



**FOR IMMEDIATE RELEASE**  
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## **AFFI and GCCA to Co-Host New Food Logistics Forum**

Washington, DC, 19 January 2009 – The American Frozen Food Institute (AFFI) and the Global Cold Chain Alliance (GCCA) today announced they will co-host the Food Logistics Forum, to be held 6-8 June 2010, at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Lake Tahoe, Nevada, USA. AFFI and GCCA have formed a partnership to host this new event.

The event will provide logistics professionals with educational and business development opportunities to address emerging issues affecting the frozen food supply chain. It succeeds a previous annual event, the AFFI Distribution and Logistics Conference, which has provided the frozen food industry the opportunity to stay current on regulatory developments, technological advances, and economic trends affecting all aspects of the frozen food supply chain.

“The partnership formed by AFFI and GCCA will offer the combined resources of our two great organizations to provide insight into the latest logistical challenges and opportunities facing our industry,” said AFFI President and CEO Kraig R. Naasz.

“Building upon the success of its predecessor, the Distribution and Logistics Conference AFFI has held for 26 years, the Food Logistics Forum will offer an even more robust, forward-looking program to give those attending enhanced value.”

The target audience for the Food Logistics Forum is logistics professionals at frozen food manufacturers, food service companies and retailers. Public refrigerated warehouse professionals, suppliers to these warehouses, and cold chain transportation professionals will also find the event beneficial because of the business development opportunities.

“Many members within the GCCA Core Partner associations, especially the International Association of Refrigerated Warehouses and the International Refrigerated Transportation Association, have worked closely for years with the frozen food executives who will attend this Forum,” says GCCA President and CEO Bill Hudson. “This will provide them an important new opportunity for both education and networking about the business of their customers.”

Registration information for the Food Logistics Forum will be available by late January 2010 on the AFFI and GCCA Web sites at [www.affi.com](http://www.affi.com) and [www.gcca.org](http://www.gcca.org).

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*The **American Frozen Food Institute** (AFFI) is the national trade association promoting and representing the interests of all segments of the frozen food industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. For more information, please visit [www.affi.com](http://www.affi.com).*

*Comprised of its Core Partners, including the International Association of Refrigerated Warehouses, the World Food Logistics Organization, the International Institute of Ammonia Refrigeration, the International Refrigerated Transportation Association, and the International Association for Cold Storage Construction, the **Global Cold Chain Alliance** (GCCA) represents all major industries engaged in temperature-controlled logistics. GCCA unites partners to facilitate communication, networking, and education for the perishable food industry. For more information about GCCA, visit [www.gcca.org](http://www.gcca.org).*