

Who we are.

The National Grocers Association is the only national trade association representing independent community grocers in every congressional district across the country and their wholesaler partners.

By advocating for the growth and continuing innovation of these community business leaders, we help them bring choice, convenience and value to hardworking Americans.

INDEPENDENT COMMUNITY GROCERS ARE TRUE ENTREPRENEURS

1,800+ retailer member companies



In addition to having retailer members in every state and every congressional district, NGA also provides benefits & offers membership to the wholesalers and suppliers who service them.

INDEPENDENT GROCERS ARE AT THE HEART OF THEIR COMMUNITY

NGA members operate nearly 9,000 stores



Independent grocers operate in rural towns, urban metropolises and everywhere in between.

INDEPENDENTS ARE A SIGNIFICANT PORTION OF THE US ECONOMY

Independent supermarket industry generates over



\$253.6 billion in revenue annually

Independents create nearly



1.2 million American jobs

The NGA Community



The NGA Community





Agenda

- ✦ The WHAT
- ✦ The WHY
- ✦ The HOW

Big Picture: The WHAT



External Communications

The exchange of information or ideas with stakeholders outside of your organization or company.

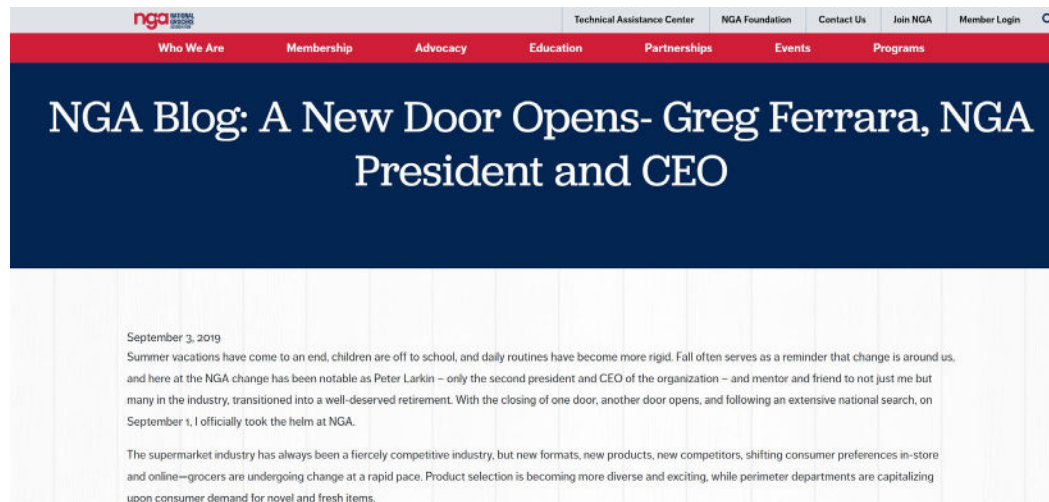


External Communications – Reworked

The authentic exchange of information or ideas with stakeholders outside your organization, maintaining consistency throughout.

NGA Case Study: New President & CEO

- ◆ September 2019 new president and CEO
- ◆ Only the third president and CEO of the organization since its est. in 1982
- ◆ Needed to elevate executive brand with stakeholders (i.e., members, policymakers, industry leaders)
 - ◆ Includes getting the right voice and telling the right stories



Pay Later company partners
California grocery chain

Company's will grow in Southern
California

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Walmart names Graham McIvor VP
of merchandising and pharmacy

SUPERMARKET NEWS PODCASTS



NEWS > RETAIL & FINANCIAL

Podcast: NGA's Greg Ferrara takes the reins

National Grocers Association's new president has advice for independent retailers

Home » News » Interview With Greg Ferrara: What the Future Holds for Independent Grocery Stores



INTERVIEW WITH GREG FERRARA: WHAT THE FUTURE HOLDS FOR INDEPENDENT GROCERY STORES



A Closer Look: The WHY

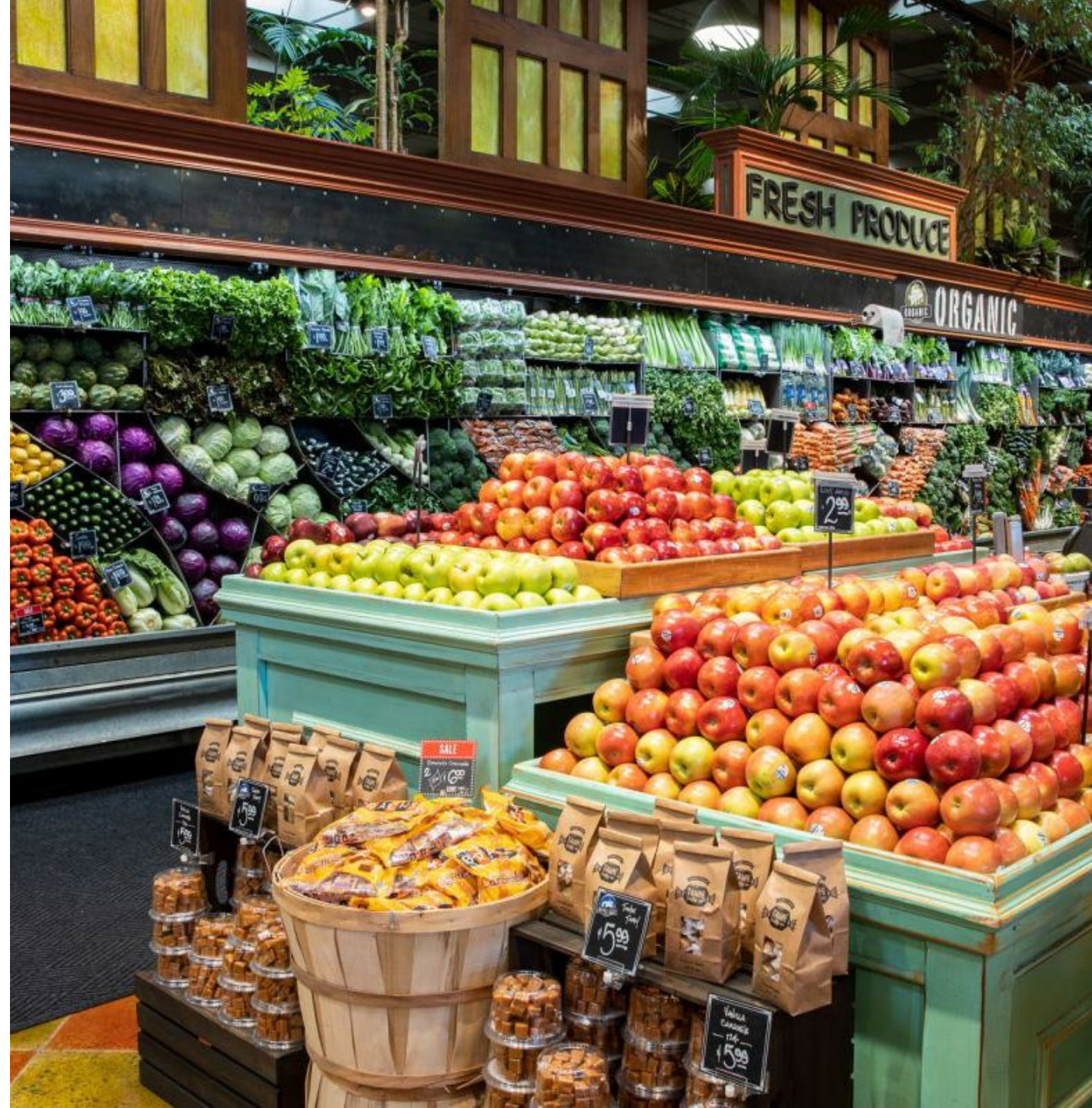
External Comms Objectives

- ◆ Building a Brand
- ◆ Establishing Reputation
- ◆ Strengthening a Narrative
- ◆ Fostering Relationships with various audiences
- ◆ Supporting Organizational Goals
- ◆ Navigating a Crisis

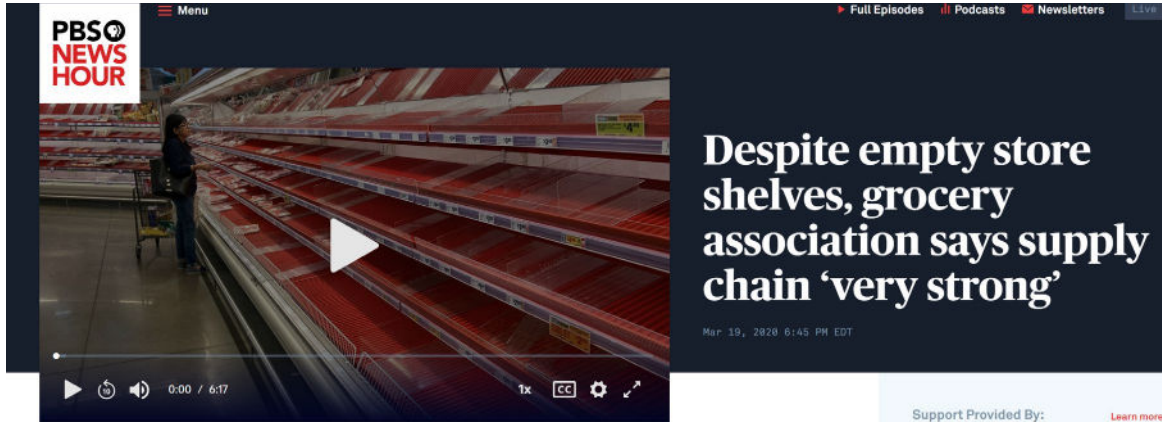


External Comms Key Strategies

- ◆ Understand your Goals
- ◆ Identify your Audience
- ◆ Craft Clear, Concise and Consistent Messages
- ◆ Choose the Right Channels
 - ◆ And Right Outlets
- ◆ Monitor and Respond



NGA Case Study: Coronavirus Pandemic



Despite empty store shelves, grocery association says supply chain 'very strong'

Mar 19, 2020 6:45 PM EDT

66 comments

Transcript Audio

Many Americans have encountered long lines and empty shelves at grocery stores recently. But the problem is not one of supply; rather, stores say that most shortages are temporary and due strictly to an unprecedented surge in buying, as panicked consumers rushed to stock up on items they feared might become scarce. Amna Nawaz talks to Greg Ferrara, president of the National Grocers Association.

More From This Episode



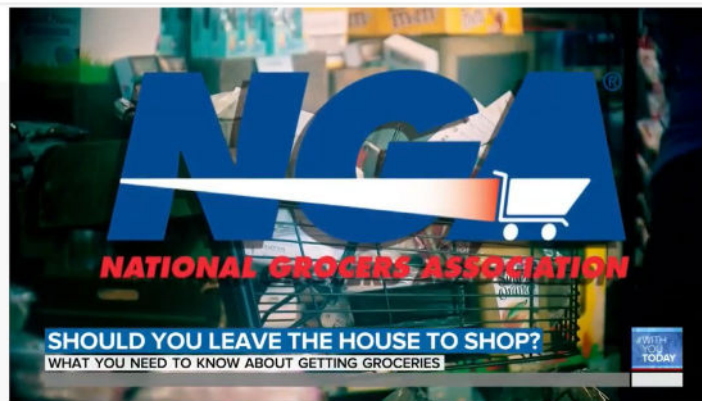
TODAY

Can I still go to the grocery store? How to interpret new coronavirus advice



TRUMP URGES AGRICULTURE SECRETARY TO SPEED HELP TO FARMERS HURT BY COVID-19 OUTBREAK

CORONAVIRUS PANDEMIC





#SupermarketSuperHeroes

Thank you - Supermarket Super Heroes

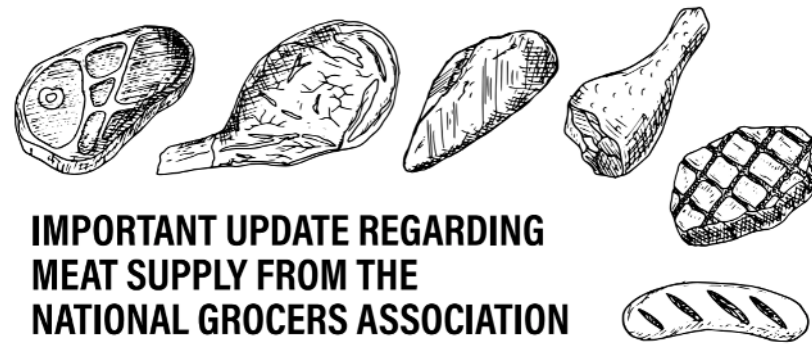
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IMPORTANT UPDATE REGARDING MEAT SUPPLY FROM THE NATIONAL GROCERS ASSOCIATION

Unfortunately, the COVID-19 crisis is once again having an impact on the supply of some of our products, particularly beef, pork, and poultry, as a growing number of processing plants across the country have experienced temporary interruptions. These interruptions in processing have impacted our supply, which in turn are also driving up the cost. The supply shortage is a direct result of processing capacity and **not a shortage of meat.**

As a locally operated independent grocer and a part of your community, we ask for your understanding and patience regarding the availability of product. We ask



National Grocers Association Thanks #SuperMarketSuperHeroes

April 6, 2020

Arlington, VA- The National Grocers Association (NGA), the trade association representing the independent supermarket industry, is thanking independent retail and wholesale grocery associates for their hard work and dedication during the Coronavirus (COVID-19) outbreak with a campaign built around the hashtag #SuperMarketSuperHeroes. NGA is also providing a variety of resources, materials, and guidance as independent grocers throughout the country are handling increased demand.

"I'm so proud of the way independent grocers and wholesalers are responding to this unprecedented crisis and I thank them for being on the front lines of this national emergency," said Greg Ferrara, NGA president and CEO. "NGA is also standing by our members during these challenging times by offering resources and connecting industry partners in the supply chain to enable them to continue providing their customers with fresh produce, quality products, and unmatched customer service."



NGA speaks out on supply chain challenges before House Agriculture Committee

President and CEO Greg Ferrara addresses lawmakers on labor shortage, transportation bottlenecks and antitrust

NGA president and CEO Greg Ferrara testified last week before the House Agriculture Committee on supply chain issues impacting independent grocers.



Produce Resources to Help You in These Challenging Times

As we all deal with unprecedented business disruptions and confusion, PMA and NGA have teamed up to give you some quick resources and information around COVID-19 and fresh produce.

Information Resources

- There is no evidence that food and food packaging spread COVID-19. It is a respiratory virus, not a foodborne virus. Always rinse fruits and vegetables under running water, and consumers should not use bleach, detergent or soap on fresh produce.
 - [Information on produce rinsing](#): See the video at the top right of the page
 - [Information from FDA on food products and Coronavirus](#): Scroll down to the Food Products Section.
 - [The PMA Coronavirus resource page for grocery/retail.](#)
- Fresh produce is healthy, and many items help boost the immune system. Shoppers are looking for health-boosting products and want to find them in your stores for one-stop shopping. PMA has launched [The Joy of Fresh™ communications toolkit](#) to help you communicate with your shoppers about the safety and health benefits of fresh produce. If you are not a PMA member and cannot access the toolkit, email [Kathy Means](mailto:Kathy.Mearns@pma.com) at PMA for a copy. The toolkit contains:
 - Talking points
 - Social and traditional media support
 - Infographics



Takeaways and Best Practices: The How

Takeaways and Best Practices



Understand your Goals

- Your goals are your North Star
- It's OK to ask the Questions
- Not every opportunity presented is the right opportunity



Craft Clear, Concise and Consistent Messages

- Identify spokespeople who are media trained
- Right spokespeople will help with enhancing credibility
- Prep, prep, prep



Identify your Audience

- Message profiles
- Understand what motivates them



Choose the Right Channels

- Right Media Mix for the right outlets
- Promote across channels
- Think outside the box



What We Heard from Our Audiences

“At the end of the day, the independent grocers are the people in your communities, feeding your communities, and making your community better.”

- From Hill staffer

“Localize that for us. ‘Hey, we work with the ranchers in your district to get meat from there and provide it to families in your state.’”

- From Hill staffer

“They give back to the communities. They're the ones sponsoring Little League Baseball, their kids go to school with their customers' kids. You can talk about “the need to drive business” and “the need to drive growth,” but when you have that deeper connection to the people you're serving, it means you're at the heart of that community.”

- Associate Member

“It's not just some story we tell. You can see it with the farmer coming in with his eggs. Here he is walking into your store— in the midst of shutdowns—and there's a real feeling when you see that. That, to me, is the local connection.”

- Retailer Member

Audience Messaging Profiles

FOR RETAILER AND WHOLESALER MEMBERS

NGA provides the advocacy, resources and peer-generated insights that help you compete in a highly competitive marketplace, and fulfill your vital role in the community.

FOR ASSOCIATE MEMBERS

Through their close local ties, our independent community grocers are the first to spot the consumer preferences and market trends that impact your business.

FOR THE HILL & THE PUBLIC

From the customers they see each day to the local producers who fill their shelves, no one has a better pulse on their community than independent grocers.

FOR INDUSTRY AUDIENCES

By advocating for independent community grocers and providing the tools and resources that make for competitive business practices, we help them bring choice, convenience, and value to hard-working Americans.



Takeaways and Best Practices



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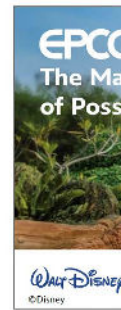
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Opinion | SNAP benefits should be higher and easier to get

October 10, 2023 at 2:14 p.m. EDT



In her Oct. 4 Wednesday Opinion column, “[Reforming SNAP could address the obesity crisis](#),” Leana S. Wen suggested that one way to tackle this nation’s growing obesity crisis is to reform the Supplemental Nutrition Assistance Program, formerly known as food stamps.

 [Sign up for the Prompt 2024 newsletter for opinions on the biggest questions in politics](#) →

SNAP is a rare example of a partnership between government and private businesses that works, and it works because of simplicity. The approach floated by Dr. Wen and Harvard professor David S. Ludwig would be a bureaucratic nightmare, forcing the government and grocery stores to jointly analyze some 600,000 food items — and thousands more every year — to decide which could be purchased by SNAP participants.

Further, comparing SNAP with the Women, Infants and Children (WIC) program highlighted the operational complexity of WIC and key differences between the programs. WIC’s restrictive nature limits [retailer participation to 46,000 stores](#); SNAP’s simpler structure boasts a network of [259,000 retailers](#), improving accessibility.



Takeaways and Best Practices



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Greg Ferrara • 1st
 President & CEO at National Grocers Association
 1yr • 🔒

NGA continues to advocate for a level playing field that benefits everyone in the supply chain from growers to manufacturers to retailers to consumers.

nga National Grocers Association
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Thank you to the [American Economic Liberties Project](#) for inviting NGA's SVP & Counsel [Christopher Jones](#) to speak on a panel about Buyer Power at today's [#antimonopoly](#) summit. ...see more



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You may have recently read an interesting take on the [#supermarket](#) industry from [Jinjoo Lee](#) Lee asserting that [#costco](#), [#Walmart](#), [#aldi](#) and [#Amazon](#) are all chipping away at the traditional supermarket model and changing how Americans shop. But there's more to this story than meets the eye. While these mega chains appear to offer bargains to customers, they do so by employing anticompetitive tactics that harm consumers and benefit themselves.

One such tactic involves imposing arbitrary "channels of trade" classifications on manufacturers to discriminate against independent community and regional grocers. This leads to unfair pricing, limited product availability and packaging sizes for local and regional grocers.

However, these channel distinctions do not align with the actual market conditions. Independent grocery stores exhibit significant variation in size and format, with many comparable in scale to the largest national chains. Moreover, as pointed to in this [The Wall Street Journal](#) column, consumers perceive big box or club stores as viable alternatives for various products, including essential items like packaged goods, paper products, and cleaning supplies.

A vibrant supermarket industry requires fair competition. It's time to reinvigorate [#antitrust](#) laws that benefit all American [#consumers](#). Let's ensure that the marketplace fosters diversity and empowers consumers, making it a win-win for all.

<https://lnkd.in/g/PCQxlc>



Supermarkets Are Losing This Food Fight
 wsj.com

72 10 comments • 7 reposts

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BUSINESS INSIDER
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Shoppers purchase nearly 214 million pounds of potatoes and 50 million pounds of sweet potatoes from US supermarkets in the weeks before Thanksgiving, according to the National Grocers Association.





Thank you



Questions?