's Market	Meijer, Inc.
Balduccis	Merchants Distributors, LLC
Bristol Farms, Inc.	Metcalfe Markets, Inc.
C&S Wholesale Grocers, Inc.	Niemann Foods, Inc.
Cohn Retail Stores	Potash Markets
Cub Foods	Price Chopper
Dillons Grocery	Supermarkets
Dorothy Lane Market, Inc.	PriceRite
Festival Foods	QFC Grocery
Food Lion, LLC	Quality Foods Grocery
Fred Meyer	Renwood Andronico
Friedman's Freshmarkets	Lending 1, LLC
Frys Food Stores	Reser's Fine Foods
Giant Eagle, Inc.	Shop n Save
Giant Food LLC	ShopRite
Highland Park Market, Inc.	Smart & Final Stores LLC
Hy-Vee, Inc.	Smith's Grocery
IGA, INC.	The Fred W. Albrecht
Ingles Markets, Inc.	Grocery Co.
King Kullen Grocery Co., Inc.	The Kroger Co.
King Soopers	The Little Clinic
Kings Food Markets	Tops Markets, LLC
Knowlan's Super Markets, Inc.	Unified Grocers, Inc.
Kudrinko's Ltd.	Wakefern Food Corporation
K-VA-T	Wegmans Food Markets, Inc.
	Weis Markets, Inc.

SUPPLIERS

Arctic Apples	Libby's
Best Choice	Live Gourmet
Bumble Bee Foods, LLC	Mars, Incorporated
Campbell Soup Company	Mom Made Foods
Chobani, Inc.	Monsanto
Davidson's Safe	Red Gold, Inc.
Choice Eggs	Schwan Food
Eggland's Best	Smithfield Foods Inc.

ALLIED ASSOCIATIONS

AAFCS	Iowa Egg Council
Advancing Retail	Litton Entertainment
AFFI	Meal Makeover Moms
AICR	MN Beef Council
Alabama Grocers	National Dairy Council
American Dairy NE	National Turkey Federation
CA Grown Fruit	NC Retail Merchants Association
Connecticut Food Association	New England Dairy
Dairy Council of California	Nielsen
DinnerTime	Ohio Eggs
Farm to Table Talk	Partnership for Food Safety Education
Fish Wise	Progressive Grocer
Growing Chefs	Rosie Applications
Half your Plate	Smart Brief
Healthy Aperture	SQFI
Healthy Eating	The Kids Cook Monday
Hispanic Food Communications Inc.	Today's Dietitian
International Food Information Council	Tomato Wellness
	Utah Department of Health