



*We Are the Voice of the Food Industry*



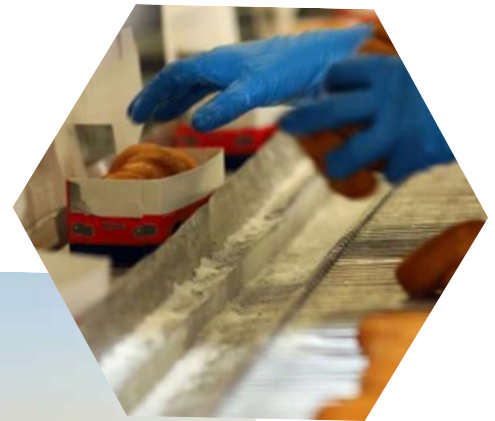
# What is ?

The Food Marketing, Industry and Distribution Chamber (MIDA) is the only business entity in Puerto Rico that represents the food sector (retailers, wholesalers, agro-industrialists, processors, distributors and affiliates).

The Puerto Rico Food Industry has always been organized in an institution that represents it at government agencies forums.

Our organization has generated important legislation as well as promoted far-reaching social and economic measures. He has been involved in the passage of important laws for Puerto Rico.

We have an educational program that responds to current issues, according to the needs of the Industry.



# What is ?



## MISSION

- Promote the development of the Food Industry in an environment that favors private enterprise.



## VISION

- We are the Voice of the Food Industry.



## VALUES

- The well-being of our partners
- Continued growth and development of our enrollment
- We believe in healthy and fair competition
- Contribute to the improvement of the quality of life of our people
- Maintaining good relations with our rulers
- We believe in weighted and objective analysis for decision-making
- We believe in order and planning
- We believe in continuous innovation
- We believe in the genuine needs of consumers for the defense of the interests of the industry.

# Partner Benefits

## **Liaison with the Government and Legislature**

We provide information on local and federal administrative laws and regulations that may affect the business interests of our partners and the economy in general. We also depose in public hearings and bring lawsuits before the courts or participate as friends of the court in those cases of utmost importance to the sector. We also try to generate a positive attitude on the part of our legislators and executive branch agencies in any matter that contributes to the development of our Industry.

## **Public Policy Forums**

They allow direct access to the strategic plans of government leaders and/or candidates. They help keep our policymakers informed of the reality and needs of the industry.

## **Representation to the media**

We defend and represent all our members in the television and radio media.



# Partner Benefits

## Educational Seminars & Certifications

MIDA offers educational seminars and certifications on a wide variety of topics, including innovation, best practices, market insights, human resources, among others.

The topics to be presented are chosen by the Educational Committee, which is made up of volunteer professionals from the different companies in the industry and ensures that our partners can meet the training requirements and can expand their knowledge in their daily roles. As a benefit, all MIDA members enjoy a discount on the registration of each of these activities.



# Partner Benefits



## Online Training for Supermarkets

At MIDA we are committed to the well-being of our partners, their needs and to the professionalization of the industry. That's why we've created, with Coca-Cola's support, the Virtual Academy for Supermarkets (AVIS), a **free online course** system for our partners. These courses are aimed at each department of a supermarket such as: grocery, bakery, deli, cashiers, florists, meat, fruits and vegetables, etc.

This platform also allows you to expand your employees' knowledge on a variety of general topics, including management techniques to improve operations, finance, leadership, customer service, food safety, loss prevention, and many more.

Available at any time, at any time, and in several languages, you will be able to access the information from your personal computer with an Internet connection, from the rooms or computers that each member may have, or from MIDA's facilities. This initiative will allow MIDA partners to have an entire virtual training department that they can also manage, coordinate and monitor electronically. For all of the above, MIDA and Coca-Cola urge you to take advantage of this opportunity to enrich the talents of your team.

# Partner Benefits

## Events / Networking



### CONFERENCE & FOOD SHOW

A summit activity of the Food Industry that brings together MIDA members and non-members in a balanced environment between business and education. **Over 400 exhibitors and 12,000 visitors** distinguish this event from any other on the island.

We offer an extensive educational program and the best opportunity to network.



# Partner Benefits Events / Networking



**CONFERENCE  
& FOOD SHOW**



## **General Assembly of Partners**

At our Annual Convention we hold the "General Assembly of Members" where the presidential efforts made during the year are discussed and MIDA's resolutions and financial statements are presented. At this Meeting, a representative of each member has the right to vote to elect the new Board of Directors.



## **MIDA Business Preshow**

Each year, our Annual Convention presents opportunities for business appointments between suppliers and buyers.





# Partner Benefits



## Outstanding Employee Recognition

At MIDA we recognize the great potential of details to reinforce the commitment and good organizational environment that help achieve the goals of our Industry.

That's why annually through our magazine The Voice of MIDA, we recognize the outstanding employees of each partner who wishes to participate.

Likewise, they are recognized in person at our MIDA Conference & Food Show, where they enjoy an exclusive event to highlight them and are given a ticket to participate in our Exhibition Area



# Partner Benefits Events / Networking



The Industry meets in the countryside, in one of the most anticipated events of the Food Industry in Puerto Rico. We offer the perfect elements for growth through business opportunities and positioning.

**At this event you have the opportunity to:**

- Develop business relationships
- Brand Positioning
- Have fun with our industry's top executives



Proceeds from the sale of Gimmies & Mulligans from the tournament are donated to **La Esperanza School**, an entity that has students from 3 to 21 years of age, who have various significant conditions and impairments, such as moderate to severe intellectual disabilities and multiple impairments.

# Partner Benefits

## Events / Networking

### Octavitas (family day)

Family day event at no cost to our members that represents a great networking opportunity. In a relaxed and unique atmosphere, the end of our Christmas season is celebrated.



### Nightlife Networking Events

Our activities offer the best opportunity to share with the leaders of the sector, increasing the possibilities of making business contacts. We represent the main forum for exchange and discussion of topics of interest to the food sector, allowing our partners to stay informed and share socially.



# Other Partner Benefits



## Group Health Plan

MIDA offers its members integrated health services with various benefits in their coverages. These include: life insurance, dental, major medical expenses, organ transplantation, teleconsultation, nutritionists, generalists, medications, network of emergency centers, specialized care in different hospitals, pharmacy coverage, laboratory services, and much more, at exclusive prices for MIDA members.



## National Grocers Association (NGA) Membership



MIDA represents Puerto Rico before national organizations such as NGA, FMI and FIAE, which help us keep our partners informed and represented in the U.S. In particular, we reached an agreement with the National Grocers Association, so that our members are members of that organization at no cost, which means access to a huge amount of benefits and information.



## Liaison with Latin America



MIDA represents Puerto Rico in the Latin American Association of Supermarkets, A.C. (ALAS), along with several counterpart associations from Latin American countries such as Mexico, Venezuela, Colombia, the Dominican Republic and Brazil, among others. ([www.alasnet.org](http://www.alasnet.org))

# Other Partner Benefits

## Tax Calendar and Holidays

The Tax Calendar provides the dates for submitting tax reports. We incorporate the closing and opening dates of combined commercial and retail establishments, as established by law. We include deposit dates for NAP recipients, government employees, and social security.

## Conference Rooms & Offices

Our members have the benefit of using our offices for their meetings, renting our rooms (we have three rooms). Once a year, each member will be able to hold their meeting free of charge in one of these three rooms.

## Newsletters

Short, sporadic e-publications on various topics to keep members informed about plans or decisions that may affect them, such as: new laws or regulations and government orders.

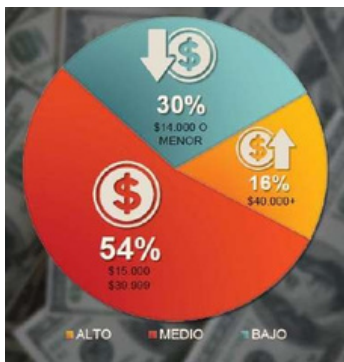


# Other Partner Benefits Research Studies

## Food Industry Trend (“Tendencias”)



It measures the sales behavior of a representative group of the industry. The data reflects month-to-month, year-to-year and YTD (Year to Date) changes as well as margins, reasons for the results and the measures taken to deal with them. It also measures the confidence of the sector, asking about plans for employment, inventories, advertising and capital investment. Finally, questions of interest such as the distribution of payment methods, inventory days, etc., are interspersed. All of the above is presented in an aggregated manner for the entire enrollment, but participants have the benefit of being able to see the data segmented by each sector.



## Portrait of the Food Industry (“Retrato”)



A study that collects and analyzes operational information and of the participating companies so that the industry can be measured against the average of its peers. It also allows us to inform the country and the government of the particularities of our industry when it comes to establishing public policy.

## Additional studies

They are tailor-made according to the need. Examples: Impact of Minimum Wage Increases on Industry (Feb 2021); Impact of Cabotage Laws (2 studies in 2019); Compensation Study, among others.

# Other Partner Benefits

## Research Studies



Consumer X-ray is the most important marketing research in the world.

This is an important event that is carried out annually to analyze consumer trends in their food buying habits.



### Among the elements presented by the study are:

- Presentation of the purchasing decision model and influencing factors
- Know the most relevant behavior patterns of the buying agent and the different aspects that influence their purchase decision process
- How does the buying agent go about the buying process?
- Study of digital consumer behavior
- Among others...



The study is composed of an industry committee and a market research firm to do a complete study.

# Other Partner Benefits

## Marketing Opportunities

### Print & Digital Media

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#### Magazine

# LA VOZ DE MIDA

A bimonthly publication that keeps members informed about matters of interest in the industry, while also disseminating the activities carried out by our organization for the good of the economic development of the industry and Puerto Rico. It contains permanent sections and represents an excellent marketing opportunity for anyone who wants to reach the leaders of the industry. this sector.



#### Partners Directory

This directory contains the contact information for key partner personnel. It also contains information related to the services, brands and/or main products provided by our partners to the Food Industry. It provides the information it contributes to the relationship between the companies that are part of the family.



# Other Partner Benefits

## Marketing Opportunities

### Print & Digital Media



### La Voz de MIDA - Special Editions of MIDA's Convention

Daily Magazine during the convention, which reviews the previous day's events as well as the daily program. In addition, opportunity to present products, advertorial and advertising.

### New Products and Ideas Catalogue (NPI)



Annual publication at Convention, where all new products, services or ideas in the industry are highlighted. It provides a differentiated and innovative marketing platform for these products.



# Other Partner Benefits

## Marketing Opportunities

### E-Blast

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MIDA has the most extensive and comprehensive database of leaders in the food and beverage industry. We have several options for sending email marketing communications (E-blast). Each partner will have the opportunity to include one promotion per year in our emails. This service is limited, subject to availability and coordinated with MIDA staff.

### Web and Social Media

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#### Web Page

By entering [www.midapr.com](http://www.midapr.com) our members find the latest information on all the activities and seminars that MIDA offers, studies, legislation, news, regulations, resolutions, promotions related to our Industry, magazines and more. Members have a password that allows them to access their profile on the website. They can purchase and pay for MIDA activities and upgrade their profile.

#### Social Media

MIDA members receive discounts to promote their products on MIDA's social media. Reach thousands of industry people in every post.



# Other Partner Benefits

## Marketing Opportunities

### Get Creative in the Kitchen (Ponte Creativo)

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Every year, MIDA celebrates its annual Ponte Creativo campaign, to promote cooking at home and with the family, with the ingredients accessible in our grocers. The campaign also helps position the food industry in Puerto Rico as a fundamental part of the country's well-being. Members receive promotional material to join, as Industry, to encourage cooking and eating family dinners at home.

**COCINA  
EN FAMILIA**





PARTNER TYPE: (select one)

- Retailer  
  Distributor  
  Wholesaler  
  Producer  
  Farmer  
  Affiliate

Company Name \_\_\_\_\_

Physical Address: \_\_\_\_\_

PO Box: \_\_\_\_\_

WEB \_\_\_\_\_ Phone \_\_\_\_\_

Cellular \_\_\_\_\_ Email Address \_\_\_\_\_

Health Plan Insurer \_\_\_\_\_

Approximate sales volume: \_\_\_\_\_ Amount of Employees \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Email Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_ Email Address \_\_\_\_\_

Name of major services or companies you represent: \_\_\_\_\_

Main Products and/or Brands: \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Recommended by \_\_\_\_\_ Title \_\_\_\_\_ Company \_\_\_\_\_

I agree that I have been notified that the membership automatically renews one month prior to the expiration of the subscription year.

I agree that cancellations must be sent in writing to: rberio@midapr.com and jmojica@midapr.com.

NOTE: This application must be submitted to the Chamber of Marketing, Industry and Food Distribution (MIDA) accompanied by a check for the annual fee, as determined by the applicant using the table provided below as a guide. The Board of Directors will evaluate this request and determine whether to accept it.

**ANNUAL SALES (\$)**

Less than 5 millions ..... = \$1,500

5 millions up to 25 millions ..... = \$2,500

More than 25 millions up to 100 millions ..... = \$5,500

More than 100 millions up to 500 millions ..... = \$8,500

**ANNUAL SALES (\$)**

More than 500 millions up to 750 millions ..... = \$11,000

More than 750 millions up to 1 billion..... = \$13,000

More than 1,000 millions up to 5 billions .. = \$15,000

Affiliate Partners..... = \$1,400

**FOR INTERNAL USE BY MIDA**

FEE (\$): Annual Fee \$ \_\_\_\_\_ Special Fee \$ \_\_\_\_\_ Others \$ \_\_\_\_\_ Total \$ \_\_\_\_\_

DATE APPROVED BY THE BOARD \_\_\_\_\_

- NOTES:
- Special fee for small merchants with annual sales volume less than 3 million = \$600, providing that the president of MIDA, with prior recommendation of the Committee and New Members, may determine a lower fee that will never be less than \$400. This quota is also available to small holder farmers under the same parameters and subject to approval by the Board of Directors. If approved, it will be valid for the first year of membership. From this date, you must pay the amount, as shown on this sheet, depending on the volume of your annual sales. If your company is to maintain annual sales at less than 3 million, you must submit a Certification in order to review the membership payment.
  - Shopping and advertising chains whose establishments are owned by independent entrepreneurs will pay according to the aggregate sales volume of all their partners and may opt for an additional charge of \$50 per establishment to receive shipments and participate in the activities. If its members are interested in being independent members, they may choose to pay 50 percent of the applicable fee.
  - The fee will be automatically billed 30 days before the end of the membership year. Any request to unsubscribe must be in writing and sent to the Director of Member Services, Rosa Berio - rberio@midapr.com.



We Are the Voice of the Food Industry

Join us and be part of our history!

For more information:

**787-792-7575**

**rberio@midapr.com**

**[www.midapr.com](http://www.midapr.com)**