

RFA Technical Webcasts

The RFA hosts quarterly Technical Webcasts on timely food safety and regulatory topics affecting the prepared foods industry. The Webcasts are live, interactive events that you can join from your office!

See below for details on the latest Technical Webcast.

RFA Members can access slide presentations from past Technical Webcasts at anytime in the [Member Center](#).

July 24, 2024 RFA Industry Development Webcast: *“Top Industry Trends”*

[REGISTER HERE](#) for this live, interactive Event that you can join from your office!

[Non-member registration form](#)

Date and Time:

* Wednesday, July 24, from 2:00 p.m.- 3:00 p.m. Eastern Time

(1:00 p.m.-2:00 p.m. Central, 12:00 p.m.-1:00 p.m. Mountain, 11:00 a.m.-12:00 p.m. Pacific)

Overview:

Unilever Food Solutions global network of chefs and consumer marketing insights team will focus this webinar on 3 major trends relevant for manufacturers and suppliers of refrigerated prepared foods. Our aim is sharing insights and ideas that fuel innovation based on what today's consumer is looking for. We'll cover:

Seasonality: We'll discuss game day and holiday occasions, specifically focusing in on holidays which are highly relevant with the rise of at-home entertaining.

Global Flavors: This trend is on the rise for top growing main dishes in prepared foods. We'll explore which flavors and how consumers resonate with familiar cuisines with a regional twist.

The Gen Z Consumer: We'll look at how to engage with this audience particularly with social media and digital platforms like Instagram, LinkedIn or TikTok. Will also explore how insights gathered on these platforms can shape your offerings and program to reach a broader audience.

Presenters:

James Cobb, National Account Manager, Unilever Food Solutions

James Cobb has been in sales and marketing for 14 years and in foodservice for 10 years. He has worked with major food manufacturers since 2019 and has a passion for consulting with them due to each company's unique operation and go to market strategies. Each manufacturing facility has its specific needs and requires a level of problem solving that keeps work fun and fresh. He believes that taking a data driven approach to bringing new ideas and staying ahead of market trends will drive positive business results. James is a foodie, enjoys global travel, and eating the way that the locals do. He is a dedicated husband and proud father of twin, 6-year-old boys.

Alexa Breeman, Associate Operator Marketing Manager, Unilever Food Solutions

Alexa Breeman is a marketing specialist and consultant with over seven years of food service and industry experience working with a diverse group of organizations and clients. She is a seasoned marketer driven by a love for connecting with audiences through compelling storytelling and innovative campaigns. With an eye for detail and a strategic mindset, Alexa thrives on navigating the ever-evolving landscape of digital and traditional marketing to drive results and elevate brands. Alexa enjoys cooking and trying new cuisines and dishes with her husband, reading thrillers and suspense novels and spending time with her new puppy, Sadie!

How does the Webcast work?

It's easy and convenient! A virtual seminar is one that you can "attend" and participate in right from your offices. There is no travel time, and now provided at NO COST to RFA members!

The RFA Technical Webcast will include live audio along with a slide presentation on the Web. You just need a phone connection for the audio and an Internet connection.

In addition, the webcast will allow you to comment and ask questions at specified times during the event using your phone.

You can invite staff members to listen and participate too! To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

Credits

The Institute of Food Technologists (IFT) and the Research Chefs Association (RCA) have confirmed that continuing education credits are available for numerous RFA technical functions. Depending on the specific educational criteria of these two organizations, credits will be accepted for attendance at 1) RFA Webinars, 2) the RFA Fall Symposium and 3) the RFA Annual Conference.

Contact the RFA office for more information or for proof of participation.

Registration Information:

The cost for this event is as follows:

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RFA Members: **NO CHARGE** - Now Included as a Member Benefit!

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Non-Members: \$310 per computer/audio connection

To attend the meeting, you can either:

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Just send an email to info@refrigeratedfoods.org to register. There is no cost for members. Nonmembers: checks must be made payable to the Refrigerated Foods Association. Payment should be received no later than **July 22, 2024**

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Once you have registered for the meeting, you will receive an email message inviting you to attend the web conference with instructions on how to attend. This message will provide the information that you need to join the meeting.

If you have questions about the RFA Technical Webcasts, please e-mail the RFA office at meg

[@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org)

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