



2020 IFDA Partner of the Year - Structure and Criteria

Survey Structure

This award program is designed to recognize IFDA Manufacturer Partners that excel in working with distributors on every level as true business partners.

Distributors are encouraged to meet internally with their team members who have interacted with these manufacturers in 2019, and evaluate the partnerships as a group.

The evaluation form asks you to rate each manufacturer on a scale of 1 to 10 for each of the five criteria (see below).

To begin, log into the Partner of the Year survey platform:

- Go to www.ifdapoysurvey.com
- Input your email address as the username.
NOTE: While several individuals in your company may collaborate on the survey, only one person will be able to complete the survey online, or download the Excel version of the form.
- Enter the default password: IFDA2019
NOTE: You will be prompted to create a new password. Passwords set in previous surveys are no longer active.

You will be asked to select the manufacturing companies you've done business with this year from the displayed list. Once complete, you will be given the option to complete the survey online, or download a customized Excel spreadsheet and email back to Industry Insights (the firm IFDA has commissioned to execute the survey).

Manufacturer Evaluation Criteria

1) This manufacturer engages as a strategic partner with my business:

- **Understands the unique needs of my business:** Takes the time to understand my business and does not have a “one-size-fits-all” approach to distribution. Operates with integrity in their business dealings with our company and protects any proprietary information that we share with them.
- **Contributes to profitable growth:** Has a consistent track record of growth with my business and acts in a manner that ensures my growth and profitability is important to them.
- **Understands and clearly articulates their company strategy:** Has a clear understanding of their business and is able to clearly articulate company strategy along with annual objectives and priorities.
- **Engages in executive-level joint planning:** Sets time aside to meet with our executive team and ensures the right people are in the room so that joint, strategic objectives can be agreed upon. Communicates their needs in a manner that ensures we have an understanding of what is important to the success of their business.

Manufacturer Evaluation Criteria Continued

2) This manufacturer is progressive in their approach to the supply chain:

- **Demonstrates leadership in GS1 standards adoption:** Is working to: ensure data integrity for all of their products; communicate product data through a certified data pool; ensure all products have a GTIN assigned and all cases are marked with an appropriate bar code.
- **Is a leader in supply chain initiatives:** Understands the various aspects of the supply chain and is open and transparent in the process; is a true partner in innovative supply chain opportunities and is committed to service, reliability and excellence; has sound food safety practices.

3) This manufacturer is committed to strong local sales and marketing support: Has established relationships with distributor sales management; engages in joint sales planning and collaboration; openly shares consumer and category information and develops innovative, growth oriented marketing plans.

4) This manufacturer has a clear focus on product innovation: Creates products that meet the needs of the foodservice operator and consumer and is committed to developing new products that sell. Expresses a willingness to share their new product innovation strategy.

5) This manufacturer works to address issues critical to the success of the foodservice distribution industry: for example – (1) understands distributor's issues around the practice of third-party price extendibility and is actively working to address those concerns; (2) clearly understands the benefits of going to market through a distributor and acts accordingly.