

INTERNATIONAL ISSUES

European Union

- Ukrainian/Russian War
- Supply Chain Issues
- High Energy Costs
- Stronger Dollar
- Increase Regulation
 - Sustainability
 - MRLs

China

- Business Lockdowns Due to COVID
- Supply Chain Restrictions
- High Shipping Cost
- Trade Interruption
- Stronger Dollar
- High Tariffs


DOMESTIC ISSUES

United States


- Increase in Production Costs / High Input Costs
- Uncertainty of the Economy
- Changes in Technology
- High Inflation
- Pandemic
- New Markets
 - Social vs. Traditional
- Increases in:
 - Interest Rates
 - Debt
 - Gas Prices
 - Electricity
- Changes in Consumer Behavior Due to COVID



Most Used Social Media Channels



Why Use Social Media



Traditional marketing still has its place, but **DIGITAL MARKETING AND TECHNOLOGY IN MARKETING ALTERED EVERYTHING**

THE POWER OF 2 WORKING FOR THE INDUSTRY





WHAT WE DO

We provide industry with: health and market research, grades and standards, data collection/reporting, quality assurance, crisis compliance and industry representation.

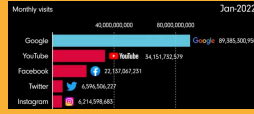
The APC and APPB cannot lobby... but NPF and NPSA can.

Most Popular Websites Since: 1993

2016
start of FMO



2022



<https://www.visualcapitalist.com/cp/most-popular-websites-by-web-traffic/>

INTERNATIONAL PROGRAMS

CURRENT INTERNATIONAL EFFORTS



German

- Over \$2.5 Million Invested since 2020
- Kernel Market
- Campaigns through PR & Instore Retail
- Social Media, Influencing, Media Relations



China

- Over \$3.5 Million Invested since 2018
- Inshell Market
- Focusing on Chinese Consumers
- Social Media, Influencing, eCommerce

COUNTRIES UP & COMING



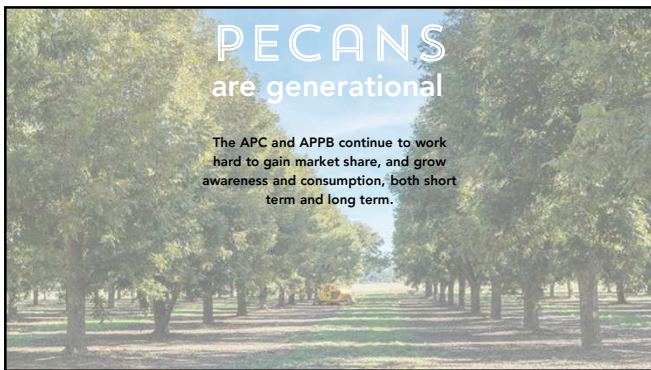
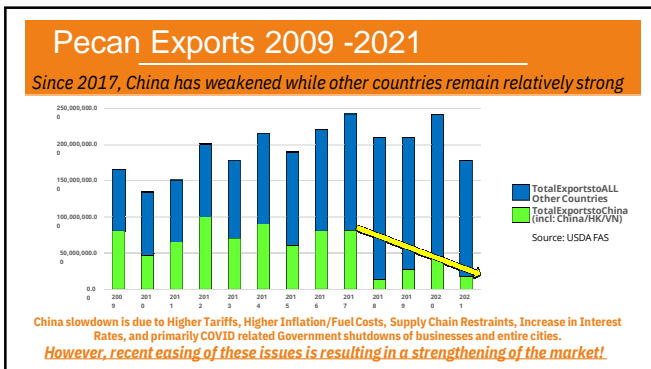
India

- Completed McKinsey Market Study
- Kernel Market
- #1 Nut Consuming Market
- In Country Rep Negotiations Underway
- Tariff - more news to come (major win for industry)



United Kingdom

- Top 3 EU Market
- Kernel Market
- Convenience is Key
- Instore Retail Representation



Register to receive information and ballots for your program(s)



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