



LEADING INNOVATION
IN FOOD PRODUCTION



FPFA's [Meet the Member](#) series is a sit-down online video recording session done by FPFA staff with a member company. The interview questions consist of:

Question 1:

- Describe your company and products/services in 1 minute or less – Market sector, products, and services, what makes the company stand out

Pick two:

- What operating philosophy was the business built on?
- What challenges does your business solve?
- How has your company evolved over the years?
- What does the future look like for your company? New tech/market trends and solutions?
- How do you help your customers succeed in reaching their goals?
- What is most important to you as a company?
- Tell me about a time your team went above and beyond customer expectations to solve a problem
- What about your company do you think more people should know? (Philanthropy, company culture, overlooked products, one easy trick to make the product/service work better, could be anything)

Pre-Production

The first step is to set up a 15-minute Introductory Call with FPFA Staff, where we'll walk through the interview process, ([CLICK HERE](#) to schedule). Ahead of the interview itself, please send us your logo for FPFA to create the introduction clip. If you have any visuals we can use during the interview, like a video clip(s) or PowerPoint slides, please send along those items. However, additional visuals are unnecessary to do the interview.

Technical Items to Note

The interviewee(s) can use a laptop or desktop camera. It is highly recommended that the interviewee(s) for the video have a strong internet (LAN) plug-in connection, not Wi-Fi.

Post-Production

After the recording, FPFA will edit the video to include sub-titles. FPFA staff will send a draft of the video for your review for feedback/edits, and then once it's approved, FPFA will release the video on an upcoming #MemberMonday.