

Catherine A. Lada

Media Results & Clips Highlights 2020

Position held: Director, Marketing & Communications, Global Cold Chain Alliance

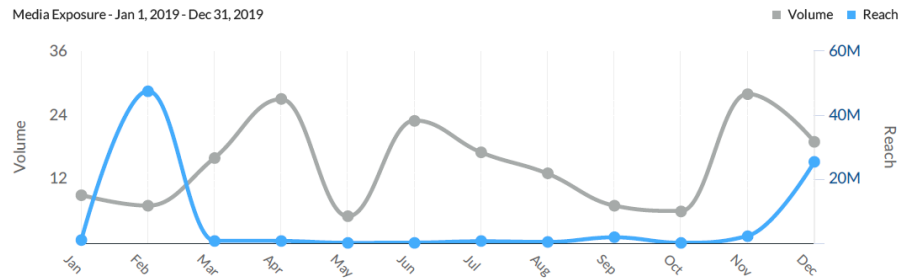
MEDIA EXPOSURE

HIGHLIGHTS FROM THE YEAR

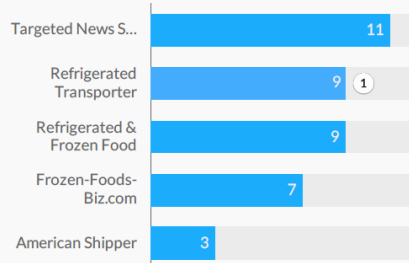
- 1 "Refrigerated Transporter" joined the top 3 publishers in this period
- Overall reach increased 88%
- "Targeted News Service (Print Edition)" accounted for 16% of volume, followed by "Refrigerated Transporter" with 13% share

GCCA's exposure increased 65% (from same YTD 2019)

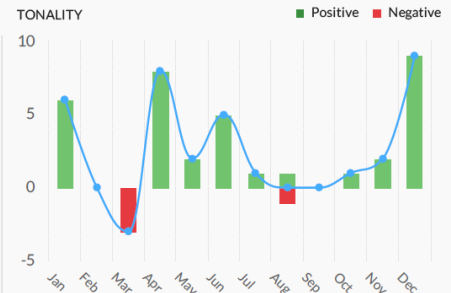
Media Exposure - Jan 1, 2019 - Dec 31, 2019



TOP PUBLICATIONS



TONALITY



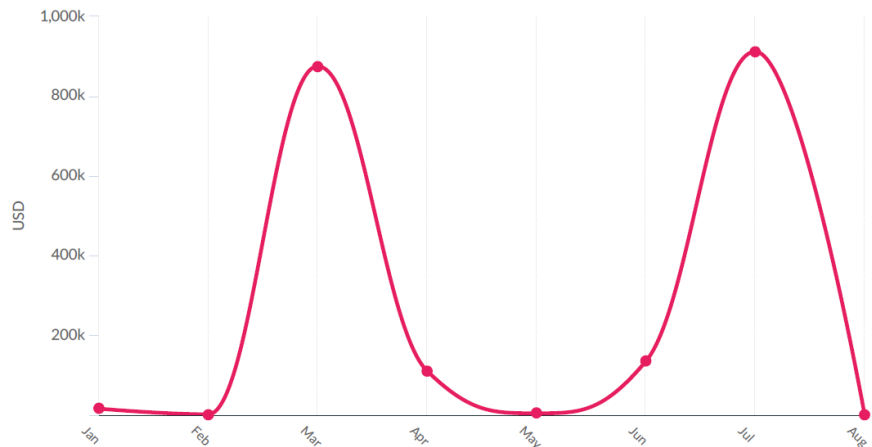
AVE

HIGHLIGHTS

- GCCA's AVE increased 339.4%

GCCA's total AVE was \$2.1M

AVE - Jan 1, 2020 - Aug 13, 2020



\$2.1M +339.4%

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Select Media Clips

27 April 2020 - [Podcast: Pivoting from Foodservice Distribution to Direct-to-Consumer \(Food Logistics\)](#)

15 April 2020 - [Will Closing of Meat Processors Create Shortages at Your Grocery Store? \(Cleveland.com\)](#)

10 April 2020 - [Coronavirus Hotspots Brace for Deaths with Refrigerated Trucks on an Unprecedented Scale \(USA Today\)](#)

02 April 2020 - [Why We Won't Run Out of Food During Coronavirus \(BBC\)](#)

02 April 2020 - [The Latest Developments Regarding COVID-19's Impact on the Cold Foods Supply Chain \(Refrigerated & Frozen Foods\)](#)

31 March 2020 - [The Hottest Trade in Commodities Is Finding Space to Store Them \(Bloomberg News\)](#)

26 March 2020 - [GCCA Partners with Distillery Association to Support Hand Sanitizer Production and Distribution \(Refrigerated & Frozen Foods\)](#)

26 March 2020 - [GCCA's Brazil Office Advocates for the Industry \(SP1 TV\)](#)

23 March 2020 - [How the Cold Food and Beverage Supply Chain is Performing During the COVID-19 Pandemic: Q&A with GCCA's Lowell Randel \(Refrigerated & Frozen Foods\)](#)

19 March 2020 - [Industry Works to Mitigate Supply Chain Disruption \(Food Business News\)](#)

17 March 2020 - [US is Not in a Food Shortage, Food Supply Chain is Strong \(CNBC\)](#)

17 March 2020 - [Panic Buying Leaves Retailers Scrambling to Restock \(AP newswire\)](#)

17 March 2020 - [Food Producers: Supply Chain Up \(Arkansas Democrat Gazette\)](#)

15 March 2020 - [There is Plenty of Food in the Country \(*New York Times*\)](#)

13 March 2020 - [The Companies that Feed America Brace for Labor Shortages \(Washington Post\)](#)