

Leadership Categories	Total Category Views
Vertical Markets	10,934
Product Categories	19,855
Business Drivers	16,704
<b>Total</b>	<b>47,493</b>

**Category Views (highest to lowest): March 1 – August 15, 2021**

VERTICAL MARKETS	TOTAL VIEWS
Beverage	3,160
Dairy	1,816
Bakery & Snack	1,015
Pet Food	927
Meat, Poultry & Seafood	876
Confection & Candy	777
Prepared & Canned Foods	456
Soups, Condiments, Sauces, Spices, Dips & Dressings	430
Cereals, Breakfast Foods	407
Fruits & Vegetables	367
Grains, Seeds, Beans, Flour & Nuts	314
Food Ingredients	243
Frozen & Refrigerated Foods	146
<b>TOTAL</b>	<b>10,934</b>

PRODUCT CATEGORIES	TOTAL VIEWS
Facilities, Design & Infrastructure	3,818
Plant Operations & Equipment	2,994
Dry Processing & Handling Equipment	2,477
Liquid Processing & Handling Equipment	2,251
Conveying & Product Handling	1,649
Packaging Equipment & Materials	1,607
Inspection, Sorting & Weighing	1,551
Food Processing Equipment	1,194
Cleaning, Sanitizing & CIP	1,048
Refrigeration, Chilling & Freezing Equipment	699
Mixing & Blending Equipment	567
<b>TOTAL</b>	<b>19,855</b>

BUSINESS DRIVERS	TOTAL VIEWS
Sustainability	7,268
Automation & Digital Transformation	4,828
Food Safety	4,608
<b>TOTAL</b>	<b>16,704</b>