



**46<sup>th</sup> Annual Virtual Convention – June 16-18, 2020**  
**Meeting Report**

The Independent Bakers Association held its 46<sup>th</sup> Annual Convention via webinar on Tuesday, June 16 through Thursday, June 18. On Tuesday, after noting a quorum of members, **IBA Chair Dan Mulloy** of 151 Foods called the meeting to order at 1:00pm EDT and thanked the meeting's sponsors. Attendees introduced themselves and shared their location.

Dan introduced the first guest speaker, Michael Durando, Deputy Administrator of the U.S. Department of Agriculture's Ag Marketing Service. Mr. Durando and Trevor Findley of his team discussed the agency's implementation of the Bioengineered (BE) Food Disclosure Rule. He noted the compliance deadline is January 1, 2022 and companies are permitted to comply early. He also noted available resources for food manufacturers as the update their labels, including the AMS BE Questions & Answers page and the agency's email hotline: [befooddisclosure@usda.gov](mailto:befooddisclosure@usda.gov).

After thanking Mr. Durando, Dan introduced IBA's second round of guests from FMI: The Food Industry Association. Steve Markenson, Director of Research, and Doug Baker, Vice President of Partnerships, gave attendees a snapshot of the present and future of online grocery retail. Steve outlined how the COVID-19 pandemic led to a spike in online grocery shopping, jumping from 11% in February to around 28% in March and April. Doug highlighted the various types of online retail and their respective pros and cons. In-store shopping services are the easiest to set up—through the grocery store or a third party service like Instacart—but have the highest overhead and slowest turnaround per order. "Dark stores" are previously public grocery stores which remain stocked and employed for online order fulfillment only. Micro fulfillment centers are small automated operations on-site at public grocery stores. Standard fulfillment centers are entire facilities dedicated to online orders. Doug and Steve agreed that the most growth will come in micro- and standard- fulfillment centers, with dark stores serving as an intermediate step. IBA members asked questions about whether and how online shopping will change post-COVID.

After sending off FMI's speakers, Dan reminded attendees to join for Day 2 of IBA's virtual convention.

On Wednesday, Dan Mulloy called the meeting to order at 1:15 pm and **IBA President Nick Pyle** introduced the first speaker. Kevin McLaughlin, Executive Director of the National Republican Senatorial Committee, walked attendees through some of the 35 Senate races to be decided in November. He first noted President Donald Trump's approval rating, which affects not only his own election prospects but also most Republican candidates. The president's approval rating is incredibly steady—no drastic drops during the COVID-19 pandemic or in recent weeks. Kevin outlined the most contentious races, including Arizona, Colorado, Georgia, Iowa, Maine, North Carolina and Kansas. Additional races to watch include Montana and Michigan. IBA members can access Kevin's full presentation by contacting Nick Pyle at [nick@ibabaker.com](mailto:nick@ibabaker.com).

After NRSC, Nick turned it over to IBA Immediate Past Chair Connie Vaughan of McKee Foods to introduce a very special guest: our 2020 Horst G. Denk Legislative Service Award recipient Congressman Chuck Fleischmann (R-TN). In his tenth year in office at the U.S. House of Representatives, Congressman Fleischmann is pleased to maintain a friendship with IBA and others who represent family businesses. Hearing questions from IBA members,

he expressed concerns about the prospects of another COVID-19 response bill, after the House passed a hyper-partisan stimulus bill in May. He is active on the Take Back the House movement with other Republicans. Nick told the group that IBA's Executive Committee will meet in Washington later this year to present the Denk Awards in person to Congressman Fleischmann and Congressman Josh Gottheimer (D-NJ).

Dan reminded the group that tomorrow would be the final day of IBA's virtual convention.

On Wednesday, Dan called the meeting to order and opened the floor for **IBA Vice Chair Bohn Popp** of Aunt Millie's Bakeries to introduce our final guest speaker. Christine Cochran, Executive Director of the Grain Foods Foundation, gave an update on the proposed wheat checkoff program. GFF and the checkoff's steering committee retained marketing firm O'Keefe Reinhardt & Paul to produce a sample campaign based on consumer research. Meeting attendees viewed a video pitch from OKRP staff that outlined the campaign. Because the campaign is still under revision, it is to be kept confidential by meeting attendees until it is ready for review by companies subject to the proposed checkoff. Christine fielded questions from attendees and alerted the group that USDA's publication of the proposed rule is expected in the next few months.

After thanking Christine for joining, Dan called IBA's Association Business meeting to order. IBA's Executive Committee session began with **Secretary Chris Mulloy** of Top Quality Baking presented the minutes from IBA's Spring Telemeeting in April. The Executive Committee voted to approve the minutes as read.

The Executive Committee then considered IBA's future events. There was consensus that IBA's Fall Business Meeting may need to be virtual, rather than at PACK Expo in Chicago in November. The Executive Committee agreed that 2021 IBA meetings should be in person.

During the Washington Update, **IBA General Counsel Andrea Hart** outlined several COVID and non-COVID related policy projects.

She shared IBA's legislative priorities for the next response package, including liability protections and multiemployer pension reform. She highlighted industry resources published by the Food & Drug Administration and U.S. Department of Agriculture. FDA offered new guidance for food labeling in the event of ingredient substitutions due to COVID, including unbleached flour and enrichment ingredients. Andrea noted that the Food & Beverage Issue Alliance submitted a supplemental request for a one year extension of the BE Food Disclosure rule.

Other IBA projects that were paused during the pandemic are slowly beginning to regain steam, including preservation of independent contractor status at the federal and state level. The 2020 Dietary Guidelines review process was officially delayed by one month. The final Guidelines will likely not be published until a few months into 2021.

In January, IBA retained Washington, DC-based online marketing firm Rose Media to manage its Sugar Refund public interest campaign. Nick thanked the IBA members who generously contributed the full value of the retainer, which will need to be renewed in July. Sophie Zeigler joined the group to highlight the campaign's growth since investing in online advertising. She noted more than 6 million people have seen the ads, driving more than 163,000 new page views to sugarrefund.com. IBA will harness the revamped Sugar Refund campaign to guide grassroots activism in support of sugar reform before the next Farm Bill in 2022.

Nick Pyle shared his latest update on all 2020 elections. He noted that BakePAC is strong and will be able to contribute to relevant House and Senate races. IBA members can expect to receive state-specific voter registration and voting deadline information via postal mail in July.

Dan Mulloy then opened the floor for new business. Hearing none, he adjourned the meeting at 3:05 pm.

IBA members will hear from the Executive Team later this summer about the format of the fall meeting, which is currently scheduled for Tuesday, November 10 in Chicago, Illinois.

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