



## **FMI Associate Member Search Results**

This search was performed on 07/18/2024 at 02:24 AM

If you find information that needs to be updated, please email [membership@fmi.org](mailto:membership@fmi.org).

FMI  
2345 Crystal Drive, Suite 800  
Arlington, VA 22202  
Phone: 202.452.8444 | Fax: 202.429.4519

## Upfield

Address: 433 Hackensack Avenue  
Suite 401  
Hackensack, NJ 07601-6454



Tel: +31-6-53171737

Website: <https://www.upfield.com/ask@upfield.com>

Products / Services: Agricultural; Food Products/Snacks; Natural/Organic; Perishables

Company Description: Upfield is a global leader in plant-based nutrition with a great history and a portfolio of iconic brands that people have used and trusted for generations. This includes Flora, Rama, Becel, Blue Band, Country Crock, I Can't Believe it's not Butter and ProActiv.

We are a global food company with 6 business units operating in 95 markets. We have the mind-set of a start-up. This makes us fast, agile, entrepreneurial, cost conscious and accountable for our products – from seed to serving at the breakfast, lunch or dinner table.

We take quality seriously and around the world we taste products every 30 seconds. We take our consumers seriously and more than 150 people will taste test each of our new innovations before they hit the shelves.

Primary Contact: Mr. Jim Breach  
Chief Operating Officer, U.S.

Brands: Country Crock, Can'y Be;ie It's Not Butter, Imperial, Promise,Brummel & Brown, Pure Blends

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