

Hello members!

The Industry Advisory Board has met several times this year. We are currently contacting lapsed industry members, working on new sponsorship opportunities, and planning a few community service and networking opportunities.

I'd like to introduce Jeremy Kurth of GVM Food Marketing as the 2024 through 2026 Industry Chair. I know he will represent our industry partners well and align future planning with MSNA's strategic goals.

The following is a report on the "State of the Industry" by each member of the Industry Advisory Board (IAB):



State of the Industry, as reported by the IAB

"The supply chain is improving, even with universal meals in full swing. There are still products that have not returned to the K-12 segment, but on the flip side, new products are in production, which is very exciting! I've noticed some shortages seem to be related to labor or lack of packaging and raw materials. However, the show must go on!"

Bekah DeJarlais
K-12 School Specialist
Upper Lakes Foods

"Supply chain has continued to improve with regards to supplies and equipment within the foodservice industry. Staffing seems to be getting better and continuously improving."

Alex Gaustad
Territory Sales Manager, Minnesota, Dakotas
Cambro

"While we are still experiencing some labor issues throughout our supply chain, we are experiencing improvements and are encouraged to see more and more growth in the K-12 segment. In addition, we continue to be encouraged by the increasing states with Universal Free Meals and the knowledge that we are able to provide meals to more children in need."

Tami Johnson
K-12 Sales Manager
Land O'Lakes, Inc.

"The 2024 commodity crunch is in the books! It's indeed remarkable how sales strategies can vary across different channels, especially when catering to the K-12 segment. Now that you're shifting focus to selling for the March 2025 commodity deadline, it's essential to continue leveraging your understanding of the unique needs and dynamics of the K-12 sector."

Jeremy Kurth
Sales
GVM Food Marketing

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“Now that the supply chain issues appear to be over, we can look forward to more product innovations and new items.”

Mary Beth Sachs

K-12 Specialist, Minnesota

Affinity Sales

“The successful implementation of universal meals in Minnesota – the entire industry is feeling the positive effects of a full lunch being available to ALL students, everyday!”

Billy Rosenthal

Integrated Food Service

Regional Sales Manager-Midwest

Thank you, IAB members, for providing a high-level overview of their challenges and celebrations in the industry.

Lastly, thank you to our thirteen Elite members, who you can find at the bottom of the newsletter. You continue to keep MSNA a thriving organization.

Have a great spring!

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