

BEST OF ADVOCACY 2021



In 2021, GCCA launched the Advocacy Fund to help expand the associations advocacy efforts. By hiring new team members, launching a new website and advocacy center, and dramatically expanding services provided, the Advocacy Fund has allowed GCCA to help members better engage with elected officials to promote and protect the industry.



WEBINARS

GCCA launched the monthly Advocacy webinar series to provide updates on the latest developments impacting the cold chain, including congressional legislation and regulatory actions from federal agencies.



WASHINGTON WEEKLY

GCCA launched a weekly newsletter for members to get real time updates on all the policy happenings coming out of Washington, D.C.



GRASSROOTS

GCCA launched a platform enabling members to participate in grassroots campaigns. With just a few clicks, GCCA members can make their voices heard to their Members of Congress on important legislative issues impacting the industry. With 13 active campaigns, members have sent nearly 500 letters to Members of both the House and Senate, making sure the voice of the cold chain is heard.



CONGRESSIONAL COLD CHAIN CHAMPION AWARD

GCCA awarded its first ever Congressional Cold Chain Champion award to Senator Mike Braun (Indiana) for his work advocating on behalf of the industry in Congress.

ADVOCATING FOR THE COLD CHAIN



WHITE HOUSE

In 2021, GCCA met with the White House on numerous occasions to discuss key policy issues impacting the cold chain. A representative from the White House spoke at the 2021 Policy Forum. GCCA has leveraged these relationships to highlight key issues such as labor constraints, concerns about the OSHA COVID ETS, regulatory burdens, and supply chain disruptions. GCCA continues to work with the Administration to help address the challenges our industry faces.



USDA

- In June, USDA announced its plans to invest more than \$4 billion to strengthen critical supply chains through the Build Back Better initiative. GCCA worked with USDA and the White House to communicate the critical role of the cold chain to the food supply and how the pandemic has impacted our industry. GCCA played a key role in ensuring USDA highlighted food distribution and aggregation as a focal point for investment.
- In October, USDA announced its Pandemic Response and Safety (PRS) Grant Program, which provides up to \$20,000 grants to food processors, warehouses, distributors, farmers markets, and producers to respond to coronavirus, including for measures to protect workers against COVID-19. GCCA played a role in ensuring that warehouse members would be eligible for the program.
- Also in December, as part of the Administration's efforts to address food system challenges arising from the pandemic, USDA launched new program to provide \$100 million in the form of loan guarantee to improve the resiliency of the food supply chain. GCCA has successfully advocated the importance of access to capital to help members expand their operations and strengthen the food supply chain and we are pleased that many members with operations in the U.S. will be eligible to participate in this new loan program.

VISIT [ADVOCACY.GCCA.ORG](https://advocacy.gcca.org) TO LEARN MORE ABOUT THE POLICY INITIATIVES AND WINS GCCA HAS FOUGHT FOR IN WASHINGTON.



CONGRESS

GCCA is actively engaging with Congress to address the challenges facing our industry by briefing the House and Senate Agriculture committees on a regular basis. GCCA hosted a Congressional briefing during the 2021 Policy Forum giving members the opportunity to engage with over 40 House and Senate staff on cold chain policy issues. GCCA also led a briefing with industry partners reaching over 80 House staff regarding the food supply chain.



REGULATIONS

In 2021, GCCA continued its ongoing efforts to address regulatory issues impacting the cold chain. GCCA provided comments and testimony to federal agencies including USDA, FDA, EPA and OSHA covering a wide range of regulatory programs and policies.



COALITIONS

GCCA actively participated in over 20 coalitions during 2021. Through these coalition efforts, GCCA met with key policy makers across Congress and the Administration as well as signed multiple letters advocating on policies including pandemic relief, taxes, supply chain, labor, trade, transportation and the environment.



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