

In 2018, the Pennsylvania Food Merchants Association kept members informed through email, newsletters, press releases and social media.

PFMA leadership participated in interviews with the local and national news media in an effort to educate the public on some high profile issues.

Media Coverage

The PFMA Communications Department was both reactive and proactive in its handling of numerous media requests in 2018, working with reporters and editors in coverage of topics of interest to Association members and the food industry in Pennsylvania.

PFMA was quoted in several articles discussing Philadelphia's sugar-sweetened beverage tax and advocating against the tax.

The Association was also quoted in articles written about a new state law approved in July that banned the use of credit-card skimming devices -- one of PFMA's top legislative priorities of 2018. A significant accomplishment was the placement

of an Op-Ed coauthored by Alex Baloga on the importance of the Supplemental Nutrition Assistance Program

In addition, the Communications Department garnered coverage for additions to its Board of Directors and new hires.

Department staff cultivated healthy working relationships with local media as well as trade publications, such as The Shelby Report, Convenience Store News, and Progressive Grocer.

We've provided a sampling of articles throughout 2018 that contain a PFMA mention or quote.

January

[PFMA Names New Vice Chairman, Six New Board Members](#)

March

[Food boxes, not stamps? Idea in Trump budget worries Pa. grocers](#)

[Food boxes, not stamps? Trump budget could hurt small business](#)

[Harrison gas station plans eatery, alcohol sales](#)

April

[Bill seeks to kill Pa. communities' appetite for taxing food or beverages](#)

[Retailers Worry Food-Stamp Overhaul Will Hit Them Hard](#)

May

[Council to consider restricting sale of flavored tobacco products](#)

[Dairy Halftime: Pa. Milk Marketing Board Evaluates Regulatory Options](#)

June

[Michael Thomas Joins PFMA As Association Services Manager](#)

[F&M Trust names new hires, HRG announces new associates and other business news: Trade Talk](#)

[Wenger Group, HAPevolve and LeadingAge PA name new presidents, and more: Trade Talk](#)

[Kemeny Joins PFMA As Communications Director](#)

July

[PA Food Merchants Association Names 2 to Board](#)

[New state law bans card skimming devices used to steal consumers' information](#)

[Pennsylvania Supreme Court upholds Philadelphia soda tax](#)

August

[PA Food Merchants Assoc. Names Wegmans Exec to Board](#)

[PFMA Prez Completes Year 1 Of Organization Management Program](#)

September

[State ramping up efforts to detect 'skimmers' at gas pumps](#)

[SNAP feeds the hungry and nourishes the economy](#)

[Proposed farm bill hurts more than just hungry families](#)

Website



November

[E. coli warning throws a hurdle into the busiest food-sales week of the year](#)

[PFMA's Alex Baloga Receives GMA's Excellence in Government Affairs Award](#)

[PCEDA lands grant to build regional food economy](#)

December

[How a Grocery Store Entrepreneur Models Social Design](#)

[Some local stores to swallow soda tax for customers](#)

[Some Pennsylvania gas stations could soon feature gambling](#)



Key accomplishments:

- In 2018, our website, www.pfma.org, received 84,291 unique visitors -- a 4 percent increase from the previous year.
- Those visitors resulted in 477,668 page views in 2018 and the average visitor clicked on about 5.6 pages during their visit.
- Our website's largest referring site was Google.

Press Releases

PFMA distributed 19 press releases in 2018:

[PFMA applauds President Trump's signing of Farm Bill](#)

[PFMA appoints Bunzl Executive Bob Plata to Board of Directors](#)

[ShopRite & UAC donate 2,000 Thanksgiving meals this year](#)

[GMA honors PA Food Merchants Assoc. CEO Alex Baloga](#)

[PFMA commends Senate concurrence on Senate Bill 1172](#)

[PFMA applauds House passage of Senate Bill 1172](#)

[PFMA hosts Fall Legislative Conference in Harrisburg](#)

[SNAP feeds the hungry and nourishes the economy](#)

[Anti credit-card skimming law goes into effect](#)

[PFMA appoints Wegmans' Gary Fechter to Board of Directors](#)

[Alex Baloga completes first year of Leadership Training Program](#)

[PFMA appoints two industry leaders to its Board of Directors](#)

[Kemeny joins PFMA as Director of Communications](#)

[PFMA applauds House Bill 1918 passage](#)

[Thomas Joins PFMA as Association Services Manager](#)

[PFMA Announces 2018 Thomas R. and Laura Ridge Scholars](#)

[PFMA Celebrates 65th Anniversary & David McCorkle](#)

[PFMA Announces New Officer and Board Members](#)

[PFMA Announces 2018 Legislative & Regulatory Priorities](#)

Newsletters & Reports

The Communications team published eight issues of the Spectrum newsletter in 2018. It featured legislative and regulatory coverage, store openings, anniversaries, trade shows and other feature articles along with industry news and webinar information. The Spectrum is available [here](#).

PFMA published a [Legislative Review](#) highlighting legislative and regulatory issues for 2017 and the [Annual Report for 2017](#), which was presented in May during the annual conference. In addition, PFMA published the 2018 Membership Directory/Buyer's Guide, which was mailed to every primary member to be used throughout the year.

Social Media

PFMA made great strides in social media, launching Instagram and Youtube pages in 2018. The Association continued to be active on Facebook, Twitter, and LinkedIn, posting relevant content to its members and the food industry. As a result of increased posting, tagging, and sharing, PFMA experienced an increase in engagement in social media from key stakeholders including legislators, association members, and industry partners.



Key accomplishments:

- A 37 percent increase in Facebook page likes from January 1, 2018 - December 31, 2018.
- Gained 44 followers on Instagram since page was launched in June 2018.
- 1,500 engagements on Twitter, including retweets, likes, and comments.
- Promoted video of Ridge Scholars that reached 1,100 Facebook users.
- Facebook post of Alex Baloga winning Grocery Manufacturers Association award had 222 likes, comments, and shares.