



BENEFITS INSIDE

ADVANTAGE ► MEMBERS



WELCOME TO IDDBA – GET STARTED!



UNLOCK YOUR BENEFITS...

Follow the steps below to add your personal contact information so that we can begin delivering benefits information including dairy, deli, bakery and late-breaking industry initiatives!



HERE'S HOW

1. SIGN IN

Visit iddba.org and click 'Log In'. After you log in, choose 'Member Portal'

Username: Email Address

Password: Known VIP number or created password

Having login problems? Call us at 608-310-5000 or email iddba@iddba.org

2. ADD CONTACT INFO

Add your information under the 'My Account' tab in the member portal.

3. INCLUDE COMPANY INFO

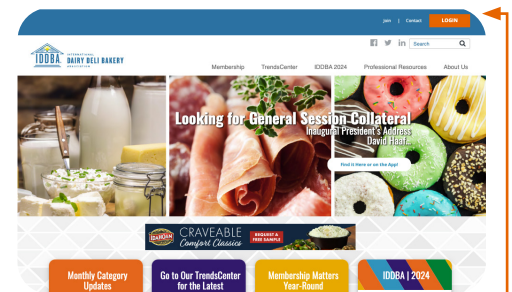
Primary or exhibit contacts can add their company information. Enter company information under 'My Account' tab and locate the 'My Company' and 'About My Company' tabs.

Include employee information by choosing 'My Company Contacts and Related Companies' tab. You can edit this information at any time.

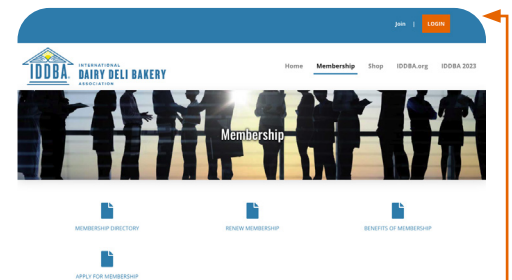
To choose product categories for your company, choose the 'About My Company' tab and locate Categories at the bottom of the page. Include these so other members can easily find your company.

4. MORE

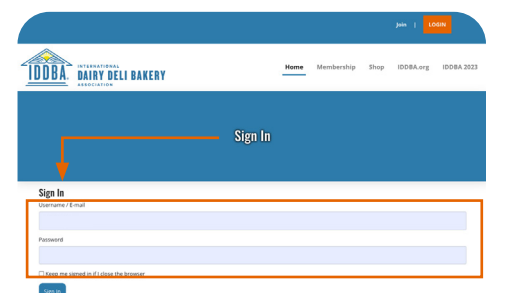
- View when your membership expires under 'My Membership' tab
- Pay and view individual invoices: 'My Invoices' tab
- Register for the IDDBA Show under 'Events' tab
- Company membership and exhibit invoices are under 'My Company Invoices' tab. Only member contacts and exhibit contacts may access these invoices.



Visit IDDBA.org, and log in!



Visit the 'Member Portal'



Add your information!

AND YOU'RE READY TO BEGIN REAPING THE BENEFITS!

FOR IDDBA MEMBERS, THE IDDBA APP IS YOUR GATEWAY TO OUR COMMUNITY!



The **IDDBA App** is our latest digital resource providing the most current information along with a 24/7, 365 days-a-year opportunity to follow, chat with, and **NETWORK** with industry peers!

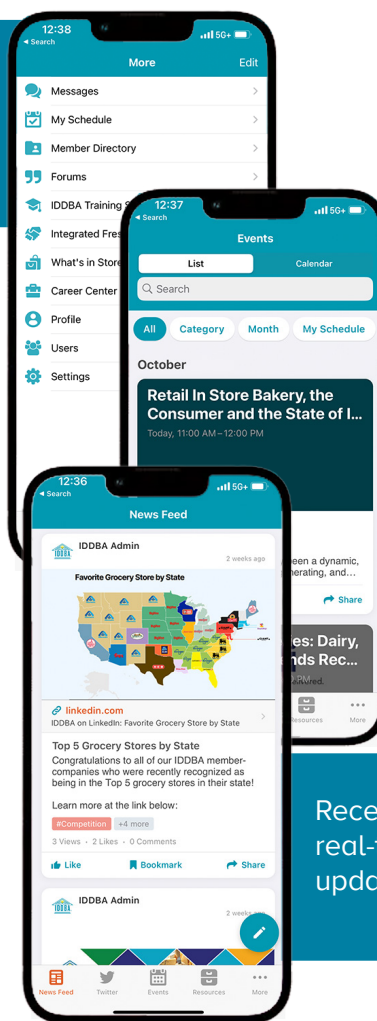
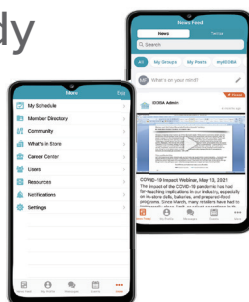
Slick, easy-to-use interface with everything you need – at your fingertips. Customize your settings, receive notifications, **LET THE NETWORKING BEGIN!**



GET IN THE KNOW GET THE APP



The IDDBA
app is ready
for you.



Featuring push notifications with new event information.

Receive app-exclusive, real-time content and updates!

Set up your account now to be a part of IDDBA Forums, and more!

IDDBA BRINGS YOU 52 WEEKS OF EDUCATIONAL WEBINARS!



Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail and beyond!

These topics and more are covered throughout the year in our popular Webinar Series.

MEMBERS ONLY get year-round, on-demand access to our full library!

SEVERAL MONTHLY WEBINAR OPTIONS THROUGH THE YEAR!

Up to 3 webinars per week, every month, covering relevant industry topics, data and trends including:

- Industry Research
- Consumer Trends
- Sustainability
- Regulatory
- Retail Associates best practices, and much more!

For more information on webinars, scan this:



"Thank you IDDBA team – I really enjoyed the historical, species and geography lesson on this meat topic – now I have a greater understanding of the category – really helpful!"

*– Tony Cimilino, CMO
Golden West Food Group*





WHAT'S IN STORE!

The most comprehensive, continually updated research report available for our industry! And it's always available **ONLINE** to our members!

This is the essential resource for dairy, deli, and bakery professionals!

So much information – from consumer insights to industry trends, sales data and much, much more!

BAKERY OUTLOOK

BAKERY OUTLOOK FOR 2024:

Bakery had a great year in 2023 with dollar sales growth vs last year while remaining flat to down in units. Top growing items came from both center store and perimeter aisle. Standouts like B store bread have seen more than \$1 vs 3 years ago. Jenna Parker, Principal at Circana, states, "During inflation, people bought what they liked. People could make options out of one loaf of bread making during inflationary times." During this also bought perimeter breads for a different occasion. "Center store bread is usually meal accompaniment or as a snack. Perimeter aisle bread are cousins to substitutes. There is reason for both and to do well."

Impulse To Indulge

According to the Circana Omnibus Survey, 30% of shoppers say they make impulse purchases to reward

PREPARING FOR THE FUTURE: ALTERNATIVE PROTEINS HEADED FOR THE INSTORE DELI



FOOD! THE BIGGEST INFLUENCER



Consumers also worry about animal and human welfare. Our [DataBytes](#) report, from March 2023, found that 63% of consumers felt concern about farm-raised animals themselves, and 63% reported feeling concerned about antibiotic use in farm-raised animals. We want cruelty-free meat, and we also want good health for ourselves. Consumers of all ages want to eat a healthy diet (53%) and many limit their consumption of red meat (27%).

With the global population having topped 8 billion and hurtling toward an estimated [10 billion by 2050](#), the need for change has become even more critical. Not only do we want food that's good for the world, good for animals and good for us, but we also need much more of it. Conventional farming and food production methods do not seem up to the task of feeding so many people and certainly can't do so sustainably.

Products to Meet Those Needs

Plant-based proteins arose to address these personal and global needs, and brands proliferated to fill the space. In recent months, we've seen the plant-based competition begin to thin as manufacturers have addressed taste and texture and struggled with inflation and a goal of price parity. As plant-based products have joined the mainstream and become less of a novelty, consumers have begun to challenge their healthfulness, to label them "overly processed," and to point to their long, scientific-looking ingredient lists with suspicion.

Again, though, the drivers behind plant-based proteins and their rebirth remain strong. Even as consumers question whether plant-based proteins fully satisfy the need for healthy, sustainable proteins, cell-based meats provide different solutions to those same problems. Cell-cultured meat promises to provide sustainable sources of protein that solve for each of those drivers – environment, human and animal health – with actual animal cells. No long, science-y

© 2024 International Dairy Deli Bakery Association

Preparing for the Future:
Alternative Proteins Headed for
the Instore Deli

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DATABYTES
GLOBALSCOPE

Plus, introducing **DataBytes | GlobalScope!** From global coverage across 12 countries to in-depth data on baked goods, dairy, ready meals, and foodservice, this interactive tool is your window into market trends, growth forecasts, and subcategory breakdowns.

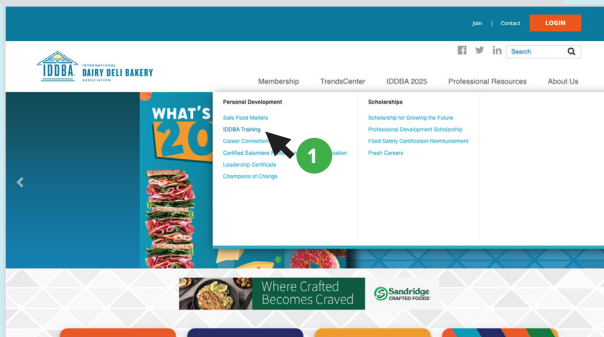
FOR IDDBA MEMBERS, DEVELOPMENT OPPORTUNITIES NEVER END!



DISCOUNTED LESSONS, CERTIFICATION OPPORTUNITIES, TRAINING PROGRAMS AND MORE!

The new IDDBA Training site has been developed to provide accessible materials and opportunities for professional development. With offerings for all levels of retail and supplier associates, the ability to learn and grow within current positions as well as prospective careers has never been more convenient. **Use this simple guide to find the materials and resources that fit your career objectives.**

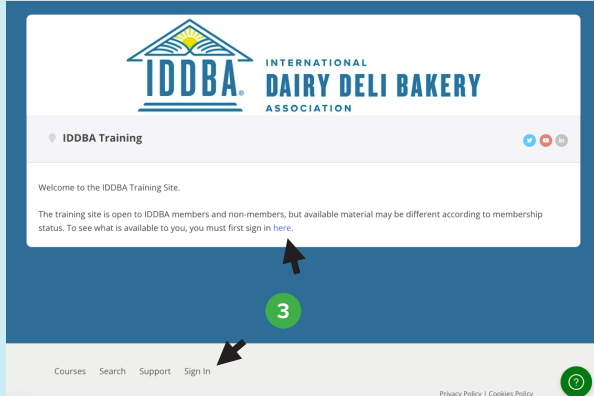
- 1 Visit the IDDBA website at iddba.org, select Professional Resources on the main navigation, drop down and select IDDBA Training



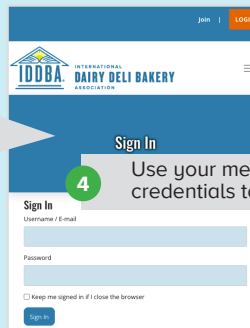
- 2 Click on LOGIN TO IDDBA TRAINING



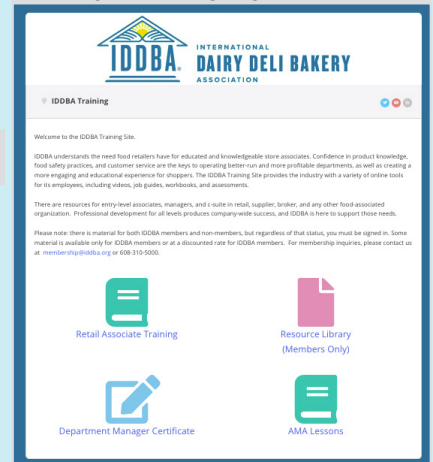
- 3 With your membership login info ready, click on Sign In



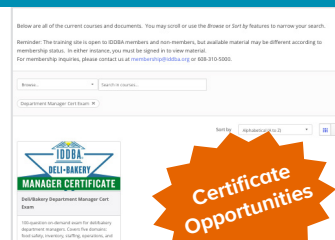
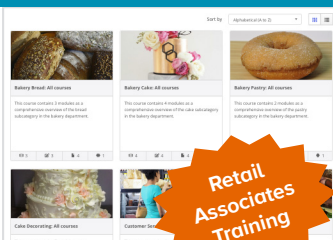
- 4 Use your member credentials to log in



- 5 Once logged in, you'll go to the training site landing page.



With full access to the IDDBA Training site, here's what you'll find – and we continue to add more...



FOR IDDBA MEMBERS, A DISCOUNTED OPPORTUNITY TO BECOME A CERTIFIED SALUMIERE



ABOUT THE EXAM:

- Written and reviewed by subject matter experts
- Recommended reading provided for exam prep
- Offered both virtually and in-person
- Certifying excellence in charcuterie product knowledge



DETAILS:

- This exam is offered by the IDDBA
- Cost: \$450 for members; \$500 for nonmembers
- Eligible exam-takers will have a minimum of 1,440 hours of paid or unpaid work experience



“...It covers so many different areas of salami. It's not just about fermentation, processes of curing... It also covers the business side”

Amy Forbis, Certified Salumiere



EXPLORE OUR INDUSTRY OPPORTUNITIES, GET IN FRONT OF YOUR IDEAL EMPLOYER



Whether you're looking to find opportunities or share opportunities, **Career Connection** serves as a tool and resource to help you with your career needs to find your perfect fit.

CAREER CONNECTION



FIND A JOB

Start or continue your career in the industry and get your resume noticed by top professionals. Access resources and services to help you build and manage your career.

FIND AN INTERNSHIP

Gain valuable experience and knowledge in your area of interest with an industry internship. Grow your skills and access resources and services to enhance your potential.



POST A JOB/INTERNSHIP

Finding the right candidate for your company is easy with our career center. Access a specialized talent pool of qualified candidates, manage job postings, target your advertising, and get full resume access.





UNLOCK THE OPPORTUNITIES FOR PROFESSIONAL GROWTH!

IDDBA is dedicated to empowering people to navigate their paths towards success. Our scholarships serve as a valuable resource for individuals looking to embark on new ventures or enhance their existing accomplishments. Whether you're at the beginning of your career journey or seeking to explore new opportunities, IDDBA is here to support and inspire your professional growth.

PROFESSIONAL DEVELOPMENT SCHOLARSHIP

Offered exclusively to employees of member companies who are interested in training programs for career advancement.

What are the requirements?

- Work for an IDDBA member company
- Not be enrolled in a degree program
- Complete course with a grade of C or above or provide a certificate of completion
- Application received within two months of the completion of the course
- A short personal statement

Reimburse tuition/cost of course up to \$500 per course, and a maximum of \$1,000 annually (year runs July 1 – June 30).

GROWING THE FUTURE SCHOLARSHIP

The Growing the Future Scholarship is for current college and graduate students that work for an IDDBA member company.

What are the requirements?

- Upload an essay and a letter of recommendation from your supervisor
- **Essay topic:** (No longer than 500 words) With over 22 million agriculture and food-related jobs, our industry offers endless career paths spanning diverse fields - from veterinarians working with livestock to logisticians distributing products to lawyers negotiating contracts. The possibilities are endless. Explore careers in the food industry and identify a specific job that sparks your interest and explain how your current education prepares you to pursue that career.
- Eligible employees may receive up to \$2,000 towards tuition.

FOOD SAFETY CERTIFICATION REIMBURSEMENT

Up to \$2,000 reimbursement for certification exams for member retail companies.

More information on this here...



EARN YOUR



INTERNATIONAL
DAIRY DELI BAKERY
ASSOCIATION

LEADERSHIP
CERTIFICATE

FROM THE



WISCONSIN
SCHOOL OF BUSINESS
UNIVERSITY OF WISCONSIN-MADISON
TOGETHER FORWARD®

CENTER FOR
PROFESSIONAL
& EXECUTIVE
DEVELOPMENT

Join a cross-section of industry peers who also want to develop elite leadership skills in an exciting, engaging, and interactive journey with top-ranked faculty and industry experts.



Delivered in an in-person format over the course of three days in beautiful Madison, Wisconsin.

Engage with dynamic and highly interactive instructors, and wrap up your experience with a half-day guided retail tour.

Participate in lecturettes, active discussion, small breakout teams, case studies, and individual reflection.

SCAN FOR TUITION INFO,
FULL SCHEDULE,
AND TESTIMONIALS.



“I think the investment is well worth it for so many reasons, but the opportunity to have a broad spectrum of presenters with different expertise really elevates it all...”

Cathy Strange, UW Alum

NEW!

DIGITAL CATALOG

Powered by
1WorldSync



IDDBA Members can now enhance selling with IDDBA's Digital Catalog

Accelerate your sales cycle. Expedite the exposure of your offerings to your customers. **Improve speed-to-shelf, both in-store and online!**

Easily create dynamic views of your products for display to your internal teams, and customers:

- **Download & Share PDFs**
- **Create public or private URLs**
- **Embed on your website**
- **Share sales slicks directly with merchants**

Instant, shareable, custom-branded product catalogs that get you in front of more customers, to increase sales!

NEXT STEPS FOR SUPPLIERS

Complete the IDDBA Trading Partner Form (TPF) available [here](#) and IDDBA will subscribe to your GLN

Load and send your product content to IDDBA GLN 1200109688171

- Send all products for IDDBA members
- Send weights, and dimensions, image(s) and any marketing or customer-facing product attributes you already have populated for your products

Suppliers not subscribed to GDSN,

- Subscribe to a GDSN certified data pool such as 1WorldSync
- Send an email to businessdevelopment@1worldsync.com or call (866) 280-4013, Option 1 to learn more

"IDDBA is dedicated to providing value to our members year-round. Partnering with 1WorldSync allows our member companies to showcase products, to grow business in today's competitive marketplace."



Whitney Atkins
VP Marketing, IDDBA



JOIN US!

IDDDBA | 2025

New Orleans

June 1 - 3

IDDDBA | 2024 **FEATURED**

THOUSANDS OF ATTENDEES
MORE THAN 800 EXHIBITORS
TOP RETAILER ATTENDANCE
+WHAT'S IN STORE LIVE
TRENDS, TECHNOLOGY AND INNOVATION!

OUR MEMBERS GET THE BEST SHOW EXPERIENCE AVAILABLE!

IDDDBA members receive
HUGE DISCOUNTS!
on IDDDBA 2025 Show Registration fees!

Thousands of retailers, manufacturers, and wholesalers attended IDDDBA 2024, home to over 800 exhibitors, offering solutions to grow your business and reach today's consumer.



All members, regardless of industry, category or company affiliation, are the FIRST TO KNOW ABOUT:

- Show Registration Announcements
- Late-breaking Show Updates
- Member-exclusive Messaging at Show
- Hotel Reservation Announcements
- Celebrity Speaker Announcements
- Member-to-Member Networking Opportunities

IDDDBA Members are our special guests at IDDDBA 2025! For discounts, special announcements, and communication before, during and after the show!

WELCOME TO IDDDBA, AND CONGRATULATIONS ON YOUR MEMBERSHIP! IT'S TIME TO START REAPING THE BENEFITS!

IDDBA BENEFITS AT-A-GLANCE



365 DAYS-A-YEAR

JOIN NOW!

An IDDBA membership provides 365 day-a-year value to our dairy, deli, bakery community

*Training • Certifications • Education Programs
• Industry Research and Trends Reports
• Scholarship Opportunities and Much More!*

GET NOTICED in IDDBA's

DIGITAL PRODUCT CATALOG 

Instant, shareable, custom-branded catalog

Dynamic views of your products to increase sales!



FOOD SAFETY CERTIFICATION EXAM REIMBURSEMENT!

UP to \$2,000

- For member retail companies
- Year-round applications accepted...



More info here!

IDDBA's

CAREER CONNECTION 

Find a job...

Find an internship...

Post a job or internship opportunity!



SCHOLARSHIPS!

LEARN MORE

Next application period begins January 2025

Up to \$2,000 towards tuition!



CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT

More info here...



Interactive, 3-day, on-campus opportunity to earn your leadership certificate from the UW Business School!



The IDDBA APP!

For building 365 day-a-year connections!

Get it here...

Association updates, forums, events, and more!

IDDBA BRINGS YOU

52 WEEKS OF EDUCATIONAL WEBINARS!

Presenting actionable concepts and relevant consumer insights for dairy, deli, and bakery in retail – and beyond!

Check it out!





Each year, the IDDBA invites cheese mongers, cheese connoisseurs, subject matter experts and industry leaders the unique opportunity to become a Certified Salumiere.

JOIN AN ELITE GROUP OF
INDUSTRY EXPERTS.

Apply Now!



Discover the IDDBA Training site!



Featuring a growing and improved library for all levels of retailer or supplier associates to learn and grow within their current position as well as prepare for the next.

Check it out! ➔



What's in Store 2024 – It's online!



2024: FOOD!
THE BIGGEST INFLUENCER

Get it here!



Hundreds of pages.
Updated every month!



New Orleans

Applications now being
accepted for IDDBA 2025!

IDDBA | 2025
June 1 – June 3

Sign up!



BENEFITS, 365 DAYS-A-YEAR