

MSNA Industry Update | December 2024

Greetings and Happy Holidays!

First, I would like to acknowledge the commitment of Industry Advisory Board (IAB) committee member, John Jurichko, Food Service Facilities Designer for ATSR Architects, who has rotated off the committee this year. Thank you, John, for your years of service, dedication, and knowledge shared with the IAB. You will be greatly missed!

Another SNIP Conference is in the books, and wow—what a fantastic event! Special thanks to co-chairs, Sarah Motl, Nutritional Services Supervisor for St. Cloud Area School District, and Mike DeRosia, Outside Sales and EOS Integrator for Vader and Landgraf, along with the rest of the SNIP planning committee. This year's conference was highly successful, with a great new location, strong attendance, and smooth conference flow. Mark your calendars for next year's SNIP Conference at Grand View, taking place October 22-24, 2025. You won't want to miss it!



Save the Date for Upcoming Events

Two additional exciting events are on the horizon:

1. Community Outreach with Feeding Our Community Partners (FOCP):

- *Date:* April 9th
- *Time:* 2:00–3:00 PM (1-hour packing session, followed by happy hour)
- *Location:* Mankato

2. End of School Year Celebration – St. Paul Saints Baseball Game:

- *Date:* June 3rd
- *Game Time:* 7:07 PM (Ballpark Buffet Beforehand)
- *Location:* CHS Field, St. Paul MN

Updates from IAB Members:

Bekah Dejarlais, Upper Lakes Foods: We're seeing more product innovations across the board from manufacturers, which is a huge win. Many districts are looking for fresh ideas to combat menu fatigue and keep students engaged with universal meals. While there are still isolated supply chain issues, we remain hopeful for continued improvements.

Tami Johnson, Land O' Lakes, Inc: It's hard to believe we're already halfway through the school year! It's exciting to see schools embracing new menu concepts, including diverse ethnic flavors. The Free School Meals for Kids program has been a great success, and we're looking forward to continuing our support to help grow your programs and ensure every student gets a healthy meal.

Mary Beth Sachs, Affinity Group: Business is running smoothly, and increased meal counts are driving higher demand from districts. With supply chain challenges largely resolved, manufacturers are now introducing a wider variety of new products. The SNIP Conference was a resounding success, with strong attendance and positive feedback. Although it feels like school just started, we're already gearing up for the Commodity Expo!

Join the Industry Advisory Board (IAB)

Did you know that to be part of the IAB, you first need to serve on an MSNA committee? We encourage you to consider joining committees such as Public Policy (PPL), Member Engagement, SNIP, or the Annual Conference committee. Your collaboration on these committees is vital to the success of the Association and can pave the way for future leadership opportunities within MSNA. Please [contact me](#) with your interest.

Thank You to Our Industry Members

A big thank you to our Elite, Premier, and Industry-level members for your support of MSNA! Special thanks go out to our Elite industry members, featured at the bottom of the newsletter, for their highest level of support this year.

Membership Renewals for 2025

Renewals for 2025 industry memberships were sent out December 15th. Current membership benefits will continue, with exciting new additions for 2025:

- **Annual Conference Welcome Reception:** All industry members and attendees are invited to this event on Monday, August 4th, replacing the Elite Reception held in previous years.
- **Director's Breakfast:** Elite members will receive an exclusive invitation to this breakfast on Tuesday, August 5th.

More information about these new benefits will be added to the website. If you'd like to become an industry member or upgrade your membership level, please visit our [website](#) for details on benefits and other information. For any membership-related questions, feel free to email [MSNA](#) directly.

Important Reminder: Please ensure your records list MSNA's mailing address correctly:

1400 Van Buren St. NE #200-239, Minneapolis, MN 55413

Thank you for your continued support and dedication to MSNA. Wishing you all a wonderful holiday season and a successful year ahead!

Jeremy Kurth
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