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# 2026 ANNUAL CONFERENCE & TABLETOP DISPLAY

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**REFRIGERATED FOODS ASSOCIATION**

**ON PAR FOR EXCELLENCE:  
DRIVING QUALITY & SAFETY IN THE  
REFRIGERATED FOODS INDUSTRY**

**SAWGRASS MARRIOTT RESORT & SPA  
PONTE VEDRA BEACH, FL  
FEBRUARY 15-18, 2026**



Photos: Marriott & TPC Sawgrass



# THE EXPERTS IN INNOVATIVE FOOD PROCESSING MACHINERY

Lyco Manufacturing has more than 50 years of experience helping food processors with new innovative machinery designs to keep up with ever-evolving technologies. Lyco has a long-established reputation for making rugged high-quality food processing machines.

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# 45TH ANNUAL CONFERENCE & TABLETOP DISPLAY

## ON PAR FOR EXCELLENCE: DRIVING QUALITY & SAFETY IN THE REFRIGERATED FOODS INDUSTRY

Photo: Marriott



In today's ever-changing marketplace, staying ahead of current market trends, food safety regulations, and technical issues is more important than ever. Join us at the Refrigerated Foods Association's 45th Annual Conference & Tabletop Display as we work toward "Advancing & Safeguarding the Refrigerated Foods Industry."

The RFA's 2026 Conference features a dynamic cast of speakers. A few session highlights include Keynote speaker Julien LeBlanc, who will kick off the event with an interactive and energetic talk on leadership; Ryan Jenkins, best-selling author, who will discuss generational workforce trends; our Technical Director, Doug Marshall, who will update us on everything we need to know regarding food safety and regulatory issues; and Mike Kostyo of Menu Matters, who will provide attendees with the knowledge to decode consumer sentiment on ultra-processed foods. We will also explore the evolving

landscape of OTIF fines and fees from a panel including Heidi DeMello of Blount Fine Foods, Troy O'Neill of Reser's, and Lynn Gravley of NT Logistics; and Ed Collins of Eurofins will discuss MAHA and ultra-processed foods' impact on formulation.

Another highlight of the 2026 Conference is the Tabletop Display & Reception, with key suppliers showcasing the latest offerings in ingredients, equipment, packaging, and services for the refrigerated foods industry. The Conference will also include the popular One-on-One CEO Sessions, which allow key decision-makers of RFA Manufacturer and Associate companies to meet face-to-face and discuss potential business opportunities. Ample social events will be featured at this year's Conference as well, including the annual golf tournament and closing dinner with awards, the passing of the gavel, entertainment, and fun!

The Sawgrass Marriott Resort & Spa will serve as our host hotel throughout the event. At Sawgrass Marriott, guests can indulge in fun activities and relaxing amenities. Activities include relaxing by the four outdoor pools, unwinding at the Sawgrass Spa, enjoying outdoor activities such as kayaking, paddleboarding, or biking, and dining at the numerous nearby restaurants! Guests can also enjoy preferred access to iconic championship golf at the adjacent TPC® Sawgrass and to Sawgrass Marriott's private Cabana Beach Club—each is just a quick complimentary shuttle ride away. You will want to take advantage of everything that this year's conference has to offer. We look forward to seeing you February 15–18, 2026, in Ponte Vedra Beach, FL!

## A SPECIAL THANKS TO THE 2026 CONFERENCE COMMITTEE:

CONFERENCE COMMITTEE CHAIR:  
**William Bigelow, Blount Fine Foods**

TABLETOPS & CEO SESSIONS:  
**Jeff Rhodes, Ventura Foods**  
Rebekah Leigh, ACM  
Jennifer Crow, ACM  
Danielle Smith, Stratas Foods  
Jon Miller, AM King  
John VanMarkwyk, Gourmet Foods Int.  
Mark Floyd, Fortex Solutions  
Kim Boutwell, MODE Transportation

GENERAL & KEYNOTE SPEAKERS:  
**Josh Knott, Knott's Foods**  
William Bigelow, Blount Fine Foods  
Mark Rosenfield, Reser's Fine Foods  
Mark Brown, Fresh Creative Foods  
Tom Davis, Novus Foods  
Megan Levin, RFA

GOLF TOURNAMENT/NETWORKING:  
**Lauren Edmonds, St. Clair Foods**  
George Bradford, Mrs. Stratton's Salads  
Mike Swan, E. Hoffman Plastics  
Ric Alvarez, Hans Kissle  
Chloe Knott, Knott's Foods  
Robert Walker, Grand Rapids Label  
Stephanie Bloom, Reser's Fine Foods  
Jonathan Fowler, Fortex Solutions

TECHNICAL SPEAKERS:  
**Janet Rowat Kraiss, The Suter Co.**  
Doug Marshall, Eurofins  
Joe O'Neill, A & B Ingredients  
Paul Bulthuis, Yost Foods  
Brandon Woodall, Ron's Homestyle Foods  
Robin Leatherwood, Blount Fine Foods  
Jeanne Gannon, Deli Star Corporation

PUBLICITY COMMITTEE:  
**Wendie DiMatteo Holsinger, ASK Foods**  
Alex Fritz, NT Logistics  
Marc Lencioni, Deli Star Corporation  
Stephanie Ringo, Corbion  
Stefanie Heller, JML Ingredients  
Justin Malvick, Elevation Foods  
Wendy Curry, IFF  
Katie Small, RFA





Photo:TPC Sawgrass

## CONFERENCE SCHEDULE

### SUNDAY, FEBRUARY 15

12:00 - 7:00 p.m.	Registration
1:30 - 4:00 p.m.	Board of Directors Meeting
4:30 - 5:00 p.m.	New Member/First-Time Orientation
5:00 - 5:30 p.m.	New Member/Press/Speaker Reception
5:30 - 7:00 p.m.	Opening Welcome Reception
7:00 p.m.	Dinner on Own
9:00 - 11:00 p.m.	Informal Gathering After Hours at Hotel Bar

### MONDAY, FEBRUARY 16

7:00 a.m. - 7:00 p.m.	Registration
8:00 - 8:45 a.m.	Welcome Breakfast
8:45 - 9:15 a.m.	Business Meeting, Sizzle Tape
9:00 a.m. - 3:00 p.m.	Tabletop Set-Up
9:15 - 10:30 a.m.	Keynote Address: Julien LeBlanc
10:30 - 10:45 a.m.	Break
10:45 - 12:00 p.m.	Technical Update: Doug Marshall
11:00 a.m.	Spouse Event
12:00 - 1:00 p.m.	Networking Lunch
1:00 - 2:00 p.m.	Generational Workforce Trends: Ryan Jenkins
2:00 - 2:15 p.m.	Break
2:15 - 3:15 p.m.	Ultra-Processed in the Headlines: Mike Kostyo
3:30 - 6:30 p.m.	Tabletop Reception
6:30 p.m.	Dinner on Own
9:00 - 11:00 p.m.	Informal Gathering After Hours at Hotel Bar

### TUESDAY, FEBRUARY 17

7:00 a.m. - 12:00 p.m.	Registration, Pick Up Silent Auction Items
7:30 - 8:30 a.m.	Associates' Meeting, Election, CEO Session Sign-Up & Breakfast
8:00 - 8:30 a.m.	Manufacturers' Breakfast
8:45 - 10:55 a.m.	One-on-One CEO Sessions
11:00 a.m.	Golfers Depart for Tournament
11:00 - 12:30 p.m.	Martin Mitchell Food Safety Luncheon
12:00 p.m.	Golf Shotgun Start
12:45 - 1:45 p.m.	Ultra-Processed Foods: Ed Collins
1:45 - 2:00 p.m.	Break
2:00 - 3:00 p.m.	Mitigating Fines & Fees Panel: Troy O'Neill, Heidi DeMello, and Lynn Gravley
3:00 - 4:00 p.m.	Service Project at Hotel
6:30 - 10:00 p.m.	Closing Dinner, Awards, Passing of the Gavel

### WEDNESDAY, FEBRUARY 18

8:00 - 8:30 a.m.	Board of Directors Meeting
8:30 - 9:30 a.m.	Optional Breakfast with the Board (Open to all Conference Attendees)

# LEADING THROUGH DISRUPTION

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## JULIEN LEBLANC

MOTIVATIONAL SPEAKER & AUTHOR



Julien LeBlanc's interactive and energetic keynote, *Leading Through Disruption*, explores how to lead when everything feels uncertain. Drawing from behavioral science and Julien's years of extensive experience working with world-class organizations, he will engage members on how to build confidence through purpose, strategy, and mastery—even when the path forward is unclear.

You'll gain immediate, practical strategies: encouraging innovation without fear of failure, building psychological safety, and aligning individual goals with organizational purpose. These frameworks will help you confidently lead teams through ambiguity and transform disruption into opportunity.

Whether leading a small team or large organization, you'll leave with a fresh vision for 2026—ready to shape change rather than simply reacting to it.

Julien is a dynamic speaker, relentless optimist, portfolio entrepreneur and business coach who has played a role in founding and fostering over 10 companies to commercial viability. His enthusiasm for entrepreneurship is rivaled only by his passion for learning and teaching. Julien has been reading at least one book a week for over 10 years to continue to bring the newest ideas and discipline to his clients.

Believing that the 'science of success' transcends industries, Julien has over 25 years of experience as a sales professional and business leader, having commercialized goods and services in the Food & Beverage, HVAC, Sports Equipment and Medical Device sectors.

Julien is the President and co-founder of Blueprint North America, a boutique firm specializing in helping individuals, teams and organizations from start-ups to Fortune 500 companies transform their business confidence. He has delivered over 1,500 workshops and keynotes in 47 countries around the world.

## TECHNICAL AND REGULATORY UPDATE

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### DOUG MARSHALL

TECHNICAL DIRECTOR, REFRIGERATED FOODS ASSOCIATION



This ever-popular presentation provides up-to-the-minute regulatory and scientific information for CEOs, production managers, food safety and quality personnel, and suppliers to the industry. RFA Technical Director Doug Marshall will cover hot topics such as labeling, traceability, outbreaks, recalls, and new technology that will impact your bottom line.

In addition to his role with RFA, Dr. Marshall also serves as Chief Scientific Officer at Eurofins Microbiology Laboratories and General Committee Member for the Netherlands-based method certification organization MicroVal. During his career, he has published over 250 scientific articles and is in demand as a speaker for other trade and scientific associations, having delivered over 270 invited talks. Much of his recent professional

time is spent doing problem-solving consultations for clients, including several RFA members.

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## MARTIN MITCHELL FOOD SAFETY LUNCHEON

All attendees who are involved in food safety and regulatory compliance are welcome to attend this lunch and meeting, which will be moderated by RFA's Technical Director, Doug Marshall. Along with Doug, our Technical Committee Chair Janet Rowat Kraiss will address timely topics and areas of concern in the technical realm. This session provides a great opportunity to brainstorm with others on challenges and solutions for the industry. Grow your network and learn, share, and grow with us. The forum is meant to be an interactive event, so please bring your questions and topic discussions! We are looking forward to a lively, valuable meeting for all.

Named in honor of RFA's long-time Technical Director Marty Mitchell, this luncheon provides members an opportunity to talk frankly about common food safety issues and share best practices.

# ATTRACT, CONNECT, & RETAIN GEN Z

## RYAN JENKINS

WALL STREET JOURNAL BEST-SELLING AUTHOR, FUTURE OF WORK EXPERT



### Strategies to Enhance Performance and Engagement Among Emerging Talent

62% of Generation Z anticipate challenges working with Baby Boomers and Generation X, and only 5% anticipate challenges working with Millennials. To ensure a cohesive cross-generational team, leaders need to understand and integrate Millennials and Generation Z.

Today, Millennials are the largest generation in the workforce and Gen Z are the fastest-growing generation in the workforce. While Millennials and Gen Z bring valuable skills, insights, and ambition to the workplace, they are often a source of tension among experienced workers and managers.

Ryan shares relevant data and innovative insights to better understand what drives Millennial and Gen Z employee performance. This program provides tactical strategies to dramatically improve the managing, recruiting, engaging, and selling of your next-generation workforce.

#### Attendees Gain:

- Insights into Gen Z employee values, behaviors, motivators, and expectations.
- Strategies that are proven and actionable to lead, retain, recruit, and engage the emerging generations.
- Techniques for communicating and connecting with Gen Z.
- Best-in-class examples of organizations and leaders successfully leading and engaging the emerging generations.
- Ability to lead, retain, recruit, and engage Gen Z.

An internationally recognized thought-leader on leadership, mindset, and generational dynamics in the workplace, Ryan Jenkins is a trusted advisor helping organizations of all sizes in any industry build mission-led, high-performance teams through connection, communication, and purpose. Jenkins' insights have played a vital role in reshaping the DNA of some of the world's most admired companies and kickstarting future-focused workplace transformations designed to enhance individual achievement in support of collective success.

In addition to being a cutting-edge workplace researcher and strategist, Jenkins is the Wall Street Journal bestselling author of *Connectable: How Leaders Can Move Teams From Isolated to All In*, *The Generation Z Guide*, and *The Millennial Manual*.

## ULTRA-PROCESSED IN THE HEADLINES

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### MIKE KOSTYO

VICE PRESIDENT, MENU MATTERS



#### **Decoding Consumer Sentiment and the Opportunity for Refrigerated Foods**

Ultra-processed foods are in the headlines – and crosshairs – as everyone from “influencers” to politicians debate their health impacts. But what does the ultimate user – the consumer – really think? In this session, we’ll dive into fresh consumer research to uncover how they define ultra-processed now, the narratives that are resonating, and the trade-offs they make and consider in food purchases across each demographic group. Armed with this data, we’ll then translate these insights into clear strategies for food companies and brands, focusing on how refrigerated food manufacturers can address consumer concerns, build trust, and even turn the

conversation into an advantage. You’ll leave with a sharper view of consumer sentiment on ultra-processed foods and a roadmap to guide your own strategy as the landscape continues to shift.

Mike Kostyo has been a leading voice in food industry trends and insights for over a decade, known for digging through the messy information landscape to uncover unique insights that help brands think differently. Viewing food through a human-first, anthropological lens—shaped by his master's degree in gastronomy—Mike brings depth and expertise to industry research and analysis. He excels at collaborative problem-solving with clients, bringing high energy, humor, and a personal touch to every project.

His cross-disciplinary background, ranging from magazine journalism to advertising to political communications, allows him to communicate complex trends and ideas with clarity and impact, earning him coverage in the *New York Times*, a featured profile on *Huffington Post* (“This Food Trendologist Knows What We’ll Be Eating Before Anyone Else”), on NBC Nightly News, as a recurring guest on Fusion TV’s *The AV Club Show*, and even as a judge on Food Network’s *Eating America*. He is also a sought-after speaker who has presented to over a hundred industry events on topics like innovation and AI, as well as his still-talked-about “How to Be Weird” presentation.

Based in Chicago, Kostyo is also a freelance writer who regularly contributes to food industry publications. In addition to his gastronomy degree from Boston University, he has certificates in the culinary arts, baking arts, wine, and artisan cheese production and he proudly serves on the advisory committee for the Arkansas Food Innovation Center at the Market Center of the Ozarks.



## BEYOND THE LABEL

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### ED COLLINS

DIRECTOR OF PRODUCT DEVELOPMENT & INNOVATION, EUROFINS



#### **MAHA and Ultra-Processed Foods' Impact on Formulation**

This presentation will review efforts at the state and federal level to define ultra-processed foods and ingredients, and what new development and perception hurdles this creates. We will review the ultra-processed food concept, where common or “unsightly” ingredients may need replacement, potential ingredient solutions, and how you might incorporate those concepts into new product development and reformulation efforts.

Ed Collins is the Director of Eurofins Product Development & Innovation.

He has spent 35 years in the food industry including product and process development roles at Kraft General Foods and Ingredion, covering beverages, thermal processing, bakery start-ups, spray drying and agglomeration. Ed joined Eurofins in 2005. His Eurofins' team works with clients to develop and launch new products and processes, as well as evaluate and launch new ingredients. Eurofins Product Development & Innovation covers a range of beverages, nutritional products, meals, and snacks, creating new products for clients at all stages of the development cycle.

## LOGISTICS WITHOUT PENALTIES: NAVIGATING COMPLIANCE & COST CONTROL

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**HEIDI DEMELLO**  
BLOUNT FINE FOODS

Heidi DeMello, with over 30 years in leadership roles across various industries, is a seasoned professional known for driving transformative changes and unlocking the potential of individuals and teams. Throughout her career, Heidi has built a diverse toolkit of leadership strategies, drawing from emotional intelligence, cognitive psychology, and systems thinking.



**TROY O'NEILL**  
DELI INDUSTRY LEADER, RESER'S FINE FOODS

With over 30 years of experience in the deli industry, Troy has spent the last 15 years leading the Walmart and Sam's Club team for Reser's Fine Foods. He is proud to lead a powerhouse team representing Reser's Fine Foods, parent to Fresh Creative Foods and St. Clair Foods—three of the most respected names in the industry.



**LYNN GRAVLEY**  
FOUNDER & CEO, NT LOGISTICS

Lynn Gravley launched NT Logistics in 1999 as an expansion of his first company, North Texas Carrier Corp, established in 1988. Under his leadership, NT Logistics has become one of the fastest-growing privately held companies in Dallas-Fort Worth, recognized by the SMU Cox School of Business and the *Dallas Business Journal*. Lynn has also been a two-time finalist for the Ernst & Young Entrepreneur of the Year Award.

This panel will explore the evolving landscape of OTIF fines and fees levied on manufacturers delivering to retailers and foodservice distribution centers throughout the food industry. From broken pallets and tipped loads to late or early truck arrivals, suppliers face a growing array of penalties that impact operational efficiency and profitability. This presentation will bring together industry leaders to unpack the compliance expectations set by major retailers—where infractions can trigger a wide range of fines and penalties per shipment or PO. We will discuss strategies for mitigating these costs, improving supply chain visibility, and fostering collaborative relationships that prioritize performance without punitive measures. You will gain actionable insights into navigating vendor scorecards, dispute processes, and fee structures while aligning logistics operations with retailer expectations.



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- and more!*





## NETWORK & LEARN WITH TODAY'S INDUSTRY EXPERTS

*Tabletop Display & Reception: Explore Solutions in Packaging, Equipment, Ingredients, Services and More!*

**THE TABLETOP  
DISPLAY WILL BE  
OPEN ON MONDAY,  
FEBRUARY 16, FROM  
3:30 – 6:30 P.M.**

Looking for a new packaging design? Need to know about the latest food safety products available? Want to find a quality ingredient supplier? Then don't miss one of the highlight events of the RFA Conference – the Tabletop Display, where Associate companies will showcase and discuss the latest innovations and technologies in packaging, equipment, ingredients, and services for the refrigerated foods industry.

Hosted by the RFA Associate companies, the Tabletop Display & Reception is a valuable event for both suppliers and manufacturers. For Associates, it is the best way to get exposure for your products and services. For Manufacturers, the tabletop displays give you the chance to see what's new in the industry and connect with the suppliers you need in order to make your company more productive and competitive. Most importantly, the intimate atmosphere provides the unique opportunity to develop personal relationships among suppliers and customers.

The Tabletop Display & Reception will be open on Monday, February 16, 2026, from 3:30 – 6:30 p.m. Hors d'oeuvres and an open bar will be available for the duration of the Reception. A Silent Auction will take place during the event, offering great deals on cool items and gifts! Space to showcase is limited, so make sure to reserve your spot today!





## A UNIQUE OPPORTUNITY FOR MEMBERS

### *One-on-One CEO Sessions: An Exclusive RFA Opportunity*

One of the most unique and popular features of the RFA Annual Conference is the One-on-One CEO Sessions, where Associate member companies meet with the CEOs of Manufacturer member companies for 10-minute sessions. New and innovative products and services are revealed and discussed.

The CEO Sessions are valuable for both Manufacturer and Associate companies. They give Manufacturers the chance to learn about the new products and services available from Associates and find out how a supplier company can meet their company's specific needs. For Associates, the One-on-One Sessions provide the opportunity to meet face-to-face with key decision makers and discover the individual needs of each manufacturing company.

This year's One-on-One CEO Sessions will be held on Tuesday, February 17, 2026 from 8:45 – 10:55 a.m. To participate, you must be a member of the RFA and registered for the full Conference. Look for more information in the coming months on how you can participate.

**ONE-ON-ONE CEO  
SESSIONS WILL BE  
HELD TUESDAY,  
FEBRUARY 17, FROM  
8:45 A.M.–10:55 A.M.**





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# SAWGRASS MARRIOTT RESORT & SPA

*"An unforgettable getaway awaits you!"*

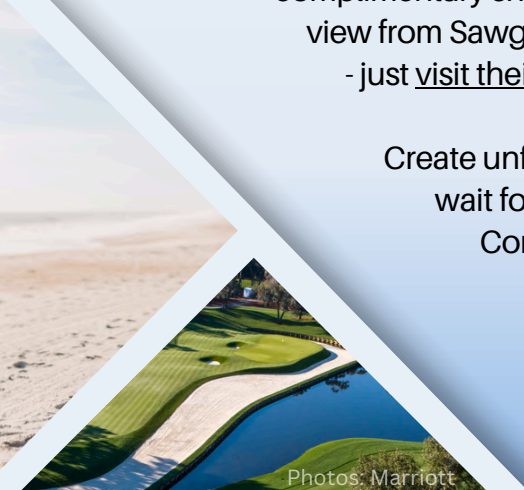
We are thrilled to be holding RFA's 45th Annual Conference & Tabletop Display at the Sawgrass Marriott Resort & Spa in Ponte Vedra Beach, Florida.

Just a short distance from Jacksonville, our Sawgrass Marriott Resort & Spa is right next door to the famed TPC Sawgrass Golf Club. The luxury, AAA Four-Diamond-awarded resort offers stunning natural landscapes, making guests feel as though they are secluded in nature. This relaxing resort boasts 514 sleeping rooms featuring views of the resort grounds, natural waterways, or the iconic Stadium Course at TPC® Sawgrass. The discounted resort fee includes shuttle service to nearby areas. A stay at the resort also includes an annual subscription to Golf Digest and two complimentary drinks upon arrival!

There are several restaurants to choose from onsite, or you can venture just a few minutes away and enjoy many dining options to satisfy every palate. Refer to the attached list of restaurants. Hotel guests can also take a short, complimentary shuttle ride to the beach, where they'll find Marriott's 1912 Ocean Bar and Rooftop. This restaurant provides an excellent view of the beach and sunset!

When it comes to activities, the resort offers plenty of options for every taste. During free time, conference attendees can relax by one of the four outdoor pools, unwind at the Sawgrass Spa, or enjoy outdoor activities such as kayaking, paddleboarding, or biking. Guests can also enjoy preferred access to iconic championship golf at the adjacent TPC® Sawgrass and to Sawgrass Marriott's private Cabana Beach Club – each just a quick complimentary shuttle ride away. For a sneak peek, you can see the beach view from Sawgrass Marriott's Cabana Beach Club no matter where you are – just [visit their website](#).

Create unforgettable memories at the Sawgrass Marriott Resort & Spa. We can't wait for you to see all that this property has to offer during RFA's 45<sup>th</sup> Annual Conference & Tabletop Display.



Photos: Marriott

## VOLUNTEER SERVICE PROJECT

### *Feeding Northeast Florida*



If you've got time, we've got a project for you! This year, attendees will have the opportunity to give back by participating in a produce-bagging event benefitting Feeding Northeast Florida.

Volunteers will be sorting and bagging fresh produce that goes directly to food-insecure families in the local community through direct deliveries, food pantries, and mobile food distributions. All produce is purchased directly from local farms, helping to support local agriculture and small farmers while also getting fresh, healthy food on the tables of families who face food insecurity.

Feeding Northeast Florida is the largest, most efficient food bank serving Alachua, Baker, Bradford, Clay, Duval, Flagler, Gilchrist, Levy, Nassau, Putnam, St. Johns, and Union counties. They work with retail partners, manufacturers, and farms to rescue high-quality food for those in need. Thanks to the generosity of the community, they are able to purchase additional food resources to meet the needs of local families and individuals who struggle to put food on the table. Programs like the produce bagging volunteer activity enable Feeding NE Florida to serve over 97,000 neighbors in need every day.



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## AN EVENING OF FUN!

*Dinner, Awards, Entertainment, Passing of the Gavel, and More!*



Our Closing Banquet & Awards Ceremony on Tuesday will be an evening to remember! Guests will enjoy music, delicious food, an open bar, and awards! Awards will include presentations for Membership, Outstanding Volunteer, and President's Pin. The winners of the Golf Tournament will be announced and recognized. The passing of the gavel will take place during this time as well.



The closing event will take place at the iconic TPC Sawgrass Clubhouse. Buses will pick up attendees directly outside our meeting space and take them to the beautiful Mediterranean-style, 77,000-square-foot clubhouse. We will have the entire top floor to ourselves, allowing us gorgeous views of the golf course and sunset, as well as space to spread out and enjoy the venue. With its stunning architecture and elegant spaces, the clubhouse provides the perfect setting for a memorable evening of celebration and networking.

Additionally, during cocktail hour, guests will have the opportunity to tour the clubhouse. These 20-minute tours will be led by Storytellers, a group of local volunteers who share a passion for the history of golf and The PLAYERS Championship. The tours are designed to spotlight various stories from golfers of all levels, and are an opportunity to share experiences about the game of golf and learn more about the rich history of the PGA TOUR and The PLAYERS Championship. Guests will also learn some fun facts about the clubhouse.

Get ready for an entertaining evening of fun and laughs! This year's event has a beach theme, and we encourage attendees to dress in fun beach attire (think Hawaiian shirts, leis, and dinner-appropriate beachwear). We can't wait to shell-ebrate with you, beach-style!

## 2026 RFA GUEST EVENT

*Something Fun and Special for the Guests in Attendance*



Please join your friends at the RFA for a fun and memorable Guest event. Our warm, welcoming group is excited to meet new people, visit with old friends and experience Ponte Vedra Beach together. The Spouse Event is organized and provided at no cost thanks to our sponsor company, Reser's Fine Foods.

Details on this exciting complimentary outing will be available soon, and invitations will be sent to all members via email. Be sure to get your guests signed up!



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## ANNUAL GOLF TOURNAMENT

### DYE'S VALLEY COURSE AT TPC SAWGRASS

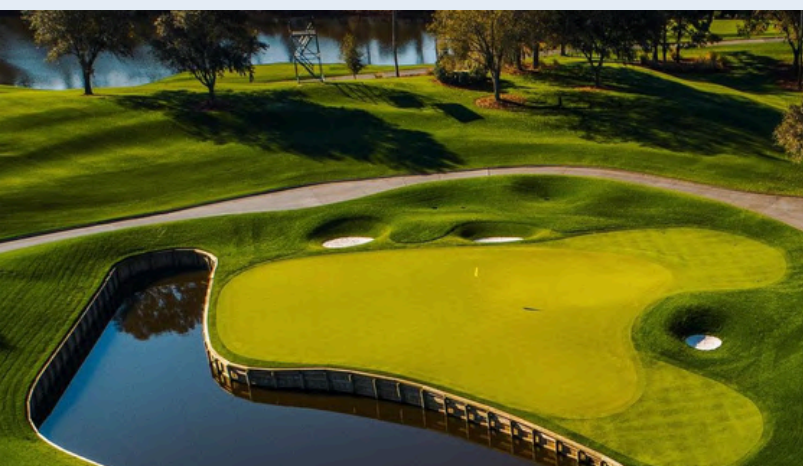


*Sawgrass*

Our 2026 Annual Golf Tournament will take place at the famed TPC Golf Club, where PGA's The PLAYERS Championship will take place just a few weeks later. Whether you are a beginner golfer or more advanced, you will not want to miss the opportunity to play at TPC Sawgrass.

The Dye's Valley Golf Course is adjacent to The PLAYERS Stadium Course. Since 1987, the course has served as host to several professional events and is consistently ranked as one of the top courses in Florida. Golfers can get a sneak peek of each hole and view the yardage guide at <https://tpc.com/sawgrass/dyes-valley-course/>.

Our Annual Golf Tournament will be held on Tuesday, February 17, with a shotgun start at 12:00 p.m. You must sign up in advance. Club rental is available from the golf club for \$95, but please make advance arrangements with the RFA Office so the staff will have them ready for you. You will need to pay the club rental fee with your registration this year. As an added treat, each golfer will enjoy a forecaddie to provide strategic advice on shots, assist with yardages, carry clubs, and collect errant balls—making your round even more enjoyable.





# REGISTRATION INFORMATION

**CONFERENCE REGISTRATION:**

To register, fill out the enclosed 2026 Conference Registration Form and email it to [info@refrigeratedfoods.org](mailto:info@refrigeratedfoods.org) if paying by credit card or ACH. If paying by check, mail the form with your check to:

Refrigerated Foods Association  
3823 Roswell Road Suite 208  
Marietta, GA 30062

**REGISTER ONLINE:**

You can register online for the 2026 Conference through the RFA website: <https://www.refrigeratedfoods.org/rfa-conference-registration>

**For RFA Members:**

The Conference early registration fee must be received by January 9 and is \$1,160.

The discounted rate for check payments is \$1,095. After January 9, the rate is \$1,360, discounted to \$1,295 for check payments.

**For RFA Guests:**

The early registration fee is \$1,060, discounted to \$995 for check payments. After January 9, the registration fee is \$1,260, discounted to \$1,195 for check payments.

**For Non-Members:**

The registration fee is \$1,575. The discounted rate for check payment is \$1,495.

**CANCELLATION POLICY:**

Cancellations made by January 9 will receive a full refund. Cancellations made after January 9 or "no shows" will not receive any refund. You can transfer your registration to another person within your company at any time.

**REGISTRATION CONFIRMATION:**

Your confirmation will be sent to you two weeks prior to the Conference. The confirmation will include everything you need to know about the event.

**GOLF TOURNAMENT:**

The RFA Golf Tournament will be held on Tuesday, February 17, at the TPC Sawgrass Golf Club. The fee is \$320 and includes transportation, prizes, green fee, forecaddie fee, cart fee, and a boxed lunch. We will have a scramble format and offer contests, including Closest to the Pin and Longest Drive.

Please note on the registration form if you need rental clubs — the fee is \$95. This year, rental club fees will be paid with Conference registration. The tournament will tee off with a shotgun start at 12:00 p.m. The dress code is as follows: collared shirts with slacks or Bermuda shorts. Denim, tank tops, or metal spikes are not permitted.

**TABLETOP DISPLAY & RECEPTION:**

This year's Tabletop Display will be held on Monday, February 16, from 3:30-6:30 pm, with cocktails and hors d'oeuvres being served. Registration information for the Tabletop Display has been sent separately.

For questions, please contact the RFA office at 678-426-8175.



# REGISTRATION INFORMATION

## HOTEL RESERVATIONS:

Sawgrass Marriott Resort & Spa is the RFA's host hotel. All Conference sessions and events will be held at the Marriott or the nearby TPC Sawgrass Golf Club.

The link will be provided upon receipt of your Conference registration.

If you would like to extend your stay outside of our conference dates, our discounted group room rate is available 3 days prior and 3 days post Conference, pending availability. Refrigerated Foods Association Conference attendees will receive a special room rate of \$274 a night. The resort fee has been discounted to \$15 a day. The deadline for room reservations is January 9, 2026.

Complimentary internet will be provided throughout the resort.

## TRANSPORTATION FROM AIRPORT:

The closest commercial airport to Sawgrass Marriott Resort & Spa is the Jacksonville International Airport (JAX). The resort is 34 miles—around 40 minutes—from JAX. Ubers and taxis will be readily available at the airport.

Marriott Sawgrass Resort address:  
1000 Tournament Players Club Blvd  
Ponte Vedra Beach, FL 32082

You can rent a vehicle from Avis Transportation. The RFA's Worldwide Discount (AWD) Number is J095952. Please use this number when calling Avis directly at 1-800-331-1600 to receive the best car rental rates available.

RFA guests will receive 20% off self-parking. The current rate is \$22 per day, with in/out privileges.

For more information about Marriott Sawgrass Resort & Spa, visit <https://www.marriott.com/en-us/hotels/jaxsw-sawgrass-marriott-golf-resort-and-spa/overview/>.

## CONFERENCE SPONSORSHIPS:

Sponsorships are available for social, educational and networking events. Company sponsorships totaling \$5,000 or more will earn one complimentary registration to the 2026 Conference! As a sponsor, you will receive:

- Company exposure to all attendees
- Signage at sponsored event with company name and logo
- Sponsor ribbon for name badge of all company attendees
- Recognition in Conference Program
- Recognition in post-Conference newsletter

You can view and sign up for Sponsorships online:

<https://www.signupgenius.com/go/10C0A45ABAE2EA20-57266547-rfaconference#/>





Refrigerated Foods Association  
45th Annual Conference & Tabletop Display

# Register Today!

To register, complete the enclosed registration form  
and send it to the RFA office by mail or email.  
You can also register online using the link below.



[WWW.REFRIGERATEDFOODS.ORG/RFA-CONFERENCE-REGISTRATION](http://WWW.REFRIGERATEDFOODS.ORG/RFA-CONFERENCE-REGISTRATION)





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