



# CONNECTING WITH POLICY MAKERS TO ADVANCE INDUSTRY PRIORITIES

Why the GCCA Advocacy Fund matters more than ever.

By Shane Brennan

In today's unpredictable political and regulatory environment, complacency is not an option. For the temperature-controlled logistics industry, the decisions made in Washington D.C. and by state and local governments can positively reshape, refine, and advance cold chain business priorities. That is precisely why the GCCA Advocacy Fund exists and why its continued success depends on broader industry support.

The Advocacy Fund enables the collective voice of the industry to connect GCCA members and stakeholders directly with policymakers and influence pro-business legislation and regulatory decisions. It empowers companies to invest in high-impact, time-sensitive initiatives that shape the political,

legislative, and regulatory landscape in favor of our market sector.

**Why This Fund Is Necessary**  
Standard association dues fund essential "business-as-usual" government affairs benefits: monitoring policy, employing expert staff,

and maintaining relationships on the Hill with those in the Administration and with decision makers. But today's environment demands more than steady vigilance and stakeholder engagement. It requires agility, firepower, and the ability to lean in quickly when threats — or opportunities — arise.

The Advocacy Fund provides that capability.

When emerging legislation threatens common-sense supply chain regulations, the Advocacy Fund allows GCCA to commission rapid research, retain legal expertise, and mount coordinated campaigns. When building coalitions or targeted public affairs efforts are required, the Advocacy Fund enables fly-ins, direct engagement, digital campaigns, and strategic communications to ensure our industry's voice is heard early — not after decisions are already made.

In short, the Advocacy Fund is the difference between reacting and influencing.

### A Record of Delivering Results

Over the past several years, the Advocacy Fund has backed tangible, sector-defining wins:

- Building bipartisan support for the FRIDGE Act – legislation championing cold chain infrastructure in export markets – that is now positioned within the 2026 Farm Bill and moving toward enactment.
- Securing a 30-month delay to implement the Food Safety Modernization Act (FSMA) Section 204 traceability requirements, driving the need for consistent compliance standards across the food industry.
- Protecting cold storage operators’ ability to choose modern, efficient refrigeration systems for their facilities under changes to the American Innovation and Manufacturing (AIM) Act.
- Winning regulatory concessions to allow cold storage facilities to operate as “i-house” food import inspection sites, beyond restrictive geographic limits.

These outcomes are not abstract policy wins – they translate directly into operational flexibility, capital investment certainty, and reduced regulatory friction for businesses across the cold chain.

### High Stakes in 2026

This year is pivotal for the cold chain and GCCA members. Priorities include:

- Securing final passage of the FRIDGE Act
- Safeguarding and strengthening trade frameworks such as the U.S.-Mexico-Canada Trade Agreement (USMCA)
- Cutting red tape in export and import inspection processes
- Elevating the role of cold chain operators in fighting food waste.

Each of these issues carries real commercial implications, from cross-border meat exports to producing inspection regimes, and international market access. Without sustained advocacy, the risk is clear: increased compliance costs, duplicative inspections, trade friction, and policies designed without practical supply chain expertise.

The cold chain is critical infrastructure. Yet policymakers will only prioritize it if we continue to demonstrate unified, strategic engagement.



### Members and Stakeholders Support

Supporting the GCCA Advocacy Fund is not a political gesture, it is a strategic investment.

Contributions directly enable:

- Rapid-response campaigns to stop harmful legislation before it gains traction
- Research and expert analysis to underpin credible policy proposals
- Coalition-building with aligned industries
- Public affairs campaigns that educate policymakers and the public about the essential role of temperature-controlled logistics

For business leaders, getting involved shows you’re committed to a stable, pro-growth regulatory environment. It makes sure your company’s voice is heard when it comes to briefings and engagement strategies. And it strengthens our industry’s collective clout at a time when division only weakens our influence.

### A Collective Responsibility

The GCCA Advocacy Fund has proven its value and delivered measurable results. But

the Advocacy Fund’s strength depends on participation.

Policy momentum does not pause. Legislative calendars do not wait, and midterm elections and regulatory reviews taking place in 2026 will shape the business environment for years to come.

Now is the moment for cold chain businesses and GCCA members – warehouse operators, transportation providers, and suppliers alike – to invest in protecting and advancing the policy environment that underpins your success.

When the cold chain industry speaks with one voice, and backs that voice with action, it is impactful. Thank you for helping to not just respond to change, but to proactively define the future of the temperature-controlled supply chain. 🔄

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