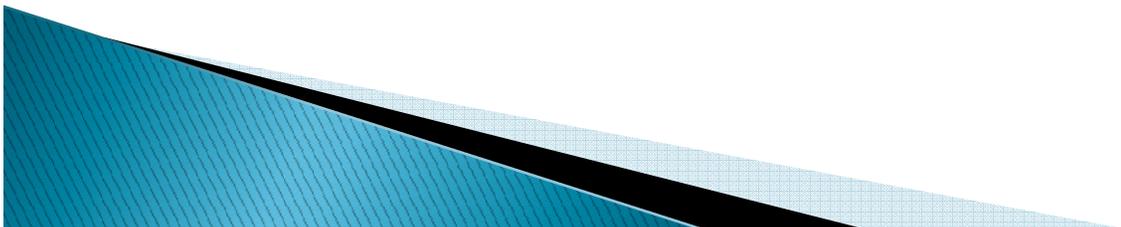


# The Role of Trade Associations

Food Industry  
Business Roundtable

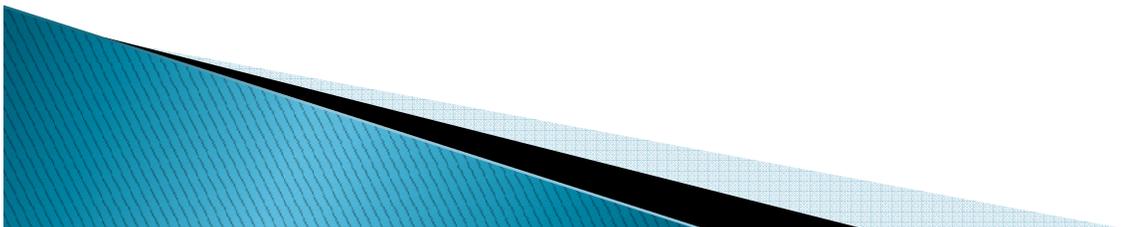
# The Role of Trade Associations

- ▶ Established in 1996 As Trade Association
  - Result of Manufacturing Networks Under RLA & CDTech (Toy Association of Southern California and the So. Ca. Biomedical Council)
  - – Communities & Workers Always Part of the Vision
  - Association Has Grown from 5 Founding Members to 140 Member Companies Today



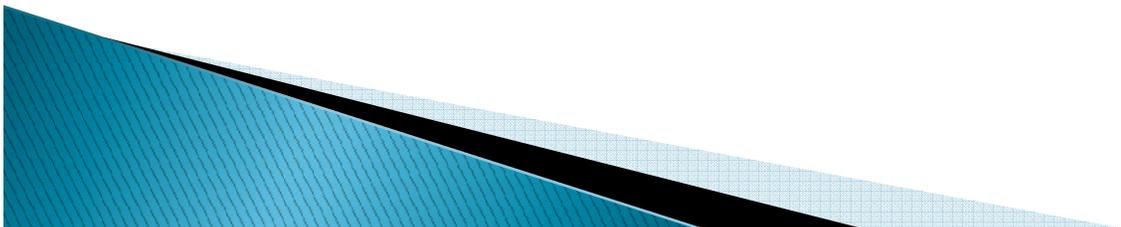
# The Role of Trade Associations

- FIBR Reaches the 2,000 Processors In So. California Through Website, Seminars & Programs
- Top Reason For Being a FIBR Member:
  - Networking
  - Resources
  - Advocacy



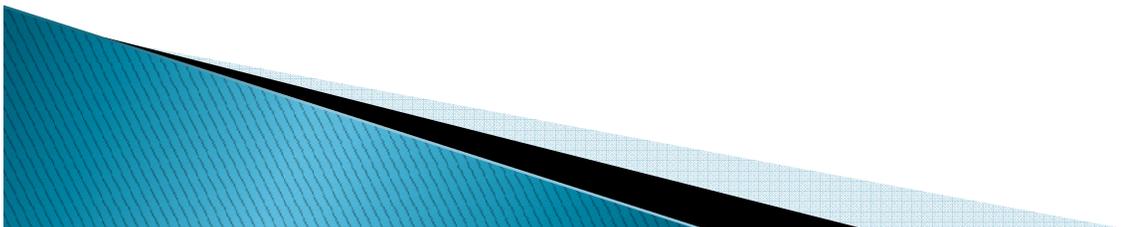
# The Role of Trade Associations

- ▶ For FIBR Food Safety Is A Major Focus:
  - Good Manufacturing Practices
  - Standard Sanitation Operating Procedures
  - Hazard Analysis Critical Control Points
  - Third Party Audits
  - Recall Systems
  - Bio-Terrorism



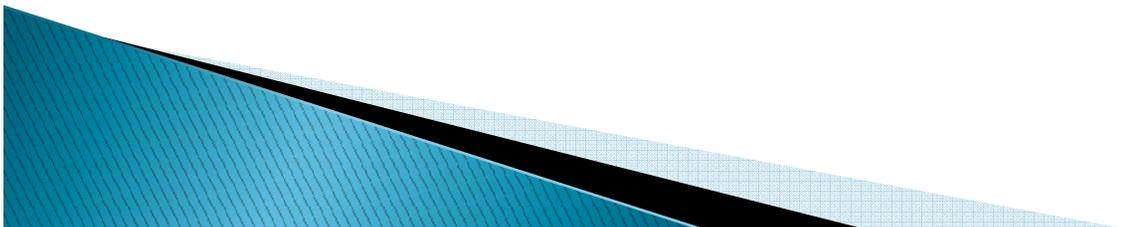
# The Role of Trade Associations

- ▶ Role of Trade Associations, Unions & Other Alliances are crucial for small and medium size businesses:
  - Provide a Voice for an Industry
  - Through Partnerships with Regulatory Agencies, Acts as a Liaison to Solve/Expedite Issues



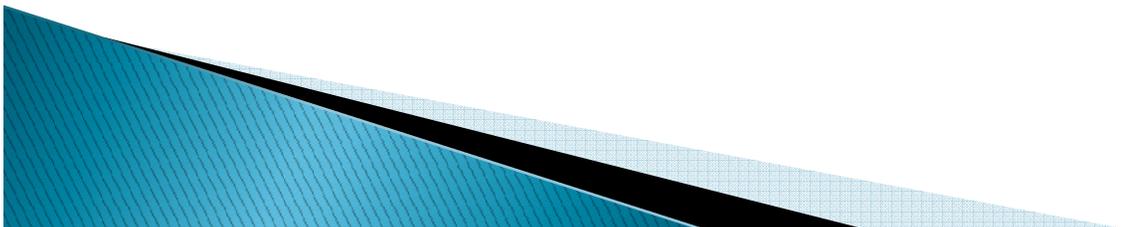
# The Role of Trade Associations

- Provides Seminars, Programs and Services to Understand Current Trends, Regulations and Resources
- Example:
- **“Saving Green by Greening Your Plant: Help the Environment, Save Money and Stay Compliant!”**
- *2009 Program in co-operation with the Utilities to Bring Understanding to Title 24 Refrigerated Warehouse Requirements.*



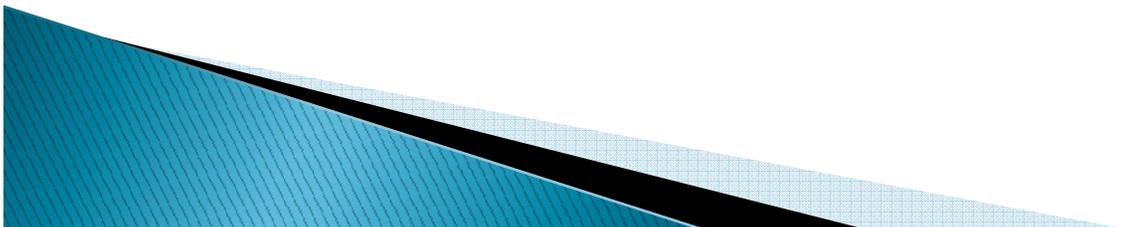
# The Role of Trade Associations

- ▶ FIBR Began Food Safety Courses In 2000
- ▶ Many Courses Not Required for Our Members
  - But:
- ▶ FIBR Has Built a Proactive Culture Around Food Safety
- ▶ Some of Our Members Company Have 100% of Their Staff Trained at All Times



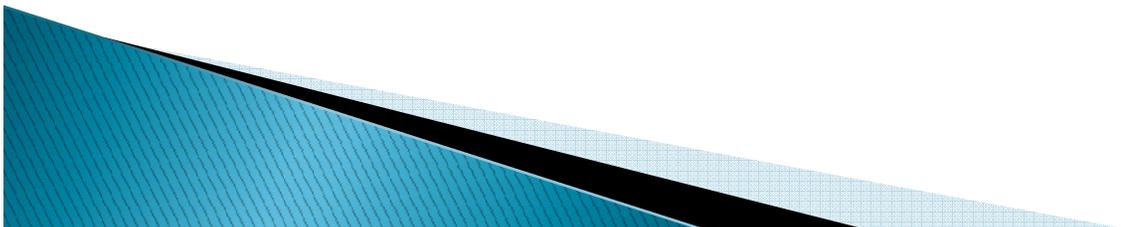
# The Role of Trade Associations

- ▶ GUMI is a Good Fit for FIBR:
- ▶ Members Are Interested in Green But Need Help (*Time/Resources/Funds*) to Get there
- ▶ GUMI will help them Stay Competitive and Tap new “Green” Markets
  - Staying Competitive Means Staying in Business
  - Growing Their Business &
  - Retaining & Creating Jobs



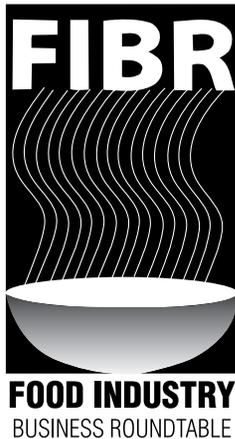
# The Role of Trade Associations

- ▶ Associations, Unions & Others
- ▶ Can Help Advocate Innovative & Proactive Programs
- ▶ They Have the Trust of Their Members
- ▶ Have Built Partnerships & Networks with Other to Make A Project Like GUMI Happen
- ▶ Key to Helping Small & Medium Sized Urban Manufacturers with Limited Resources –



# The Role of Trade Associations

- ▶ FIBR Is Already A Key GUMI Partner
- ▶ California Foods (Fashion & Others) Set the Trends Around the Country -
- ▶ Becoming a Green Cluster is Our Next Goal.



- Food Industry Business Roundtable
- [www.fibr.info](http://www.fibr.info)
- *“FIBR: Satisfying Your Hunger for Information”*

