

# KOL Professional Organizations

Blog Post: <https://foundertraction.com/key-opinion-leader-strategy-for-marketing-food-safety-testing-products/>

Organization	Description	Website	Segment
<b>Commodity Based Organizations</b>			
<b>ABA</b>	American Beverage Association	<a href="https://www.ameribev.org/">https://www.ameribev.org/</a>	Beverage
<b>AFFI</b>	American Frozen Foods Institute	<a href="https://affi.org/">https://affi.org/</a>	Frozen food
<b>AIB</b>	American Institute of Baking	<a href="https://www.aibinternational.com/en/">https://www.aibinternational.com/en/</a>	Baking and certifications
<b>ASBC</b>	American Society of Brewing Chemists	<a href="https://www.asbcnet.org/">https://www.asbcnet.org/</a>	Beer
<b>FMI</b>	Food Marketing Institute	<a href="https://www.fmi.org/">https://www.fmi.org/</a>	Packaged food
<b>IBWA</b>	International Bottled Water Association	<a href="https://www.bottledwater.org/">https://www.bottledwater.org/</a>	Bottled water
<b>IDFA</b>	International Dairy Foods Association		Dairy
<b>ISBT</b>	International Society of Beverage Technologists	<a href="https://www.bevtech.org/">https://www.bevtech.org/</a>	Soft drinks and beverages
<b>ABA</b>	American Beverage Association	<a href="https://www.ameribev.org/">https://www.ameribev.org/</a>	Beverage
<b>NAMI</b>	North American Meat Institute	<a href="https://www.meatinstitute.org/">https://www.meatinstitute.org/</a>	Meat and poultry
<b>NCA</b>	National Confectioners Organization	<a href="https://candyusa.com/">https://candyusa.com/</a>	Candy
<b>NCC</b>	National Chicken Council	<a href="https://www.nationalchickencouncil.org">https://www.nationalchickencouncil.org</a>	Poultry
<b>NMPF</b>	National Milk Producers Federation	<a href="https://www.nmpf.org/">https://www.nmpf.org/</a>	Dairy

<b>NPA</b>	Natural Products Association	<a href="https://www.npanational.org/">https://www.npanational.org/</a>	Natural Products
<b>NTF</b>	National Turkey Federation	<a href="https://www.eatturkey.org/">https://www.eatturkey.org/</a>	Turkey
<b>OTA</b>	Organic Trade Association	<a href="https://ota.com/">https://ota.com/</a>	Organic food
<b>PMA</b>	Produce Marketing Association	<a href="https://www.pma.com/">https://www.pma.com/</a>	Produce
<b>PFI</b>	Pet Food Institute	<a href="https://www.petfoodinstitute.org/">https://www.petfoodinstitute.org/</a>	Pet food
<b>SNAC International</b>	Snacking, Nutrition, and Convenience	<a href="https://snacintl.org/">https://snacintl.org/</a>	Snack foods
<b>ASTA</b>	American Spice Trade Association	<a href="https://www.astaspice.org/">https://www.astaspice.org/</a>	Spices
<b>UFPA</b>	United Fresh Produce Association	<a href="https://www.unitedfresh.org/">https://www.unitedfresh.org/</a>	Fresh produce
<b>USPEA</b>	US Poultry & Egg Association	<a href="https://www.uspoultry.org/">https://www.uspoultry.org/</a>	Feathered food
<b><u>Food Safety and Security Organizations</u></b>			
<b>AOAC International</b>	Association of Official Analytical Collaboration	<a href="https://www.aoac.org/">https://www.aoac.org/</a>	Approvals and research
<b>BRC</b>	British Retail Consortium	<a href="http://brc.org.uk/">http://brc.org.uk/</a>	Standards and accreditation
<b>FAO</b>	Food & Ag Organization of the United Nations	<a href="http://www.fao.org/home/en/">http://www.fao.org/home/en/</a>	Food Security
<b>FARRP</b>	Food Allergy Research and Resource Program	<a href="https://farrp.unl.edu/">https://farrp.unl.edu/</a>	Food allergen research and safety
<b>GFSI</b>	Global Food Safety Initiative	<a href="https://mygfsi.com/">https://mygfsi.com/</a>	Standards and accreditation
<b>IAFP</b>	International Association for Food Protection	<a href="https://www.foodprotection.org/">https://www.foodprotection.org/</a>	Food safety

<b>IFSH</b>	Institute for Food Safety and Health	<a href="https://www.ifsh.iit.edu/">https://www.ifsh.iit.edu/</a>	Research
<b>IFT</b>	Institute of Food Technologists	<a href="https://www.ift.org/">https://www.ift.org/</a>	Food science
<b>ILSI N. America</b>	International Life Sciences Institute	<a href="https://ilsina.org/">https://ilsina.org/</a>	Nutrition and food safety science
<b>Non-GMO Project</b>	Non-GMO Project	<a href="https://www.nongmoproject.org/">https://www.nongmoproject.org/</a>	Certification and verification
<b>SQF</b>	Safe Quality Food Institute	<a href="https://www.sqfi.com/">https://www.sqfi.com/</a>	Standards and accreditation
<b>Food Safety Regulatory Agencies</b>			
<b>CFIA</b>	Canadian Food Inspection Agency	<a href="https://www.inspection.gc.ca/">https://www.inspection.gc.ca/</a>	Canada Food Safety Authority
<b>EFSA</b>	European Union Food Safety Authority	<a href="https://www.efsa.europa.eu/">https://www.efsa.europa.eu/</a>	EU Food Safety Authority
<b>FDA / CFSAN</b>	Center for Food Science and Applied Nutrition	<a href="https://www.fda.gov/food">https://www.fda.gov/food</a>	US Food Safety
<b>USDA / FSIS</b>	Food Safety Inspection Service	<a href="https://www.fsis.usda.gov/">https://www.fsis.usda.gov/</a>	US Food Safety
<b>USDA / AMS</b>	Agricultural Marketing Service	<a href="https://www.ams.usda.gov/">https://www.ams.usda.gov/</a> <a href="https://www.ams.usda.gov/about-ams/programs-offices/science-technology-program">https://www.ams.usda.gov/about-ams/programs-offices/science-technology-program</a>	Food Marketing

Company	Website	Format
<b>Marketing Resources</b>		
<b>Barfblog</b>	<a href="https://www.barfblog.com/">https://www.barfblog.com/</a>	Online
<b>Food Dive</b>	<a href="https://www.fooddive.com/">https://www.fooddive.com/</a>	Online
<b>Food Safety Magazine</b>	<a href="https://www.foodsafetymagazine.com/">https://www.foodsafetymagazine.com/</a>	Online and print
<b>Food Safety News</b>	<a href="https://www.foodsafetynews.com/">https://www.foodsafetynews.com/</a>	Online

<b>Food Safety &amp; Quality</b>	<a href="https://www.foodqualityandsafety.com/">https://www.foodqualityandsafety.com/</a>	Online and print
<b>Food Safety Tech</b>	<a href="https://foodsafetytech.com/">https://foodsafetytech.com/</a>	Online
<b>Food Protection Trends</b>	<a href="https://www.foodprotection.org/">https://www.foodprotection.org/</a>	Print
<b>Journal of Food Protection (IFT)</b>	<a href="https://www.foodprotection.org/">https://www.foodprotection.org/</a>	Print
<b>Pet Food Industry</b>	<a href="https://www.petfoodindustry.com/">https://www.petfoodindustry.com/</a>	Online
<b>Quality Assurance &amp; Food Safety</b>	<a href="https://www.qualityassurancemag.com/">https://www.qualityassurancemag.com/</a>	Online and print
<b>The Packer</b>	<a href="https://www.thepacker.com/">https://www.thepacker.com/</a>	Online
<b>FoodLife International</b>	<a href="http://www.foodlifeint.com/">http://www.foodlifeint.com/</a>	International research & consulting
<b>Digital Marketing Agencies</b>		
FounderTraction	<a href="https://foundertraction.com/">https://foundertraction.com/</a>	n/a
The Linus Group	<a href="https://www.thelinusgroup.com/">https://www.thelinusgroup.com/</a>	n/a
Intrepid Creative	<a href="https://intrepidcreative.com/">https://intrepidcreative.com/</a>	n/a