



Return on Investment

Proactively promoting and strengthening Iowa's grocery industry



Advocacy

With IGIA, members have a **united voice at the capitol**. IGIA advocates for the strength of the industry to legislators and regulators alike. Weekly legislative session updates and bill tracking lists keep members in the know.

In 2022, IGIA succeeded in a decades-long effort to provide relief to retailers from the Bottle Bill.

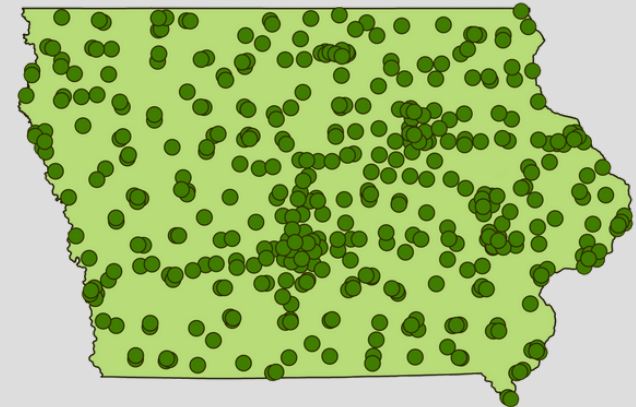


Events & Networking

IGIA events are well-attended by executives across the grocery, convenience and food industry in Iowa.

To grow your network within the grocery industry, there's simply no better place than with IGIA.

- Cocktails & Conversations | April, June & November
- IGEF Scholarship Golf | May
- IGIA Golf | August
- Best Bagger | August
- Get Connected Convention | September
- Hall of Fame Dinner | November



1,000+ Iowa retail locations and 250+ vendors and suppliers from around the country



Education & Leadership

The **IGIA Leadership Institute** equips industry leaders with valuable leadership knowledge and skills.

173 Leadership Graduates
from 35+ companies since 2015



The **IGIA Women's Network** hosts quarterly events that include networking, education, and community service.

12 organizations supported
31 expert speakers hosted
70+ industry women involved



Resources & Publications

The IGIA provides communications about **Iowa businesses, state and national legislation, grocery and retail trends, and more.** These are resources for members as well as effective and highly-viewed opportunities for advertising visibility.

- **Quarterly magazine: the Iowa Grocer**
- **Weekly newsletter: Escanner**
- **Weekly reports during legislative session**
- **Industry Alerts**

Visibility

IGIA supplier members are listed in the magazine and featured in the online VendorStation directory.

IGIA members can sponsor events and advertise in IGIA publications to expand their company's visibility to Iowa grocers and convenience stores.



Broader Impact

Through robust fundraising efforts, the **Iowa Grocers Education Foundation (IGEF)** awards scholarships to youth with ties to the grocery industry. 'Piggyback' options for IGIA members help to streamline the process of setting up and administering their own scholarships.

Since 2001, IGEF has awarded 1,800+ scholarships totaling more than \$2.8 million.

Contact Us

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