



Food ingredients  
North America

OCTOBER 15-19, 2019 • EXPO HALL OCTOBER 17 & 18 • MANDALAY BAY, LAS VEGAS

# 2019 EDUCATION GUIDEBOOK



# EXPLORING THE LATEST INDUSTRY TRENDS

Welcome to SupplySide West 2019, and thanks for being a part of this year's Conference Program. We're excited to have you join us to explore the latest hot topics, market trends and formulation considerations that are driving the health and wellness space, and which will ultimately drive your business toward greater market success. This year's program includes more than 140 hours of programming, developed by the experienced Informa Health & Nutrition content team, including the editorial leaders of Natural Products INSIDER, the New Hope Network and our newest colleagues with Food ingredients.

Among the new offerings this year are two full-day Summits taking a deep dive into the key market areas of hemp/CBD and sports nutrition; four co-branded Food ingredients North America (FiNA) workshops on important food and beverage topics such as sweeteners, colors/flavors, beverages and plant-based nutrition; and two Featured Sessions, which are open to all attendees. The first, DSHEA @ 25, offers perspectives from brand holders and industry association leaders on the impact and future of the Dietary Supplement Health & Education Act. The second, developed in collaboration with the Organic Trade Association (OTA), explores the opportunities, challenges and potential of the organic supply chain.

This Education Guidebook outlines the conference programming for this year's SupplySide West, providing you with a look at the agendas and speakers; perhaps you'll find an additional workshop to attend (and if you don't have a Global Pass, just stop by registration to update your package). Our workshop underwriters are also recognized; we appreciate their financial support that helps us showcase top-notch speakers in important industry areas.

We're also interested in hearing from you. In each workshop, you'll receive a feedback form. Please take the time to fill that out, as your input helps us to ensure we're delivering information you need in a way that is not only easy to understand, but has application to your business. In addition, if you'd like to share your thoughts directly with the workshop chair, we're always here to listen.

If you have additional questions or concerns, don't hesitate to find either one of us over the next several days. Again, thank you for investing in education at SupplySide West. We're so glad you're here!

Best regards,



**Heather Granato,**  
Vice President, Content,  
Informa Health & Nutrition



**Alyssa Sanchez,**  
Education Manager,  
SupplySide

# UPGRADE YOUR PACKAGE

Expand your tradeshow experience by adding on additional education opportunities!

## GMP TRAINING

- **21 CFR 111 Dietary Supplement GMP Overview (Two-Part Training)**  
Tuesday, October 15 - Wednesday, October 16 | 8am-5pm  
\$1,800
- **Cannabis Sativa L.: Overview of U.S. and Canadian Legal and Regulatory Landscape**  
Tuesday, October 15 | 8am-5pm  
\$1,100
- **Dietary Supplement Claim Substantiation**  
Tuesday, October 15 | 8am-5pm  
\$1,100
- **Food Safety Modernization Act (FSMA)**  
Tuesday, October 15 | 8am-5pm  
\$1,100
- **Botanical Testing**  
Wednesday, October 16 | 8am-5pm  
\$1,100
- **Dietary Supplement Label Claim Compliance**  
Wednesday, October 16 | 8am-5pm  
\$1,100
- **Vendor Qualification and Audit Training**  
Wednesday, October 16 | 8am-5pm  
\$1,100

## SUMMITS

Take a deep dive into two of the hottest markets around. This year, SupplySide West is offering two full-day summits.  
\$499

Wednesday, October 16 | 9am-5pm

- **CBD From Seed to Shelf: The Supply Side Story**
- **Finding New Pathways in Sports Nutrition**

## 2019 AHPA BOTANICAL CONGRESS

Saturday, October 19 | 7:30am-5pm

|                       |       |
|-----------------------|-------|
| AHPA Member .....     | \$449 |
| Non-AHPA Member ..... | \$575 |

## FEATURED PRESENTATIONS

**DSHEA @ 25:  
Legal Reform and the Future of the Law**  
Thursday, October 17 | 9-11am

*Open to all SupplySide West visitors and exhibitors.*

**Accelerating Growth in the Organic Market**  
Friday, October 18 | 9-11am

## WORKSHOPS

Shop à la carte or mix & match as part of the Education Pick 3 or Global Pass

**\$139-\$179**

**Wednesday, October 16**

- |  |  |
|--|--|
| <b>9am-Noon</b>  | <b>1:30-4:30pm</b>   |
| <ul style="list-style-type: none"> <li>• FSMA and Import Requirements for Food and Supplement Brands</li> <li>• Healthy Aging: Antioxidants, Adaptogens &amp; Cognition</li> <li>• How to Win in the Booming Plant-based Nutrition Sector</li> </ul> | <ul style="list-style-type: none"> <li>• Diversity &amp; Inclusion: Good Business for All</li> <li>• How to Create Disruption in the Beverage Aisle</li> <li>• Supporting the Cycle: Solutions to Manage Stress and Improve Sleep</li> </ul> |

**Thursday, October 17**

- |   |   |
|---|---|
| <b>9-11am</b>   | <b>2-4pm</b>  |
| <ul style="list-style-type: none"> <li>• Claims &amp; Certifications: What Do They Mean and Who Cares?</li> <li>• Colors &amp; Flavors: Superheroes of Product Success</li> </ul> | <ul style="list-style-type: none"> <li>• Co-Packers: Helping Navigate the Food and Beverage Landscape</li> <li>• Trust in Testing: Contract Labs for Safe, Compliant Supplements</li> <li>• Unraveling the Biotech Conundrum</li> </ul> |

**Friday, October 18**

- |   |  |
|---|--|
| <b>9-11am</b>   | <b>2-4pm</b>   |
| <ul style="list-style-type: none"> <li>• Sustainable, Safe and Sanctioned Packaging for CPG Brands</li> </ul> | <ul style="list-style-type: none"> <li>• Blurring the Line Between Food Trend and Fad</li> <li>• Mind Games: Cognitive Performance</li> <li>• Prebiotics Market Development</li> </ul> |

**Saturday, October 19 | 8:30-11:30am**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Business of CBD in Food &amp; Beverages</li> <li>• Contract Manufacturing Roundtable: How to Foster a Successful Partnership</li> </ul> | <ul style="list-style-type: none"> <li>• Extending Your Reach in the Probiotics Space</li> <li>• The Shift from Sugar to Natural Sweeteners</li> </ul> |
|--|--|

# EDUCATION SCHEDULE

## Tuesday, October 15, 2019

|         |  |
|---------|--|
| 7am-5pm | <b>REGISTRATION HOURS</b><br><i>Level 1, Bayside F Foyer</i>   |
| 8am-5pm | <b>GMP AND REGULATORY COMPLIANCE TRAINING PROGRAM</b><br><b>Produced by: NSF International</b><br><i>South Convention Center, Level 3</i><br><i>Separate registration required.</i><br><ul style="list-style-type: none"> <li>• 21 CFR 111 Dietary Supplement GMP Overview (Part 1 of 2)</li> <li>• Food Safety Modernization Act (FSMA)</li> <li>• Cannabis Sativa L.: Overview of U.S. and Canadian Legal and Regulatory Landscape</li> <li>• Dietary Supplement Claim Substantiation</li> </ul> |

## Wednesday, October 16, 2019

|         |  |
|---------|--|
| 7am-6pm | <b>REGISTRATION HOURS</b><br><i>Level 1, Bayside F Foyer</i>   |
| 8am-5pm | <b>GMP &amp; REGULATORY COMPLIANCE TRAINING PROGRAM</b><br><b>Produced by: NSF International</b><br><i>South Convention Center, Level 3</i><br><i>Separate registration required.</i><br><ul style="list-style-type: none"> <li>• 21 CFR 111 Dietary Supplement GMP Overview (Part 2 of 2)</li> <li>• Botanical Testing</li> <li>• Vendor Qualification and Audit Training</li> <li>• Dietary Supplement Label Claim Compliance</li> </ul> |

## 9am-Noon WORKSHOPS

- South Convention Center, Level 3*  
*Separate registration required.*
- FSMA and Import Requirements for Food and Supplement Brands  
**Underwritten by: Venable**
  - Healthy Aging: Antioxidants, Adaptogens & Cognition  
**Underwritten by: Nutrition 21**
  - How to Win in the Booming Plant-based Nutrition Sector  
**Produced with: Food ingredients North America**  
**Underwritten by: Ingredion, Merit Functional Foods & Top Health**

9am-5pm

## SUMMITS

*South Convention Center, Level 3*  
*Separate registration required.*

- CBD From Seed to Shelf: The Supply Side Story  
**Underwritten by: FEN Biotech, GenaCanna Global, KGK Science, Lilu's Garden, Rad Extracts & Shanghai Freeman**
- Finding New Pathways in Sports Nutrition  
**Underwritten by: Cluster Dextin, FutureCeuticals & Lonza**

## 1:30-4:30pm WORKSHOPS

*South Convention Center, Level 3*  
*Separate registration required.*

- How to Create Disruption in the Beverage Aisle  
**Produced with: Food ingredients North America**  
**Underwritten by: Cargill**
- Diversity & Inclusion: Good Business for All
- Supporting the Cycle: Solutions to Manage Stress and Improve Sleep  
**Underwritten by: Pharma GABA**

## Thursday, October 17, 2019

### 7am-5:30pm REGISTRATION HOURS

*Level 1, Bayside Bayside F Foyer*

### 9-11am FEATURED SESSION

DSHEA @ 25: Legal Reform and the Future of the Law  
*South Convention Center, Level 3*

### 9-11am WORKSHOPS

*South Convention Center, Level 3*  
*Separate registration required.*

- Claims & Certifications:  
What Do They Mean and Who Cares?
- Colors & Flavors: Superheroes of Product Success  
**Produced with: Food ingredients North America**  
**Underwritten by: GNT USA & Lycored**

### 10am-5:30pm EXPO HALL HOURS

### 2-4pm WORKSHOPS

*South Convention Center, Level 3*  
*Separate registration required.*

- Co-Packers: Helping Navigate the Food and Beverage Landscape
- Trust in Testing: Contract Labs for Safe, Compliant Supplements  
**Underwritten by: American Testing Lab, Eurofins Scientific, Micro Quality Labs & New Jersey Labs**
- Unraveling the Biotech Conundrum

# EDUCATION SCHEDULE

## SCHEDULE

### Friday, October 18, 2019

|          |  |
|----------|--|
| 8am-4pm  | <b>REGISTRATION HOURS</b><br><i>Level 1, Bayside F Foyer</i>   |
| 9-11am   | <b>FEATURED SESSION</b><br>Accelerating Growth in the Organic Market<br><i>South Convention Center, Level 3</i>  |
| 9-11am   | <b>WORKSHOPS</b><br><i>South Convention Center, Level 3</i><br><i>Separate registration required.</i>  |
|          | <ul style="list-style-type: none"><li>• Sustainable, Safe and Sanctioned Packaging for CPG Brands<br/><b>Underwritten by:</b> Alpha Packaging</li></ul>  |
| 10am-5pm | <b>EXPO HALL HOURS</b>   |
| 2-4pm    | <b>WORKSHOPS</b><br><i>South Convention Center, Level 3</i><br><i>Separate registration required.</i>  |
|          | <ul style="list-style-type: none"><li>• Blurring the Line Between Food Trend and Fad</li><li>• Mind Games: Cognitive Performance<br/><b>Underwritten by:</b> FutureCeuticals</li><li>• Prebiotics Market Development</li></ul> |

### Saturday, October 19, 2019

|              |  |
|--------------|--|
| 7:30am-5pm   | <b>AHPA BOTANICAL CONGRESS</b><br><i>South Convention Center, Level 3</i><br><b>Presented by:</b> American Herbal Products Association (AHPA)<br><b>Sponsored by:</b> Herbalife, Martin Bauer, SC Labs, Verdure Sciences<br><i>Separate registration required.</i>   |
| 8-10am       | <b>REGISTRATION HOURS</b><br><i>Level 3, Jasmine Registration Desk</i>   |
| 8:30-11:30am | <b>WORKSHOPS</b><br><i>South Convention Center, Level 3</i><br><i>Separate registration required.</i>  |
|              | <ul style="list-style-type: none"><li>• Business of CBD in Food &amp; Beverages<br/><b>Underwritten by:</b> Kiersun, Linnea SA, SoRSE, Treehouse &amp; Venable</li><li>• Contract Manufacturing Roundtable: How to Foster a Successful Partnership<br/><b>Underwritten by:</b> Sora Labs &amp; Zhejiang Nutrasis</li><li>• Extending Your Reach in the Probiotics Space<br/><b>Produced with the support of:</b> International Probiotics Association<br/><b>Underwritten by:</b> Deerland Probiotics &amp; Enzymes, DuPont, Lallemand Heath Solutions, Morinaga Nutritional Foods, Probiotical &amp; Sabinsa</li><li>• The Shift from Sugar to Natural Sweeteners<br/><b>Produced with:</b> Food ingredients North America<br/><b>Underwritten by:</b> Amyris &amp; Cargill</li></ul> |

## Food ingredients North America Theater



Thursday, October 17 | 11am-5pm

Friday, October 18 | 11am-4pm

*Location: Expo Hall, Booth #3009*

Located in the Food ingredients North America show area, this theater offers visitors a two-day, free-to-attend program highlighting:

- Market updates from Mintel and NEXT
- Consumer insights from Nailbiter and Culinary Tides
- 2-hour Protein Spotlight with keynote speaker Mike Seldon (Finless Foods)
- Blockchain technology in product lifecycle management
- Innovation in the food space
- 2-hour Organic Spotlight with guest speaker Kim Dietz (Organic Trade Association)
- Clean label solution updates

The program will be of interest to food and beverage manufacturers, business developers, ingredient sourcing professionals, supply chain managers and F&B marketers.

## Breakfast, Lunch and ... Knowledge!

### Breakfast & Lunch Briefs

Thursday, October 17 | 9-10am & Noon-1pm

Friday, October 18 | 9-10am & Noon-1pm

*Location: South Convention Center, Level 3, Palm Rooms*

Looking for scientific insights on some of the hottest ingredients around? Check out these sponsored presentations where experts delve into cutting-edge clinical findings on nutritional offerings and the potential they hold for new product development in the dietary supplement and functional food markets.

*Separate registration required.*

## Centrally Located. Central To Your Success.

### SupplySide Central Stage

Thursday, October 17 | Noon-5pm

Friday, October 18 | 10:30am-4pm

*Location: Expo Hall, Booth #5759*

SupplySide Central is where science & strategy intersect in a live, interactive forum. Designed to explore some of the hot topics facing the industry, SupplySide Central offers a variety of interactive, quick-paced programming.

From the SupplySide Launchpad, where exhibitors highlight their new products, to the NEXTY Awards at SupplySide, where we recognize the most innovative product launches in supplements and food & beverage, SupplySide Central is a hub of activity and content!

To view complete schedules for Food ingredients North America Theater, Education, Breakfast & Lunch Briefs, or SupplySide Central, download the SupplySide West 2019 mobile app available on the App Store and Google Play Store and visit Schedule.

**DOWNLOAD  
MOBILE APP**

[app.supplysidewest.com](http://app.supplysidewest.com)



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# GMP AND REGULATORY COMPLIANCE TRAINING PROGRAM

Produced by



SupplySide  
WEST

## 21 CFR 111 Dietary Supplement GMP Overview (Part 1 of 2)

8am-5pm • Level 3, Palm A

Attend an extensive 2-day training course on 21 CFR 111, the current Good Manufacturing Practices (cGMPs) in manufacturing and packaging, labeling or holding operations for dietary supplements. This course is geared to those individuals involved in the dietary supplement industry including:

- Manufacturing
- Management
- Packaging and Labeling
- Suppliers and Distributors
- Other Technical Professionals
- Quality Control/Quality Assurance
- Laboratory Operations
- Auditing
- Regulatory Affairs and Compliance

These guidelines are intended to be applicable to dietary supplements as defined and covered by 21 CFR 111, but may also be applied to dietary ingredients and other components. The course provides an in-depth review of the regulation and provides case studies to review recent FDA Warning Letters initiated to dietary supplement companies for non-compliance with 21 CFR 111 GMPs.

## Cannabis Sativa L.: Overview of U.S. and Canadian Legal and Regulatory Landscape

8am-5pm • Level 3, Palm B

This course provides an overview of the current U.S. and Canadian legal and regulatory landscape in connection with Cannabis Sativa L. derivatives, including marijuana, hemp, and CBD. The course includes a discussion of current proposed legislative and regulatory activity in the United States, to aid companies in assessing the various potential issues in connection with the sale of Cannabis Sativa L.-derived ingredients (“CSL Ingredients”) or products made from CSL Ingredients (“CSL Products”) in the dietary supplements arena. The course is interactive, with hands-on exercises including case studies adapted from recent FDA warning letters and other regulatory enforcement decisions.

The aim of the course is to give participants a better understanding of the following:

- Relevant definitions, including cannabis, marijuana, hemp, CBD, THC, and others
- Current U.S. Legal and Regulatory Landscape including:
  - U.S. federal and state laws and regulations regarding CSL Ingredients and CSL Products
  - Overview of U.S. state-by-state laws relating to marijuana, hemp and CBD
  - Proposed U.S. legislation relating to marijuana, hemp and CBD
  - Recent FDA and other enforcement actions relating to CSL Ingredients and CSL Products
  - Current proposed U.S. regulatory pathway for use of CBD in food and dietary supplements
- Canadian federal laws and regulations regarding CSL Ingredients and CSL Products

*This course is not meant to serve as, and does not constitute, legal advice.*

# Dietary Supplement Claim Substantiation

8am-5pm • Level 3, Palm C

The labeling and promotion of your dietary supplement products are the most visible ways that the FDA and the FTC can track compliance with federal regulations. A perfect complement to "Dietary Supplement Labeling Compliance," this course will go over in detail each type of permitted claim that is available to you and the criteria for making each one. We will cover FDA and FTC standards for substantiation. We will also go over how to build the substantiation for each claim that the FDA and FTC requires you to hold to ensure your claims are accurate and not misleading, and how you can avoid making implied claims which could lead to regulatory enforcement. Participants will learn how public knowledge of FTC and FDA enforcement actions affect business performance, enforcement/litigation trends and other responsibilities of dietary supplement manufacturers such as structure/function claim notification.

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## Food Safety Modernization Act (FSMA)

8am-5pm • Level 3, Palm D

This course will provide an introduction to all seven new rules and regulations established by FSMA and provide insight on which rules impact dietary supplement companies. The course will also provide tools, references and ideas for implementing the changes needed to be compliant with FSMA regulations. Take this course if you're directly involved in supply chain, R&D, regulatory, quality, or developing food safety plans, or if you have management responsibilities over employees who are.

### NOTES

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WEDNESDAY

# GMP AND REGULATORY COMPLIANCE TRAINING PROGRAM

Produced by



SupplySide<sup>®</sup>  
WEST

## 21 CFR 111 Dietary Supplement GMP Overview (Part 2 of 2)

8am-5pm • Level 3, Palm A

Attend an extensive 2-day training course on 21 CFR 111, the current Good Manufacturing Practices (cGMPs) in manufacturing and packaging, labeling or holding operations for dietary supplements. This course is geared to those individuals involved in the dietary supplement industry including:

- Manufacturing
- Management
- Packaging and Labeling
- Suppliers and Distributors
- Other Technical Professionals
- Quality Control/Quality Assurance
- Laboratory Operations
- Auditing
- Regulatory Affairs and Compliance

These guidelines are intended to be applicable to dietary supplements as defined and covered by 21 CFR 111, but may also be applied to dietary ingredients and other components. The course provides an in-depth review of the regulation and provides case studies to review recent FDA Warning Letters initiated to dietary supplement companies for non-compliance with 21 CFR 111 GMPs.

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## Botanical Testing

8am-5pm • Level 3, Palm B

This one-day course is designed for any quality assurance personnel working to meet FDA compliance for Botanical ID. This course is to analyze botanical unknowns through analytical and molecular methods. This course may also support in-house testing for botanical ID.

### QA Testing of Botanicals:

Overview and review of the important aspects of quality assurance in testing and test development of botanical ingredients and its relation to the natural products industry and alternative medicine practices. This lecture will review proposed guidelines for herbal ID testing as it related to Good Manufacturing Practices, cGMP and all issues regarding quality testing.

### Raw Botanical lecture and labs:

Techniques for identifying botanical species, adulterants and contaminants through analytical and molecular methods will be presented. Participants will be taught through lecture and lab participation how to analytically test and record these subjective systems.

**Major Course Competencies:**

- Participants will be able to understand the basic concepts and techniques for qualifying and identification of unknown botanicals.
- Participants will be able to know when to apply each method for the desired results.
- Participants will become familiar with at least a dozen herbals during this class.
- Participants will become acquainted with reference materials used within this field of study.
- Participants will know how to document and report their findings.

**Sensory Evaluation:**

- Overview of class
  - Discussion of the current status of the matrix of the natural products industry
  - Methods of identification
  - Labs on contaminants and adulterants, depending on available samples
  - Discussion on reference materials
- 

## Dietary Supplement Label Claim Compliance

8am-5pm • Level 3, Palm C

It is up to dietary supplement manufacturers to ensure their supplement labels are compliant before they go to market; however, the regulations can be confusing and difficult to interpret. Label noncompliance can cause your product to be considered misbranded and subject to FDA regulatory action. Learn about the regulations that govern dietary supplement labeling including what can be considered a dietary supplement, mandatory aspects on the principal display panel, Supplement Facts formatting, ingredient lists, and type of permitted claims, enforcement/litigation trends, and other responsibilities of dietary supplement manufacturers such as Adverse Event Reporting. The course is interactive, with hands-on exercises. Bring your questions and prepare to interact with the instructor and your peers in the industry. This course is geared to those individuals involved in the dietary supplement industry including:

- Management
  - Marketing
  - Quality Control/Accuracy
  - Packaging
  - Sales
  - Laboratory Operations
  - Product Development
  - Suppliers and Distributors
  - Regulatory Affairs
  - Legal
- 

## Vendor Qualification and Audit Training

8am-5pm • Level 3, Palm D

This course is designed to give people who want to improve quality in their facility and who already have a basic understanding of the dietary supplement GMPs, the knowledge and skills necessary to qualify suppliers. Since the evaluation of all types of suppliers often involves auditing, this course will incorporate a fresh look at the process of auditing and the skills and techniques necessary to get the most from these activities. The auditing skills and techniques learned in this course are independent of the type of auditing or the standard being audited. These skills and techniques will be useful when conducting internal audits as well as performing audits of suppliers.

# SUMMIT: CBD FROM SEED TO SHELF: THE SUPPLY SIDE STORY

9am-5pm • Level 3, South Seas E

Cannabinoids are on everyone's mind—consumers, industry, regulators and marketers. In particular, the ingredient cannabidiol (CBD) has gone from 0 to 60 across the dietary supplement, food and beverage markets, with new product releases, marketing campaigns and much more. However, major concerns are cropping up in areas from testing methods and extraction techniques to regulatory compliance considerations and supply chain transparency. Join us for this full-day event, as we look at the CBD market from seed to shelf.

## CHAIR:

**Josh Long**

Legal & Regulatory Editor,  
Informa Markets



## Opening Remarks

9-9:05am

## State of the Market

9:05-9:35am

What is the true business opportunity of hemp CBD today for the supply channel? This data-packed session will reveal insights from proprietary NBJ research conducted in 2019—including findings from one of the industry's largest-scale consumer surveys and unique insights from a survey of more than 200 natural product and supplement manufacturers. Also learn the true size of today's market, and where the future growth is, through NBJ's proprietary market sizing data modeling.

Speaker: Claire Morton Reynolds, Senior Industry Analyst, Nutrition Business Journal, Informa Markets

## Scaling the Fragmented Supply Chain

9:05-10:10am

Huge questions remain regarding the supply chain's ability to scale to meet the stringent demands of sophisticated food and beverage companies. We'll look at the CBD supply chain from seed to sale, identifying critical points, areas of improvement, and likely stressors. We'll discuss the tradeoffs a smart manufacturer needs to consider before taking on the challenge of working with CBD, and how best to think about the risks—legal, safety, quality, and scaling—inherent to this newfound ingredient sector. Learn about the factors when considering sourcing cannabinoids from manufacturers and the considerations about formulation when choosing a manufacturer in a currently under-regulated environment. Glean insights into applications for cannabinoids in various food/beverage formats and the evolving science to ensure stability of product.

Speaker: Justin Singer, CEO, Caliper Foods

## So You Want to Be a Hemp Farmer?

10:10-10:45am

Even hemp farmers will tell you that cannabis does not exactly grow like a weed. Learn from expert growers in Kentucky—a state where farmers know how to grow regulated crops—and Colorado, where a dry climate makes field drying possible but raises other issues of its own. Bonus: the U.S. Department of Agriculture is promising to release hemp good agricultural practices and standards in time for the 2020 growing season, and a rep will reveal what the federal government is recommending.

Moderator: Josh Hendrix, Director of US Hemp Production, CV Sciences Inc.

Panelists:

Chris Bourne, Co-Founder & VP Agriculture, Klersun

Brett Goldman, Vice President, Government and Industry, GenCanna Global

John McKay, Ph.D., Founder & Director of Genetics, New West Genetics

Scott Propheter, Vice President, Agronomy and Outreach, Criticality LLC

## BREAK

10:45-11am

## Seed Genetics

11-11:30am

Starting your supply chain with confidence means it all starts with the seeds. Because you can test all you want but, as the saying goes, you cannot test in quality. New seed strains are designed for regions of the country, growing conditions, even downstream finished-product uses—specific traits that growers care most about.

Moderator: Tim Gordon, President, International Hemp Solutions

Panelists:

Terry Moran, President of Operations, Bija Hemp

Wendy Mosher, President & CEO, New West Genetics

## Extractions

11:30am- Noon

Extractions remove undesirable compounds and preserve the active terpenes and cannabinoids of the original plant. The science behind cannabis extraction has matured significantly, from age-old ethanol to clean supercritical CO<sub>2</sub> methods and high-tech nanotech and liposomal means. Learn about solvents and deliverability methods that can offer brands a variety of hemp products for different consumer demands.

Moderator: Michael Wagner, Ph.D., Director of Extract Manufacturing, BI Nutraceuticals

Panelists:

Christopher Shade, Ph.D., Founder & CEO, Quicksilver Scientific

Melody Harwood, Head of Scientific & Regulatory Affairs, Neptune Wellness Solutions

Marielle Weintraub, Ph.D., Vice President of Regulatory and Government Affairs, Eureka 93

## LUNCH

Noon-1pm

Provided by



## Save the Terps!

1:10pm

Terps! More formally known as terpenes and terpenoids, these hydrocarbon molecules are responsible for the aromatics of fruits, flowers and spices. Pinene, limonene, myrcene, linalool and caryophyllene are just a few of the “terps” found in different concentrations in hemp chemovars that have been scientifically attributed to having anti-cancer, anti-inflammatory, anti-anxiety, sleep-inducing and mood-boosting therapeutic properties. What steps in extraction and processing can help assure that the heat-sensitive terpenes and other plant attributes are not destroyed or compromised? Find out the types of process controls, QA testing, SOPs and other protocols in extraction and processing that can help assure that the terpenes are not destroyed or compromised, and that all the other plant compounds remain consistently retained, batch to batch.

Speaker: Andrea E. Holmes, Ph.D., Chief Growth Officer and Co-Founder, Precision Plant Molecules

## Testing Labs

1:30-2:10pm

All along the value chain, business interests need to be assured that botanical ingredients are safe and meet quality expectations—especially in a time of concerns over product integrity. Learn about potency testing, terpene profile testing, contaminants and toxins that may be present, microbiology concerns and more. See how quality labs do it so you can be assured your ingredient is safe and sound.

Moderator: Holly E. Johnson, Ph.D., Chief Science Officer, American Herbal Products Association

Panelists:

Grace Bandong, AD, Scientific Strategy Leader, Contaminants, Eurofins Food Integrity and Innovation

Élan Sudberg, CEO, Alkemist Labs

Karen Hufnagl, Clinical Science Director, CFH Ltd.

## NPD and IP: How Pharma and Food Will Influence the Landscape

2:10-2:40pm

New products coming onto the market correspond to an increase in intellectual property activity. The interest in the category by OTC, pharma and food companies has the potential to shape the future of product development. The future is revealed here.

Speaker: Jennifer Cooper, Chief Science Officer, Savant Science

## Welcome to Endocannabidiome

2:40-3:10pm

The endocannabinoid system (ECS) goes much deeper than merely CBD. Research has demonstrated the ECS is intimately involved in our metabolism, neurological, cardiovascular, respiratory, gastrointestinal and musculoskeletal systems—essentially, all physiological functions. This lecture provides a glimpse into this critically important and ignored physiological system, the importance of full spectrum phytocannabinoid hemp extracts, the role of phytocannabinoids such as CBD, and current studies. Be prepared to open your minds to the compelling story of the enormous health benefits of maintaining a healthy ECS using hemp.

Speaker: Carl Germano, CNS, CDN, Vice President, Verdant Oasis

## Does CBD From Non-Cannabis Sources Smell as Sweet?

3:10-3:45pm

This session looks at CBD and related compounds derived from all known sources of cannabidiol. There appears to be confusion as to how these sources should be regulated and as to whether these sources—from the likes of orange peel, pine bark and black pepper—have the same efficacy as cannabis sources of CBD.

Speakers:

Richard D. Collins, Esq., Attorney, Collins Gann McCloskey & Barry PLLC

Douglas S. Kalman, Ph.D., RD, FACN, Vice President, Scientific Affairs, Nutrasource

## BREAK

3:45-4pm

## What to Ask Before You Buy Hemp CBD Ingredients

4-4:30pm

All CBD ingredients and products are not the same. There are no industry standards, oversight or information requirements. That means there is a pressing need for education to ensure you get the best CBD product for your intended purpose. This session will go over different types of CBD ingredients—from full-spectrum hemp flower oil concentrates to CBD distillates and isolates—as well as different processing steps, production and harvest methods, all of which can influence your CBD concentration and quality. Most importantly, come away knowing the smart questions you need to ask if you are buying ingredients.

Speaker: James R. Ott, Founder, CEO & General Manager, CFH Ltd.

## Legal Eagles: Risk Update, Plus Your Questions Answered

4:30-5pm

Every day, hemp and its constituents including CBD get closer to widespread mainstream acceptance. And yet, it's still the wild, wild west out there. How do we get the industry to a more milder midwest? Our legal experts will opine on the state of affairs—and will spend the majority of the time answering your questions.

Panelists:

Rend Al-Mondhiry, Senior Counsel, Amin Talati Wasserman LLP

Marc Ullman, Of Counsel, Rivkin Radler LLP

Jessica Wasserman, Partner, Greenspoon Marder LLP

## NOTES

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# SPEAKERS:



**Rend Al-Mondhiry**  
Senior Counsel, Amin Talati  
Wasserman LLP



**Grace Bandong, AD**  
Scientific Strategy Leader,  
Contaminants, Eurofins Food  
Integrity and Innovation



**Chris Bourne**  
Co-Founder & VP Agriculture,  
Klersun



**Richard D. Collins**  
Attorney, Collins Gann  
McCloskey & Barry PLLC



**Jennifer Cooper**  
Chief Science Officer, Savant Science



**Carl Germano**  
CNS, CDN, Vice President,  
Verdant Oasis



**Brett Goldman**  
Vice President, Goverment and  
Industry, GenCanna Global



**Tim Gordon**  
President, International  
Hemp Solutions



**Melody Harwood**  
Head of Scientific & Regulatory Affairs,  
Neptune Wellness Solutions



**Josh Hendrix**  
Director of US Hemp Production,  
CV Sciences Inc.



**Andrea E. Holmes, Ph.D.**  
Chief Growth Officer and  
Co-Founder, Precision Plant  
Molecules



**Karen Hufnagl**  
Clinical Science Director,  
CFH Ltd.



**Holly E. Johnson, Ph.D.**  
Chief Science Officer, American Herbal  
Products Association



**Douglas S. Kalman,  
Ph.D., RD, FACP**  
Vice President, Scientific Affairs,  
Nutrasource



**John McKay Ph.D.**  
Founder & Director of  
Genetics, New West Genetics



**Terry Moran**  
President of Operations,  
Bija Hemp



**Claire Morton Reynolds**  
Senior Industry Analyst, Nutrition  
Business Journal, Informa Markets



**Wendy Mosher**  
President & CEO,  
New West Genetics



**James R. Ott**  
Founder, CEO & General Manager,  
CFH Ltd.



**Scott Propheter**  
Vice President, Agronomy  
and Outreach, Criticality LLC



**Christopher Shade, Ph.D.**  
Founder & CEO,  
Quicksilver Scientific



**Justin Singer**  
CEO, Caliper Foods



**Élan Sudberg**  
CEO, Alkemist Labs



**Marc Ullman**  
Of Counsel, Rivkin Radler LLP



**Michael Wagner, Ph.D.**  
Director of Extract Manufacturing,  
BI Nutraceuticals



**Jessica Wasserman**  
Partner, Greenspoon Marder LLP



**Marielle Weintraub, Ph.D.**  
Vice President of Regulatory and  
Government Affairs, Eureka 93

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# SUMMIT: FINDING NEW PATHWAYS IN SPORTS NUTRITION

9am-5pm • Level 3, South Seas F

The sports nutrition market remains one of the most vibrant, as it shifts from the traditional bodybuilder to the broader active nutrition positioning. First off, explore issues related to ideation and innovation driving the sports nutrition market, including formulation considerations, product formats, and market opportunities and whitespace identified in market research. Next, dive into the emerging ingredients that are fueling innovative product development. From cannabidiol (CBD) to fermented ingredients and unique anti-inflammatories, these ingredients are positioned to fuel new innovative product development.

## CHAIR:

**Steve Myers**

Senior Editor,  
Informa Markets



### Opening Remarks

9-9:05am

### Market Opportunities and Whitespace

9:05-9:20am

What does the modern sports nutrition consumer want, and where are the pockets of opportunity based on consumer and market trends? This session will use proprietary data from Nutrition Business Journal (NBJ) and Informa Health & Nutrition's NEXT database, as well as fresh global insights from the UK market research firm FMCG Gurus.

Speaker: Steve Myers, Senior Editor, Informa Markets

### Where is Ideation in Sports Nutrition?

9:20-9:50am

Great successes start with great ideas. This session will explore science as a platform for ideation, including screening for new ingredients. Learn about past innovations and novel technologies, and how brands can formulate for the next generation athlete and active consumer.

Speaker: Douglas S. Kalman, Ph.D., RD, FACN, Vice President, Scientific Affairs, Nutrasource

### Female Strong

9:50-10:10am

The lack of research on women for products marketed to women offers an opportunity for brands. Reaching female sports nutrition consumers may require a shift in marketing away from body-image statements and more toward messages of empowerment and support.

## BREAK

10:20-10:30am

### Transparency as a Game Changer

10:30-11am

One of the mainstream demands brought to sports nutrition from active consumers is clearer labeling and messaging from brands on what exactly is in products and the science behind the ingredients. Learn about how proprietary blends, dosing and science factor into this call for more transparency in sports nutrition, especially as consumers stack one or more potent products daily.

Speaker: David Sandler, Chief Operating Officer, ProSupps USA LLC

### New Approaches to a Changing Market

11am- Noon

How sports nutrition products brands reach consumers has dramatically changed. The old ways of marketing and selling will not provide prosperity and growth in this new world. This interactive session will look at how brands can adapt to changing consumer behavior and the changing retail environment, as well as what is ahead for this rapidly evolving industry.

Speakers:

Daniel Lourenco, CEO & Co-Founder, Ghost

Joshua Schall, President, J. Schall Consulting

## LUNCH

Noon-1pm

### Ingredient Trends

1-1:15pm

Staying on trend with ingredients is a major part of formulation. This peek at what ingredients are trending and why will feature NBJ and NEXT data.

Speaker: Steve Myers, Senior Editor, Informa Markets

### CBD vs. the Law

1:15-1:50pm

Low-THC hemp is legal (it seems), but what about CBD? The market for CBD has gone super viral despite many questions about the legality of various CBD products. This legal and regulatory update will look at the complexities and developments of both state and federal policies and enforcement of CBD.

Speaker: Richard D. Collins, Esq., Attorney, Collins Gann McCloskey & Barry PLLC

## Just the Facts: Evidence on CBD Benefits

1:50-2:25pm

CBD is something of a panacea in most marketing campaigns. It is important for brands to deliver science-backed ingredients and marketing to consumers. This session will outline the existing research behind sports-related benefits from CBD, as well as from non-cannabis endocannabinoids alternatives should CBD face long regulatory challenges.

Speaker: Hector Lopez, M.D., CSCS, FAAPMR, FISSN, Co-Founder, Supplement Safety Solutions LLC / THR Biosciences LLC.; CMO, Center for Applied Health Sciences, LLC.

## CBD Athletes Panel

2:25-3pm

Straight from the source, hear how CBD has helped current and former professional athletes stay competition-ready and ease recovery, even in retirement from grueling sport. This panel will also look at how positive experiences with CBD have led pro athletes to invest in the industry.

Speakers: Ryan VandenBussche, Retired Professional Ice Hockey Player, Founder & President of New Leaf Canada

## BREAK

3-3:15pm

## Protein Innovation

3:15-3:50pm

Protein is the main staple of athletes and the reason why many active consumers are migrating into the sports nutrition segment. What is the state of innovation with protein, including animal- and plant-based types? This session will uncover the pockets of innovation in this crowded segment, including new ingredients and products, both protein and protein boosters, as well as advances in delivery and management of amino acid profiles.

Speaker: Robert Wildman, Ph.D., RD, Chief Science Officer, Dymatize, PowerBar, Premier Protein

## Fermented Ingredients

3:50-4:25pm

The sports nutrition market is increasingly seeing fermented ingredients in performance supplements and foods, including amino acid formulations. This session will look at fermentation technology as a tool for new product development in health and performance; the role of fermented foods and ingredients in the gut microbiome; the interaction of the gut microbiome and sports performance; and, specific fermented ingredients for performance nutrition.

Speaker: Kevin Turner, Ph.D., R&D Innovation Project Manager, Carbery Group

## Innovative Anti-inflammatory Ingredients

4:25-5pm

Inflammation is an inevitable consequence of exercise. It's a case of a little is good, but too much and for too long is bad. Learn how multiple innovative ingredients can promote healthy inflammatory response for recovery and muscle building. This session will also provide insights on inflammation ingredient trends, identify ideal and untapped target audiences for these ingredients, and highlight successful consumer brands in the marketplace.

Speaker: Paul R. Clayton, Ph.D., Chief Scientific Adviser, Gencor

### NOTES

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# SPEAKERS:



**Paul R. Clayton, Ph.D.**  
Chief Scientific Adviser, Gencor



**Richard D. Collins**  
Attorney, Collins Gann McCloskey & Barry PLLC



**Douglas S. Kalman, Ph.D., RD, FACN**  
Vice President, Scientific Affairs, Nutrasource



**Hector Lopez, M.D., CSCS, FAAPMR, FISSN**  
Co-Founder, Supplement Safety Solutions LLC / THR Biosciences LLC.; CMO, Center for Applied Health Sciences, LLC



**Daniel Lourenco**  
CEO & Co-Founder, Ghost



**David Sandler**  
Chief Operating Officer, ProSupps USA LLC



**Joshua Schall**  
President, J. Schall Consulting



**Kevin Turner, Ph.D.**  
R&D Innovation Project Manager, Carbery Group



**Ryan VandenBussche**  
Retired Professional Hockey Player,  
Founder & President, New Leaf Canada Inc



**Robert Wildman, Ph.D., RD**  
Chief Science Officer, Dymatize, PowerBar, Premier Protein

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# WORKSHOP:

## How to Win in the Booming Plant-based Nutrition Sector

9am-Noon • Level 3, South Seas B

Produced by



Consumer demand for clean labels and food and beverage products that align with values related to health and wellness, sustainability and eco-consciousness is pushing plant-based ingredients and products into the spotlight. According to Innova Market Insights, plant-based product claims increased by 62 percent globally between 2013 and 2017 with growth occurring across every food and beverage category. This session will review:

- Current and forward-looking market data on the plant-based foods revolution
  - Consumer preferences and purchasing behaviors
  - How to recognize whitespace in the category and launch a winning product
  - Ingredient developments in meat and dairy substitutes
  - Formulation considerations for plant-based foods
  - Supply chain strategies
- 

### Welcome

Judie Bizzozero, Informa Markets

### Current and Forward-looking Market Data on Plant-based Food Revolution

### Consumer Perception and Purchasing Habits

Michele DeKinder-Smith, Linkage Research & Consulting

### How to Recognize Whitespace in the Category and Launch a Winning Product

Geri Berdak, CloverQuest Group LLC

### BREAK

### Ingredient Developments in Meat and Dairy Alternatives

Daniel Karsevar, PlantBased Solutions

### Formulation Considerations for Plant-based Foods

Ed Dudley, Griffith Foods

### Technologies for Masking Flavors and Choosing/Pairing Flavor Profiles

William McCormack, Ph.D., Synergy Flavors

### Supply Chain Strategies; Cost and Regulatory Concerns

Mary Mulry, Ph.D., Foodwise One LLC

### Regulatory Landscape; Labeling for Plant-based Alternatives and Cell Cultured Meat

Ryan M. Fournier, Morgan Lewis & Bockius LLP

### Q&A

# CHAIR:



**Judie Bizzozero**  
Senior Editor, Informa Markets

# SPEAKERS:



**Geri Berdak**  
President, CloverQuest Group



**Michele DeKinder-Smith**  
President and Founder, Linkage  
Research & Consulting



**Ed Dudley**  
Director of Technical and Analytical  
Innovation, Griffith Foods



**Ryan M. Fournier**  
Associate, Morgan Lewis &  
Bockius LLP



**Daniel Karsevar**  
CEO, PlantBased Solutions



**William McCormack, Ph.D.**  
Business Development Manager,  
Synergy Flavors



**Mary Mulry, Ph.D.**  
Managing Director, Foodwise  
One LLC

## NOTES

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# WORKSHOP:

## Healthy Aging: Antioxidants, Adaptogens & Cognition

9am-Noon • Level 3, South Seas C

As the average life span continues to increase, many consumers are taking a more proactive approach to healthy aging, looking for solutions to help support well-being throughout their lives. Scientists are also unlocking the mysteries of the aging process, which has made way for some deeply engrained notions to be unseated by new understandings. Examining key physiological pathways of aging and the types of ingredients that can affect change can lead to product development wins. In this session, attendees will learn about:

- Aspects of cellular aging that can be supported with natural products
  - Oxidative stress and the power of antioxidants to work synergistically with the body to deliver results
  - The connections between targeted botanicals, including adaptogens and specific herbs and nutrients
  - Nootropic ingredients at the forefront of cognitive health research
- 

### Welcome

Karen Butler, Informa Markets

### Market Demographics & Cellular Aging

Kieron Edwards, Ph.D., Sibelius Natural Products

### Antioxidants

David Heber, M.D., Ph.D., FACP, FASN,  
UCLA Center for Human Nutrition

### Ingredients and Formulation Considerations

Michael Altman, CN, RH (AHG),  
Anthocyanins International LLC  
(SeattleCancerCareAlternatives.com)

### Cognition

Katie Stage, N.D., RH (AHG),  
Southwest College of Naturopathic Medicine (SCNM)

# CHAIR:



**Karen Butler**  
Senior Editor, Informa Markets

# SPEAKERS:



**Michael Altman, CN, RH (AHG)**

Herbalist Nutritionist,  
Anthocyanins International LLC  
(SeattleCancerCareAlternatives.com)



**Kieron Edwards, Ph.D.**

Chief Scientific Officer, Sibelius  
Natural Products



**David Heber, M.D., Ph.D., FACP, FASN**

Professor Emeritus and Founding Director UCLA  
Center for Human Nutrition



**Katie Stage, N.D., RH (AHG)**

Director, Therapeutics Division, Associate  
Professor, Southwest College of  
Naturopathic Medicine (SCNM)

## NOTES

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# WORKSHOP:

## FSMA and Import Requirements for Food and Supplement Brands

9am-Noon • Level 3, South Seas H

The Food Safety Modernization Act (FSMA) brought sweeping legislation designed to improve food safety for Americans with new authority for FDA, requirements for foreign imports and a shift toward prevention rather than response. Attendees will learn what the law requires, how to implement the requirements and where companies are falling short.

- An overview of FSMA including FDA's goals and the effects it has on food and beverage brands
  - Issues related to FSMA violations and best practices for SOPs to positively impact quality control and supply chain transparency
  - Implementation of the Foreign Supplier Verification Program (FSVP) and international rules impacting the food and beverage sectors
- 

Welcome

Sandy Almendarez, Informa Markets

FSMA Overview

Rae Martin, Continuum Partner Consulting

Inspection Observations for FSMA Violations Coley Anderson, Registrar Corp.

The Implementation of FSMA, FSVP and International Rules for the Food and Beverage Sectors

Bill Bremer, Krestrel Management LLC

The Implementation of FSMA, FSVP and International Rules for the Supplement Sector

Claudia Lewis, Venable

FSMA Audits and PCQI

Earl Arnold, AIB International

# CHAIR:



**Sandy Almendarez**

Director, Content, Health & Nutrition, Informa Markets

# SPEAKERS:



**Coley Anderson**  
Industry and Government Relations  
Director, Registrar Corp.



**Earl Arnold**  
Global Manager Food Defense  
and FSMA, AIB International



**Bill Bremer**  
Principal, Kestrel Management LLC



**Claudia Lewis**  
Partner, Venable



**Rae L. Martin**  
Continuum Partner Consulting

## NOTES

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# WORKSHOP:

## How to Create Disruption in the Beverage Aisle

1:30-4:30pm • Level 3, South Seas B

Produced by **SupplySide<sup>®</sup> WEST** |  Food ingredients  
North America

The global beverage market is expected to exceed US\$1.9 trillion by 2021; however, rising demand for convenience beverages among health-conscious consumers is driving growth in the \$94 billion functional beverage category. Brands have adapted to the new norm of clean label ingredients and are disrupting the beverage aisle with innovative drinks that not only taste good but also deliver on efficacious doses of ingredients. Key to success is finding market opportunities and delivering on consumer expectations. This session will review:

- Market drivers and whitespace
- Functional ingredients and formulation considerations
- Efficacy and claims for functional ingredients
- Supply chain and cost constraints
- New novel formulation processes and packaging options
- Lessons learned from top beverage brands

Welcome

Judie Bizzozero, Informa Markets

Market Insights

James S. Tonkin, HealthyBrandBuilders

Market Drivers and Whitespace

Tom Vierhile, Innova Market Insights

Functional Ingredients and  
Formulation Considerations

Kantha Shelke, Ph.D., CFS, Corvus Blue LLC

Efficacy and Claims for Functional Ingredients

Niyati Parikh, Koia

BREAK

New Novel Formulation Processes and Packaging Options

Scott Jost, Berlin Packaging

Supply Chain and Cost Constraints

Rob Alshuler, Critical Mass Group

Lessons Learned from PepsiCo

Tapan Shah, Pepsico Ventures Group

Q&A

**CHAIR:**



**Judie Bizzozero**  
Senior Editor, Informa Markets

**MODERATOR:**



**James S. Tonkin**  
Founder & President,  
HealthyBrandBuilders

# SPEAKERS:



**Rob Alshuler**  
Managing Director, Critical Mass Group



**Scott Jost**  
Vice President of Innovation & Design,  
Berlin Packaging



**Niyati Parikh**  
Director of Operations/R&D, Koia



**Tapan Shah**  
Principal, Pepsico Ventures Group



**Kantha Shelke, Ph.D., CFS**  
Principal, Corvus Blue LLC



**Tom Vierhile**  
Vice President of Strategic Insights,  
North America, Innova Market Insights

## NOTES

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# WORKSHOP:

## Supporting the Cycle: Solutions to Manage Stress and Improve Sleep

1:30-4:30pm • Level 3, South Seas C

Today's consumers are overstressed and under-rested, which is no surprise considering the two—stress and sleep—go hand-in-hand. Demand for sleep aids and stress support has increased in recent years as consumers look for solutions to manage stress and improve sleep. This session will look at the market for sleep and stress support and provide insight on ingredients and formulations to support both areas.

- Market data on the increased numbers of products in the stress/sleep category and consumer market demand
- Ingredients that support healthy sleep patterns
- The use of adaptogens and other botanical solutions for stress management

---

Welcome

Alex Smolokoff, Informa Markets

Market Insights Around Sleep and Stress Support

Matthew Oster, Euromonitor International

Solutions and Formulation Insights  
for Stress Support

David Foreman, Herbal Pharmacist Media LLC

BREAK

Strategies and Solutions to Support Sleep

Susan J. Hewlings, Ph.D., RD,  
Substantiation Sciences, Nutrasource

The Microbiome's Impact on Sleep and Stress

Jennifer Cooper, Savant Science

# CHAIR:



**Alex Smolokoff**

Editorial Coordinator,  
Informa Markets

# SPEAKERS:



**Jennifer Cooper**  
Chief Science Officer, Savant  
Science



**David Foreman**  
President, Herbal Pharmacist  
Media LLC



**Susan J. Hewlings, Ph.D., RD**  
Co-Founder Substantiation Sciences,  
Director of Scientific Affairs,  
Nutrasource



**Matthew Oster**  
Head of Consumer Health,  
Euromonitor International

## NOTES

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# THANK YOU FOR YOUR SUPPORT!

Workshop Underwriter



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# WORKSHOP:

## Diversity & Inclusion: Good Business for All

1:30-4:30pm • Level 3, South Seas H

It's not a matter of using the Force; companies are increasingly finding that focusing on issues of justice, equity, diversity and inclusion (JEDI) create more engaged employees, attract loyal consumers and ultimately support a profitable business. Hear more about the research illustrating the business case for implementing programs that align with your values and enhance the growth of the health and wellness industry. And learn from companies that are walking the talk, sharing their experiences in developing and growing programs that support a stronger, more resilient business.

- Understanding how to develop a strong diversity and inclusion business strategy
- The bottom line impact of fostering an inclusive workforce
- Success case studies on socially responsible enterprises

---

### Welcome

**Heather Granato, Informa Markets**

### Developing a Strong Diversity & Inclusion Business Strategy

**Cathy Light, Lideranca Group Inc.**

### JEDI Initiative in the Natural Products Industry

**Lara Dickinson, OSC2  
Carlotta Mast, Informa Markets**

### BREAK

### Case Studies

**Ann Buchman, TVS/Cermount  
Zoe A. Feldman, Chobani  
Alejandra Gratson, Ph.D. & Rachel Sexton, RB  
Ted Harris, Balchem Corp.  
Rahul Pasarnikar, Chicago CRED**

### Panel Discussion

# CHAIR:



**Heather Granato**

Vice President, Content, Health & Nutrition, Informa Markets

# SPEAKERS:



**Ann Buchman**  
Vice President of Marketing & Growth, TVS/Cermount



**Lara Dickinson**  
Executive Director & Co-Founder, OSC2



**Zoe A. Feldman, MPH MBA**  
Director of the Chobani Incubator, Chobani



**Alejandra Gratson, Ph.D.**  
R&D Director of Innovation Science & Discovery, RB



**Ted Harris**  
Chairman & CEO, Balchem Corp.



**Cathy Light**  
Chief Executive Officer, Lideranca Group Inc.



**Carlotta Mast**  
Market Leader, New Hope Network; SVP Content & Insights, Health & Nutrition, Informa Markets



**Rahul Pasarnikar**  
President, Chicago CRED



**Rachel Sexton**  
Strategy & Innovation Director, RB Health, Schiff Institute

## NOTES

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# THURSDAY, OCTOBER 17

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THURSDAY

# FEATURED SESSION:

## DSHEA @ 25: Legal Reform and the Future of the Law

9-11am • Level 3, South Seas F

Twenty-five years after the passage of the Dietary Supplement Health & Education Act (DSHEA), the supplement industry is larger and more robust than could be imagined. However, industry members and regulators have continued to push for reconsideration as to whether the law is working as best it can for consumers and business. Join us for this interactive panel discussion on the implementation of DSHEA, its future and new expectations.

### CHAIR:



**Josh Long**  
Legal & Regulatory Editor,  
Informa Markets

### MODERATORS:



**Jon Benninger**  
Vice President & Market Leader, Health &  
Nutrition SupplySide Portfolio, Informa Markets



**Heather Granato**  
Vice President, Content, Health &  
Nutrition, Informa Markets

### NOTES

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# PANELISTS:



**Jim Emme**  
CEO, NOW Foods



**Bill Frankos, MS, Ph.D.**  
Sr. Corp Advisor, Product Science,  
Safety & Compliance, Herbalife  
Nutrition



**Beth Lambert**  
CEO, Herbalist & Alchemist



**Mark LeDoux**  
CEO and Chairman of the  
Board of Directors, Natural  
Alternatives International Inc.



**Anthony Zolezzi**  
Board of Directors, Twinlab  
Consolidated Holdings



**Daniel Fabricant, Ph.D.**  
CEO & President, Natural Products  
Association (NPA)



**Karen Howard**  
CEO/Executive Director, Organic  
and Natural Health Association  
(ONHA)



**Loren D. Israelsen**  
President, United Natural Products  
Alliance (UNPA)



**Michael McGuffin**  
President, American Herbal  
Products Association (AHPA)



**Steve Mister**  
President & CEO, Council for  
Responsible Nutrition (CRN)

# WORKSHOP:

## Colors & Flavors: Superheroes of Product Success

9-11am • Level 3, South Seas C

Produced by



Artificial just won't do any longer in foods, beverages and supplements, so formulators must look to natural sources to color and flavor products that are attractive to consumers. Both colors and flavors play an enormous role in the success or failure of a finished product, because if a product doesn't look or taste good, it won't sell. This session will review:

- Hot trends in flavors and colors
- Natural sources and clean technologies
- Formulation considerations for natural colors and flavors
- How color affects the perceived taste
- The science of flavor masking

---

### Welcome

Connor Lovejoy, Informa Markets  
Adrienne Smith, Informa Markets

### Hot Trends in Flavors & Colors

Suzy Badaracco, Culinary Tides Inc.

### Emerging Flavors and Market Trends in the Beverage Space

Tom Vierhile, Innova Market Insights

### Formulation and Testing Considerations Surrounding Natural Colors and Flavors

Joe Farinella, Imbibe

### How Colors Affect the Perceived Taste and the Science of Flavor Masking

Smaro Kokkinidou, Ph.D., FONA International

### Q&A

# CHAIRS:



**Connor Lovejoy**  
Assistant Editor, Informa Markets



**Adrienne Smith**  
Senior Food Business Reporter,  
New Hope Network, Informa Markets

# SPEAKERS:



**Suzy Badaracco**  
President, Culinary Tides Inc.



**Joe Farinella**  
Vice President of R&D, Imbibe



**Smaro Kokkinidou, Ph.D.**  
Sr. Research & Innovation Scientist,  
FONA International



**Tom Vierhile**  
VP Strategic Insights, North America,  
Innova Market Insights

## NOTES

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# THANK YOU FOR YOUR SUPPORT!

## Workshop Underwriters



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# WORKSHOP:

## Claims & Certifications: What Do They Mean and Who Cares?

9-11am • Level 3, South Seas B

Certifications can be a valuable tool for both brand owners and consumers. Acting as third-party “referees,” certifications provide increased transparency to business practices and standards for brands with the goal of fostering trust with consumers. But certifications often come with a weighty investment of both time and resources, begging the question: Do certifications really resonate with consumers, and at what capacity?

- What market and consumer data shows about consumer interest in certifications?
  - The most popular claims on the market and whether they impact sales patterns
  - Determining the best certifications to showcase on packaging
- 

### Welcome

Charlotte Bastiaanse, Informa Markets

### Certifications and Claims Trends and Innovation

Eric Pierce, NEXT Data & Insights

### Consumer Attitudes and Understanding Related to Third-Party Certifications

Marcia S. Moll, U.S. Pharmacopeia

### Certification Market and Consumer Trends, and the Retailer Perspective

Maryellen Molyneaux, NMI  
(Natural Marketing Institute)

### Consumer Perception of Certifications and Claims at the Shelf

Lisa Mabe Green Purse PR  
Anne Malleau, Global Animal Partnership

### Certification Fatigue: Is it Real and How Do You Avoid it?

Jeff Hilton, BrandHive

### Q&A

# CHAIR:



**Charlotte Bastiaanse**

Associate Editor,  
Informa Markets

## SPEAKERS:



**Jeff Hilton**  
Co-Founder, BrandHive



**Lisa Mabe-Konstantopoulos**  
CEO & Buy-ologist, Green Purse PR



**Anne Malleau**  
Executive Director, Global Animal  
Partnership



**Marcia S. Moll**  
Marketing Director, Dietary  
Supplements and Herbal Medicines,  
U.S. Pharmacopeia



**Maryellen Molyneaux**  
President & Founding Partner, NMI (Natural  
Marketing Institute)



**Eric Pierce**  
VP of Business Insights, NEXT Data &  
Insights, Informa Markets

## NOTES

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# WORKSHOP:

## Co-Packers: Helping Navigate the Food and Beverage Landscape

2-4pm • Level 3, South Seas H

The nearly US\$3 trillion food and beverage market are experiencing phenomenal growth, due in part to consumer demand for innovative offerings and healthier products, which means brands will be bringing innovative products to market faster than ever. But the process from ideation to final product isn't easy, partnering with a co-packer can lead to a multitude of benefits, including alleviating uncertainties and streamlining the manufacturing process, and increasing time to market. This session will review:

- The role a co-packer plays in the food and beverage manufacturing process (what benefits they bring to the table, etc.)
  - How to find a co-packer whose priorities and capabilities align with your needs and how to negotiate a contract that benefits both parties
  - Ingredient sourcing, supply chain management and quality assurance
- 

### Welcome

Connor Lovejoy, Informa Markets  
Adrienne Smith, Informa Markets

### How to Choose a Co-packer Whose Priorities Align with an F&B Brand

Brandon Hernandez, Whole Brain Consulting

### Contract Negotiation

Gregory Miller, Rivkin Radler LLP

### Supply Chain Considerations and Ingredient Sourcing

Glenn Steiner, Fresca Foods

### Panel Q&A

# CHAIRS:



**Connor Lovejoy**

Assistant Editor, Informa Markets



**Adrienne Smith**

Senior Food Business Reporter,  
New Hope Network, Informa Markets

# SPEAKERS:



**Gregory Miller**  
Partner, Rivkin Radler LLP



**Brandon Hernandez**  
Senior Partner/Owner, Whole Brain Consulting



**Glenn Steiner**  
Sr. Vice President, Supply Chain,  
Fresca Foods

## NOTES

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# WORKSHOP:

## Trust in Testing: Contract Labs for Safe, Compliant Supplements

2-4pm • Level 3, South Seas C

Contract laboratories play a critical role in the dietary supplement industry. However, selecting the right lab and working together to deliver safe, efficacious products to market demands cooperation. Understanding the issues affecting how a lab performs and the services they provide is critical to making the best selection. Topics include:

- Good laboratory practices (GLPs) for the supplement industry and how they interact with GMPs
- Types of accredited testing standards and materials, and ways to develop new methods
- Conducting paper and onsite audits initially and routinely to ensure they use of fit-for purpose methods, have reliable personnel and use appropriate equipment

---

### Welcome

Sandy Almendarez, Informa Markets

### Good Laboratory Practices

Jen Johansen, Cyanotech Corp.

### Implementing and Adhering to Testing Methods

Catherine Rimmer, Ph.D.,  
National Institute of Standards and Technology

### Audits and Requalification

Tara Lynn Couch, Ph.D., EAS Consulting Group LLC

# CHAIR:



**Sandy Almendarez**

Director, Content, Health & Nutrition, Informa Markets

# SPEAKERS:



**Tara Lynn Couch, Ph.D.**  
Senior Director of Dietary Supplement  
and Tobacco Services, EAS Consulting  
Group LLC



**Jen Johansen**  
Vice President of Quality Regulatory &  
Government Affairs, Cyanotech Corp.



**Catherine Rimmer, Ph.D.**  
Research Chemist, National Institute  
of Standards and Technology

## NOTES

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# THANK YOU FOR YOUR SUPPORT!

## Workshop Underwriters



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A Full-Service Analytical  
Chemistry & Microbiology Laboratory

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New Brunswick, NJ 08901  
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Website: njlabs.com

# WORKSHOP:

## Unraveling the Biotech Conundrum

2-4pm • Level 3, South Seas B

Think of it as GMO 2.0, this evolution of the rapidly emerging, often under-the-radar technologies that are impacting the supply chain for foods and dietary supplements, challenging traditional thinking on ingredient pricing, sustainability, safety, labeling and transparency. Join us for an overview of the taxonomy of biotechnology, the global regulatory landscape, and an interactive discussion of the steps brands, manufacturers and suppliers should take to ensure they're sourcing responsibly and communicating truthfully to their clients and consumers.

- The impact of bio-synthetics on pricing, supply chain and safety considerations
- Consumer expectations and how to deliver transparent education and messaging
- What is the current state of regulation around the biotech space in the U.S. and how does it impact your supply chain?

---

### Welcome

**Heather Granato, Informa Markets**

### Defining the Taxonomy & Need for Transparency

**Alan Lewis, Natural Grocers**

### Regulatory Insights on GMO & 'Natural'

**Dana Perls, Friends of the Earth**

### Consumer Expectations – Narrative & Claims

**Davey McHenry, The Hartman Group**

### What's Next for Industry to Maintain Trust

**Megan Westgate, Non-GMO Project**

### Panel Discussion

## CHAIR:



**Heather Granato**

Vice President, Content, Health & Nutrition, Informa Markets

## MODERATORS:



**Karen E. Howard**

CEO/Executive Director,  
Organic & Natural Health Association (ONHA)



**Frank Lampe**

VP of Communications & Industry Relations, United Natural Products Alliance (UNPA)

# SPEAKERS:



**Alan Lewis**  
Director of Government Affairs,  
Natural Grocers



**Davey McHenry**  
Vice President Consulting Services,  
The Hartman Group



**Dana Perls**  
Senior Food Policy Campaigner,  
Friends of the Earth



**Megan Westgate**  
Executive Director, Non-GMO Project

## NOTES

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# FRIDAY, OCTOBER 18

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FRIDAY

# FEATURED SESSION:

## Accelerating Growth in the Organic Market

9-11am • Level 3, South Seas F

Sales of organic products topped \$52 billion in the United States last year, according to the Organic Trade Association (OTA) and Nutrition Business Journal (NBJ), while global sales of organic foods and beverages were more than \$100 billion, per Ecovia Intelligence. Continued consumer interest in and demand for organic products signals a continued shift toward a healthier supply chain; it is also illustrating the challenges and whitespace opportunity facing this market. This dynamic presentation, developed with NBJ and OTA, is designed to showcase the range of issues the industry must confront to sustainably scale organic production. Hear more about global regulatory issues related to organic imports; the top ways CPG brands can positively impact the availability and breadth of organic ingredients; and the creative solutions being developed to address the critical challenges facing the organic supply chain.

### CHAIRS:



**Heather Granato**  
Vice President, Content, Health & Nutrition, Informa Markets



**Bill Giebler**  
Content & Insights Director, Nutrition Business Journal, Informa Markets

### PANELISTS:



**Sophie Ackoff**  
VP of Policy & Campaigns,  
National Young Farmers  
Coalition



**Laura Batach**  
CEO & Executive Director, Organic Trade Association (OTA)



**Tom Chapman**  
Director of Ingredient Sourcing,  
CLIF Bar & Co.



**Erin Heitkamp**  
Senior VP – Agriculture & Public Affairs, Pipeline Foods



**Angela Jagiello**  
Director of Education & Insights,  
Organic Trade Association (OTA)



**Bob Kaake**  
Organic & Natural Technical Director, General Mills



**Tyler Lorenzen**  
President, Puris Foods



**Steve Pearce**  
President, Ribus

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# **WORKSHOP:**

## **Sustainable, Safe Packaging for CPG Brands**

**9-11am • Level 3, South Seas B**

Almost 9 in 10 Americans believe they live in a wasteful society, reflecting the majority impression (71%) who stated they think many products are overpackaged, according to 2018 data from the Natural Marketing Institute (NMI). Additionally, 3 in 10 Americans said they look for something else to buy if a product is overpackaged. Almost half (48%) of all U.S. adults indicated they're interested in learning about companies are doing to use less packaging. Consumers have a strong interest in eco-conscious and sustainable packaging across many product categories, which means food, beverage and supplement brands cannot think of packaging as an afterthought. This session will explore the latest trends in packaging, sustainable packaging options and how brands think outside the packaging box.

- Trends in food and beverage packaging
  - A review of the options food, beverage and supplement brands have for sustainable packaging options that benefit the environment, but are sturdy enough to keep food safe and appealing
  - Brands discuss their sustainable packaging initiatives, including motivations, challenges and consumer response
- 

**Welcome**

**Sandy Almendarez, Informa Markets**

**Trends in Food & Beverage Packaging**

**Steve French, NMI (Natural Marketing Institute)**

**Sustainable Packaging Options**

**Lara Dickinson, OSC2**

**CPG Roundtable**

**Stacey Gillespie, Gaia Herbs Inc.  
Jeremiah McElwee, Thrive Market  
Derek A. McNamara, Nutiva**

# **CHAIR:**



**Sandy Almendarez**

Director, Content, Health &  
Nutrition, Informa Markets

# SPEAKERS:



**Lara Dickinson**  
Executive Director & Co-Founder,  
OSC2



**Steve French**  
Managing Partner, Natural Marketing  
Institute (NMI)



**Stacey Gillespie**  
Director of Product Strategy,  
Gaia Herbs Inc.



**Jeremiah McElwee**  
SVP Merchandising & Product  
Development, Thrive Market



**Derek McNamara**  
Senior Purchasing Manager, Nutiva

## NOTES

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# THANK YOU FOR YOUR SUPPORT!

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SUSTAINABLE PACKAGING

# WORKSHOP:

## Blurring the Line Between Food Trend and Fad

2-4pm • Level 3, South Seas H

As clean label continues to adapt in mainstream food and beverages, gluten-free, keto, vegan and even low-FODMAPs are blurring the lines of what defines trend versus fad and whether they have potential to impact the market long-term. Key to successful product development is understanding whether a product is part of a lifestyle trend (like kale and ancient grains) or simply part of a fad (like Cronuts and ramen burgers). This session will discuss:

- Gluten-free, keto, vegan and FODMAPs, and their long-term impact on the market
  - How to educate consumers about ingredients and products and discussion of claims and packaging
  - Formulation considerations including ingredient selection and challenges
  - Discussion of product testing by the NEXT Concept Lab and feedback about potential success in the market
- 

### Welcome

Judie Bizzozero, Informa Markets

### Macro Forces Driving Growth in Gluten-free, Keto, Vegan and FODMAP

Carlotta Mast, Informa Markets

### Market Data & Consumer Purchasing Habits Related to Gluten-free, Keto, Vegan and FODMAP

Lynn Dornblaser, Mintel

### Formulation Considerations and Ingredient Selection for Gluten-free, Keto, Vegan and FODMAP Products

Rachel Zemser, A La Carte Connections LLC

### Product Testing by the NEXT Concept Lab and Feedback about Potential Success in the Market

Judie Bizzozero, Informa Markets

# CHAIR:



**Judie Bizzozero**

Senior Editor, Informa Markets

# SPEAKERS:



**Lynn Dornblaser**  
Director of Innovation and  
Insights, Mintel



**Carlotta Mast**  
Market Leader, New Hope Network; SVP  
Content & Insights, Health & Nutrition,  
Informa Markets



**Rachel Zemser, BS, MS, CCS, CFS**  
Food Scientist, A La Carte Connections LLC

## NOTES

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## NOTES

# WORKSHOP:

## Prebiotics Market Development

2-4pm • Level 3, South Seas B

With the U.S. supplement market for prebiotics and synbiotics expected to double each year over the next several years, and more prebiotics being introduced into functional foods like bars, beverages and powders, the market opportunity is as vast as the category. Consumer awareness is on the rise, and new microbiome science is helping us better understand mechanisms of action in the gut and elsewhere as research increasingly validates effectiveness. The conversation is evolving from fiber-based interactions and benefits to strain-specific modulation and specific health benefits, creating opportunities for new collaborations and premium market positioning.

- Understand the evolving science including strain-specific modulation and mechanism of action of prebiotic products to achieve health benefit
  - Discover what stakeholders such as dietitians, practitioners and the media think of the category and what this means for consumer awareness and understanding
  - Gain insight into messaging for maximum impact, the optimum strategies for long-term category success and the target health conditions with the most potential
  - Examine new products, claims and positioning across supplement, food and beverage categories
- 

### Welcome

**Evolving Science Related to Strains, Doses and Potential Areas of Benefit**

**Aiding Brands in Connecting with Key Audiences, from Influencers to Health Professionals**

**New Information on Market Sizing and Materials**

**Product Introductions, Positioning and Strategies to Bring the Category to Maturity and Potential**

### Panel Q&A

**Karen Butler, Informa Markets**

**Hariom Yadav, Ph.D., Wake Forest School of Medicine**

**Kara Landau, Uplift Food**

**Claire Morton Reynolds,  
Nutrition Business Journal, Informa Markets**

**Len Monheit, Global Prebiotics Association**

# CHAIR:



**Karen Butler**  
Senior Editor, Informa Markets

# SPEAKERS:



**Kara Landau**  
CEO & Head Dietitian, Uplift Food



**Len Monheit**  
Executive Director, Global Prebiotic Association



**Claire Morton Reynolds,**  
Senior Industry Analyst, Nutrition Business Journal, Informa Markets



**Hariom Yadav, Ph.D.**  
Assistant Professor, Wake Forest School of Medicine

## NOTES

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# WORKSHOP:

## Mind Games: Cognitive Performance

2-4pm • Level 3, South Seas C

Consumers are more active in all areas of their lives, from work and home to exercise and recreation. Staying mentally sharp and focused lead their growing pursuit of enhanced cognitive function. This session will outline nutrients, from phospholipids to CBD, shown to improve cognitive performance and protect the brain from oxidative stress and injury in various populations, including active consumers, athletes, military and gamers (eSports). A review of the latest consumer and market trends driving cognitive health products will show where the opportunities are in this growing segment.

- Cognitive performance (memory, mood, focus, reaction time, etc.)
  - Neuroprotection (oxidative stress, traumatic brain injury, etc.)
  - The latest ingredient research on cognitive endpoints
  - Clinical applications of CBD, including post brain injury
  - Market drivers and whitespace opportunities for cognitive performance products
- 

### Welcome

Steve Myers, Informa Markets

### Market Research & Trends Driving Cognitive Performance

Rooban Princely, FMCG Gurus

### CBD/Endocannabinoids for Brain Health

Michael Lewis, M.D., Brain Health Education & Research Institute

### Ingredients Shown to Enhance Cognitive Performance and Neuroprotection for Active Consumers, Athletes, Military and Gamers (eSports).

Richard Kreider, Ph.D., FACSM, FASEP, FISSN, FACN, FNAK, Texas A&M University

# CHAIR:



**Steve Myers**  
Senior Editor, Informa Markets

# SPEAKERS:



**Richard Kreider, Ph.D., FACSM,  
FASEP, FISSN, FACN, FNAK,**  
Executive Director, Human Clinical Research  
Facility, Director, Exercise & Sport Nutrition  
Lab, Department of Health & Kinesiology,  
Texas A&M University



**Michael Lewis, M.D.**  
Founder, Brain Health Education &  
Research Institute



**Rooban Princely**  
Sales & Marketing Director,  
FMCG Gurus

## NOTES

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COGNITIVE PERFORMANCE



# SATURDAY, OCTOBER 19

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| Business of CBD in Food & Beverages.....                                       | 108 |
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SATURDAY

# WORKSHOP:

## Extending Your Reach in the Probiotics Space

8:30-11:30am • Level 3, South Seas B

Consumers are increasingly aware of the microbiome and probiotics, but behind the scenes there is an important need to stay up-to-date on the market trends, scientific considerations and regulatory shifts that will impact your business. In this year's Probiotics Workshop, you'll get insight into the sales and consumer trends in the U.S. market, hear about how taxonomic and genus changes have affected the probiotics space in the past, and get the latest guidance on upcoming naming protocols that will affect ingredient buying, testing and product labeling.

- U.S. market trends overview – market data
- Historical perspective on taxonomy/genus changes – what has happened in the past with a case study or two from suppliers that were affected
- Overview of the proposed changes on Lactobacillus, including timeline
- Expected impact on finished product companies – how does this affect how you buy (knowing what you get and what it's now called); how you test (what will lab and guidance documents look like); and how you label (what will the regulatory considerations and timeline for new labels be)

### Welcome

Karen Butler, Informa Markets  
George Paraskevakos, International Probiotics Association

### Market Research, Ingredient/Supply Chain

Christopher Shanahan, Frost & Sullivan

### Market Research, New Consumer User Data

Diane Ray, NMI (Natural Marketing Institute)

### BREAK

### Historical Perspective

George Paraskevakos, IPA  
Solange Henoud, Lallemand Health Solutions

### Overview on Proposed Changes

Jessica ter Haar, Ph.D., IPA  
Anthony Thomas, Ph.D., Jarrow Formulas

### Expected Impact

Nina Vinot, Probiotical  
Ivan Wasserman, Amin Talati Wasserman

# CHAIR:



**Karen Butler**  
Senior Editor, Informa Health  
& Nutrition

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# SPEAKERS:



**Solange Henoud**  
Regulatory Affairs Director,  
Lallemand Health Solutions



**George Paraskevakos**  
Executive Director, International  
Probiotics Association (IPA)



**Diane Ray**  
NMI (Natural Marketing Institute)



**Christopher Shanahan**  
Global Director, Frost & Sullivan



**Jessica ter Haar, Ph.D.**  
Scientific Director, International  
Probiotics Association (IPA)



**Anthony Thomas, Ph.D.**  
Director of Scientific Affairs, Jarrow  
Formulas



**Nina Vinot**  
Area Sales Manager, Probiotical



**Ivan Wasserman**  
Managing Partner, Amin Talati  
Wasserman LLP

## NOTES

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# WORKSHOP:

## Contract Manufacturing Roundtable: How to Foster a Successful Partnership

8:30-11:30am • Level 3, South Seas H

Contract manufacturers are essential to the dietary supplement industry, as they offer expertise and production capabilities to help brand owners bring safe, quality products to market. Forming and fostering a mutually beneficial partnership with a contract manufacturer is critical to ensuring a brand's success, but requires due diligence, industry knowledge and earnest communication. This session will offer insight to help brand owners understand the critical components of a contract manufacturing partnership and how to navigate the partnership to ensure long-term success. In addition, participants will take part in roundtable discussions on key topics including:

- Delivery format
- Selection criteria
- Overages
- Supply chain transparency/Ingredient selection

### Welcome

Heather Granato, Informa Markets

### Regulatory Considerations of Brand Owners in a Manufacturing Partnership

Heather Duncan-Fairman, EAS Independent Consultant, EAS Consulting Group, LLC; Technical Advisor, SIDS DOCK/SIDS DOCK IWON

### Allocating a Potential Manufacturing Partner and Best Practices for Maintaining an Effective Partnership

Kurt Schneider, Tech Bridge West

### BREAK

### Roundtable Discussions

Delivery Format—Blake Ebersole, NaturPro Scientific LLC  
Selection Criteria—Kurt Schneider, Tech Bridge West  
Overages—Andy Swenson, Dietary Supplement Experts  
Setting Specifications/Supply Chain—Heather Duncan- Fairman

### Panel Q&A

# CHAIR:



**Heather Granato**

Vice President, Content, Health & Nutrition, Informa Markets

# SPEAKERS:



**Heather Duncan-Fairman**  
EAS Independent Consultant, EAS  
Consulting Group, LLC; Technical  
Advisor, SIDS DOCK/SIDS DOCK IWON



**Blake Ebersole**  
President, NaturPro Scientific LLC



**Kurt Schneider**  
President, Tech Bridge West



**Andy Swenson**  
VP of Quality, Dietary  
Supplement Experts

## NOTES

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## NOTES

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Website: nutrasis.com

# WORKSHOP:

## The Shift from Sugar to Natural Sweeteners

8:30-11:30am • Level 3, South Seas C

Produced by



According to the 2018 IFIC Health & Wellness survey, 77 percent of Americans say they are taking steps to limit or avoid sugars in their diet, and 59 percent view sugars negatively. In addition, the mandatory compliance date for labeling “added sugars” on the Nutrition Facts label on food and beverages takes effect Jan. 1, 2020. Fortunately, brands have been busy formulating and reformulating products with natural sweetener ingredients that don’t skimp on taste or function. This session will review:

- Current consumer preferences toward sugar reduction and sweeteners
- Novel natural sweeteners available to product developers
- Formulation challenges and solutions for reducing or replacing sugar
- Supply chain and cost considerations for natural sweeteners

---

### Welcome

Alex Smolokoff, Informa Markets  
Judie Bizzozero, Informa Markets

### Consumer Preferences and Trends from NPD

Darren Seifer, The NPD Group

### Product Innovation Data and Trends from Natural Products Expos

Eric Pierce, NEXT Data & Insights  
Amanda Hartt, NEXT Data & Insights

### Clean Label Sugar Reduction: Plant-based Sweeteners and Modulators

Alex Woo, Ph.D., W20 Food Innovation

### Consumer Insights on Sweetener Options and Trends from IFIC

Ali Webster, Ph.D., RD,  
International Food Information Council

### CPG Roundtable

Ben Goodwin, Olipop  
Sarah Meis, Lily’s Sweets

### Q&A

# CHAIRS:



**Alex Smolokoff**  
Editorial Coordinator, Informa  
Markets



**Judie Bizzozero**  
Senior Editor, Informa Markets

# SPEAKERS:



**Ben Goodwin**  
Co-Founder & Formulator,  
Olipop



**Amanda Hartt**  
Market Research Manager-Trends,  
NEXT Data & Insights, Informa Markets



**Sarah Meis**  
SVP Marketing and Innovation,  
Lily's Sweets



**Eric Pierce**  
VP of Business Insights, NEXT Data &  
Insights, Informa Markets



**Darren Seifer**  
Food & Beverage Industry Analyst,  
The NPD Group



**Ali Webster, Ph.D.**  
RD, Associate Director, Nutrition  
Communications, International Food  
Information Council



**Alex Woo, Ph.D.**  
CEO, W20 Food Innovation

## NOTES

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# WORKSHOP:

## Business of CBD in Food & Beverages

8:30-11:30am • Level 3, South Seas F

Massive players in the F&B space are starting to invest in the cannabis/CBD space as regulators liberalize their policies—led by Constellation Brands with its \$4 billion investment in Canopy Growth. What are the opportunities and challenges? Take a market deep dive exploration of players in the food/beverage space and those exploring specific cannabis applications in foods and beverages.

- Market overview in North America
  - Investments & business opportunities
  - Remaining legal challenges
- 

### Welcome

Josh Long, Informa Markets

### Market Research Insights

Roy Bingham, BDS Analytics  
Perteet Spencer, SPINS LLC

### Brand Stories

Keith Butler, Life Patent Inc.  
Jourdan Samel, Evo Hemp  
Ari Sherman, Evo Hemp  
Paul Frantellizi, Joyful Hemp Co. Inc.

### Legal & Regulatory Considerations

Todd Halpern, Venable LLP  
Justin Prochnow, Greenberg Traurig  
Courtney N. Moran, LL.M., Earth Law LLC

### Closing Remarks

# CHAIR:



**Josh Long**

Legal & Regulatory Editor,  
Informa Markets

# SPEAKERS:



**Roy Bingham**  
CEO, BDS Analytics



**Keith Butler**  
President & Lead Hemp Researcher,  
Life Patent Inc.



**Paul Frantellizi**  
Co-Founder & CEO, Chief Innovation Officer,  
Joyful Hemp Co. Inc.



**Todd Halpern**  
Partner, Venable LLP



**Courtney N. Moran, LL.M.**  
Founding Principal, Attorney and  
Counselor at Law, Earth Law LLC



**Justin Prochnow**  
Shareholder, Greenberg Traurig



**Jourdan Samel**  
CEO, Evo Hemp



**Ari Sherman**  
President, Evo Hemp



**Perteet Spencer**  
Principal, Strategic Partners Group, SPINS, LLC

## NOTES

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# AHPA BOTANICAL CONGRESS

Presented by



7:30am-5pm • Level 3, South Seas E

The 2019 American Herbal Products Association's (AHPA) Botanical Congress provides a unique opportunity to learn about sustainability, regulatory considerations facing the botanical market, current and emerging financial trends and many more of the diverse opportunities and challenges that are shared by the worldwide herbal products industry.

AHPA's 8th Annual Botanical Congress will provide guidance to dietary supplement ingredient suppliers, manufacturers and affiliated firms that bear the burden of regulatory compliance. This unique, one-day event features a wide array of industry experts offering first-hand experience, education and information.

A sampling of other topics that will be covered at the Botanical Congress include:

- Traditional medicines and contemporary herbal traditions
- Protecting your intellectual property
- Sustainability
- Update on hemp and CBD
- Impacts of the U.S.-China trade and tariffs dispute
- Supply and production of native North American herbs: Case studies on goldenseal, American ginseng and osha
- Breakout session on aloe

*Separate registration required.*

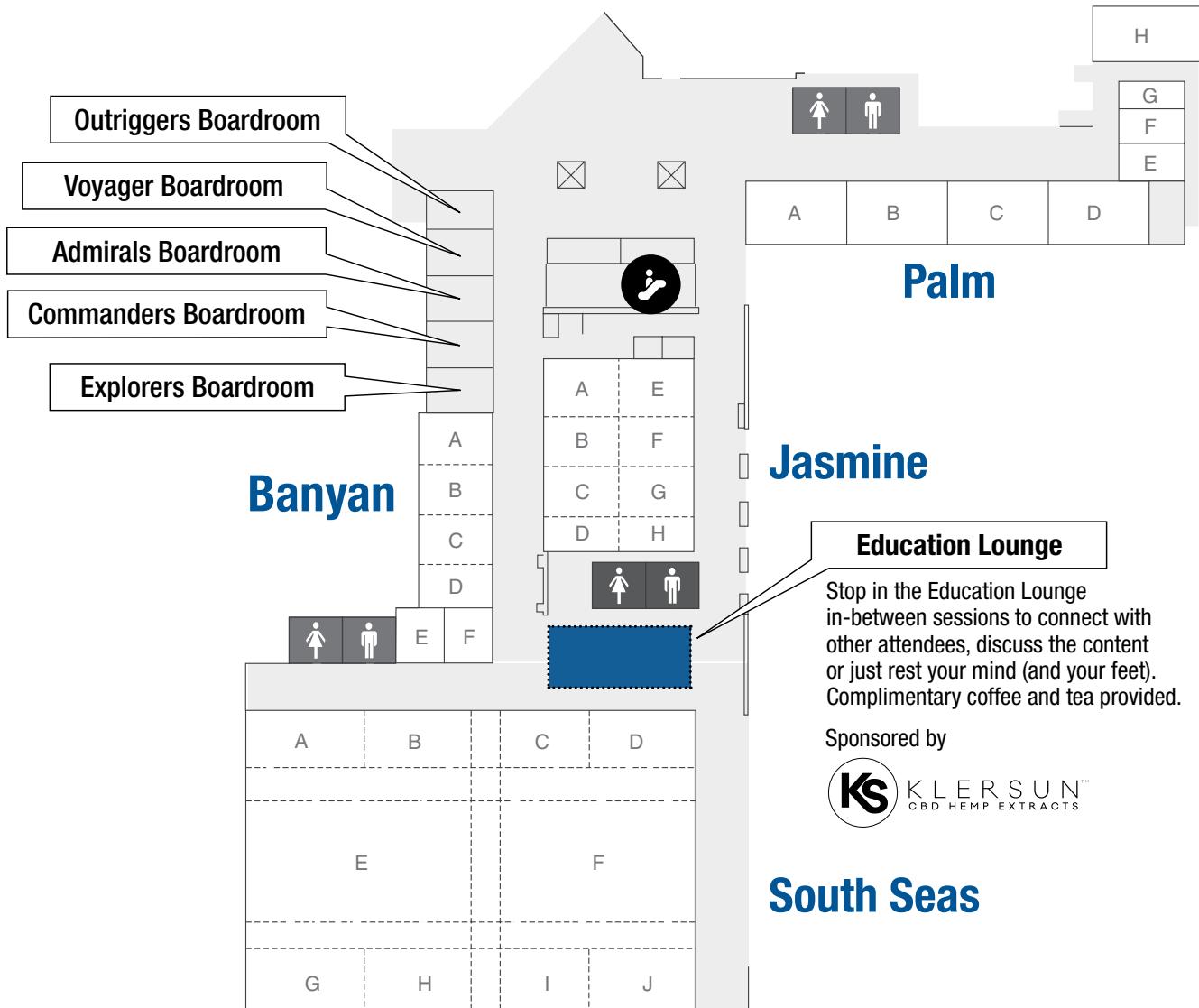
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## NOTES

# EDUCATION

South Convention Center, Level 3



# SPEAKER BIOS

SPEAKERS



### Riccardo Accolla

Director of Digital Food Science, Ripe.io

Riccardo Accolla is a neuroscientist by training, with expertise in flavor perception, and over 10 years spent in innovation in the food and ingredient industry. In 2014, he launched his own consulting company, providing technical and business support to promising initiatives aimed at improving the future of food across the value chain, with specific focus on ingredient innovation, quality and transparency. Accolla joined ripe.io in May 2018, bringing his expertise in taste and food science as critical elements to implement the ambitious goals of ripe's Blockchain of Food, a platform for seed-to-fork digitization and transparency of the food value chain



### Sophie Ackoff

Vice President of Policy & Campaigns, National Young Farmers Coalition

Sophie Ackoff is vice president of Policy & Campaigns for the National Young Farmers Coalition, a grassroots network of farmers, ranchers and supporters fighting for the future of agriculture. Ackoff directs state and federal campaigns at the coalition, mobilizing thousands of young farmers across the country to make their voices heard. Ackoff studied biology and environmental studies at Wesleyan University and has farmed on several vegetable farms in the Hudson Valley of New York.



### Sandy Almendarez

Director, Content, Health & Nutrition, Informa Markets

Sandy Almendarez entered the natural products industry in 2009 when she joined Virgo Publishing (now Informa Markets) as an assistant editor. Since then, she's worked her way up to director of content and editor in chief of Natural Products INSIDER. Under her direction, INSIDER has won editorial awards from Folio: every year since 2014, including B2B Editorial Team of the Year in 2015.



### Rend Al-Mondhiry

Senior Counsel, Amin Talati Wasserman LLP

Rend Al-Mondhiry is senior counsel at Amin Talati Wasserman LLP in Washington, DC, where she advises dietary supplement, food, beverage and cosmetic companies on a broad range of FDA and FTC regulatory and compliance matters. She is committed to helping her clients responsibly develop and market products, drawing on her years of experience advising the nation's leading dietary supplement and food companies on complex labeling, advertising and ingredient issues. In her previous role as associate general counsel at the Council for Responsible Nutrition (CRN), Al-Mondhiry advocated on the industry's behalf numerous times before FDA, FTC, Congress and state attorneys general. She also has substantial experience initiating and defending challenges before the Council of Better Business Bureau's National Advertising Division and has assisted companies with FDA import alerts and customs issues, adverse event reporting matters and Proposition 65 compliance.



### Rob Alshuler

Managing Director, Critical Mass Group

Critical Mass is a partnership of proven CPG industry experts, each with a specific area of expertise that complements the others. A Southern California native, Rob Alshuler joined Niagara Bottling out of college right as the bottled water industry took off. From driving 42% growth per year over a decade at Niagara Bottling to launching a consultancy focused on managing growth to meet financial and customer commitments, Alshuler has built a reputation for astute problem-solving and solid execution. He has excelled in building complex, global supply chains and driving cost savings initiatives that increase productivity; but his biggest strength is his relationship-building skills and ability to work with people who think very differently. Alshuler studied at the University of California, Berkeley, earning a degree in international relations and a specific emphasis on China.



### Michael Altman, CN, RH (AHG)

Herbalist, Nutritionist, Owner, Anthocyanins International LLC

Michael Altman is a peer-reviewed professional member of the American Herbalists Guild and a Certified Nutritionist. Through his practice, SeattleCancerCareAlternatives.com, he consults with individuals by phone, video-conference and in person about a range of health issues and supports them all partly through his oncologic herbal and nutritional dispensary. Altman teaches nutrition and environmental health at Southern Oregon University. He believes in the power of his clients to reclaim their health with diet, stress reduction, nature immersion and a powerful herbal/nutritional toolkit.



### Coley Anderson

Industry and Government Relations Director, Registrar Corp.

Coley Anderson holds a bachelor's degree in communications from Hampton University, Virginia. Anderson joined Registrar Corp. in 2004 and serves as director of industry and government relations. Anderson focuses on educating foreign governments, trade associations and companies about U.S. Food and Drug Administration (FDA) regulations. In addition to English, she speaks fluent Spanish and has conducted seminars on FDA food regulations in numerous countries around the world.



## **Ann Armbrecht**

Director, Sustainable Herbs Program, American Botanical Council

Ann Armbrecht, director of the Sustainable Herbs Program (SHP), is an anthropologist (Harvard, doctorate 1996) and writer. She is the author of the award-winning ethnographic memoir, "Thin Places: A Pilgrimage Home," and with filmmaker Terrence Youk, she co-produced the documentary, "Numen: the Nature of Plants." She is a visiting scholar in the Department of Anthropology at Dartmouth College, teaching Asian medical systems. She was a 2017 Fulbright-Nehru Scholar. Her book, "From Seed to Shelf: Following Herbs through the Supply Chain," will be published by Chelsea Green in early 2020.



## **Earl Arnold**

Global Manager Food Defense and FSMA, AIB International

Earl Arnold is a food defense and FSMA manager for AIB International. He has held this position since 2016. He joined AIB in 2014 as a food defense subject matter expert. Prior to coming to AIB, Arnold had a 15 year military career with the U.S. Army as a food inspection manager. In that role, he trained and supervised more than 500 individuals in food security operations, food safety, sanitation, quality control and risk management. Arnold serves as the lead instructor for AIB's food defense seminars, writes and presents on food defense issues, and has completed training for HACCP, FSMA and food safety and sanitation.



## **Suzy Badaracco**

President, Culinary Tides Inc.

Suzy Badaracco is a toxicologist, chef and registered dietitian. She holds a bachelor's degree in criminalistics, an associate's degree in culinary arts, and a masters in human nutrition. Badaracco has worked as a trends forecaster for food industry clients since 1992. She has been trained in military intelligence, chaos theory and predictive analysis techniques used by both corporate and government bodies and has been practicing trends intelligence and predictive forecasting for more than 20 years. Using these techniques, Badaracco has been able to successfully predict and profile government, technology, adversary and ally, food, flavor, consumer, industry and health trends.



## **Grace Bandong**

Scientific Strategy Leader, Contaminants, Eurofins Food Integrity and Innovation

Grace Bandong is the scientific strategy leader for Contaminants for Eurofins Food Integrity and Innovations. Bandong has spent over 25 years in the food and supplement industry working on contaminant testing. Over the years, she has developed contaminant testing programs that support supplier verification for food manufacturers and, more recently, the hemp industry. Bandong has developed a process for a hazards-based chemical risk assessment of ingredients that has been used by companies to respond to FSMA requirements. Bandong received her bachelor's degree in chemistry from the University of the Philippines and her master's in chemistry from the University of Houston.



## **Charlotte Bastiaanse**

Associate Editor, Informa Markets

Charlotte Bastiaanse is associate editor at Vitafoods Insights – an Informa Health & Nutrition brand. She writes, edits and manages content that serves the global nutraceutical supply chain. She is passionate about the Vitafoods portfolio's mission to shape the food industry for optimal health through science and innovation, as well as Informa Health & Nutrition's wider initiatives to deliver more health for more people.



## **Laura Batcha**

CEO & Executive Director, Organic Trade Association (OTA)

Laura Batcha is CEO and executive director of the Organic Trade Association (OTA), an umbrella organization representing more than 9,500 organic businesses across the \$52 billion U.S. sector, including farmers, ranchers, manufacturers, distributors, retailers, certifiers and regional producer organizations. She brings more than 25 years of hands-on involvement in the organic sector including as a certified organic producer and handler, and more than a decade of experience in various leadership roles in the private sector of the organic industry. Under her leadership, OTA established its Farmers Advisory Council to improve communication with organic producers, brought back Sector Councils to build community among groups of members, and developed OTA's voice in Washington through Organic PAC. She also serves on the board of trustees for The Organic Center, a non-profit organization focused on conducting research on the health and environmental benefits of organic and problem-solving through applied research.



## **Jon Benninger**

Vice President and Market Leader, Health & Nutrition SupplySide Portfolio, Informa Markets

Jon Benninger is vice president and market leader for the Health & Nutrition SupplySide Portfolio of Informa Markets. He focuses on the strategic direction and growth of SupplySide West, SupplySide East and Natural Products INSIDER, and works closely with top clients on go-to-market strategies. He coordinates with leaders of the other Informa Health & Nutrition events and brands including Natural Products Expo West, Vitafoods and Nutrition Business Journal. Benninger joined Virgo Publishing in 1995 as the founding editor of the company's first trade magazine for the nutrition industry and in 1997 helped launch the first SupplySide trade show in Scottsdale, Arizona. Benninger is active in industry associations and advocacy efforts including as a current member of American Botanical Council Director's Circle, member of American Herbal Products Association (AHPA), member of Council for Responsible Nutrition (CRN), and member of United Natural Products Alliance (UNPA). He also serves on the board of trustees for Southwest College of Naturopathic Medicine. Benninger received his journalism degree from Arizona State University.



## **Geri Berdak**

President, CloverQuest Group LLC

Geri Berdak is president of CloverQuest Group, whose focus is to help companies navigate the dynamic, changing food/wellness landscape and become leading brands in the space. Berdak has dedicated her career to the broader health and wellness category, leading marketing and product innovation efforts for Fortune 500 companies like PepsiCo, Monsanto and Solae/DuPont and for the Innovation Center for US Dairy, Kerry and Isagenix. A nutritionist and classically trained marketer, Berdak partners with her clients to create brand positioning, identify which products to offer and determine the best way to take them to market so that they are highly consumer relevant and strategically linked to the client's brand image.



## **Roy Bingham**

CEO, BDS Analytics

Roy Bingham is a Harvard MBA and former McKinsey consultant, banker, serial entrepreneur and co-founder, with Liz Stahura, of BDS Analytics. He started BDS Analytics in 2015 after recognizing that the cannabis industry lacked the kind of sophisticated data that is both commonplace and essential in other industries where point of sale analytics and understanding consumer behavior drive decisions from new product development to sales and marketing. Bingham had been an early investor in SPINS and later was an expert user of their data, as well as data from IRI, Nielsen and others, as a senior sales and marketing executive with ReNewLife. His other business ventures have included Health Business Partners, Nutrition Business Journal, Health Strategies Consulting, Nourishlife and the NBJ Summit. He is also a chartered banker, having started his career with NatWest Bank and then Paragon PLC.



## **Judie Bizzozero**

Senior Editor, Informa Markets

Judie Bizzozero joined Virgo Publishing (now Informa) in 1988 as an associate editor and worked her way up to group editorial director of its Lifestyle Division. She moved to the Health & Nutrition group in 2008, where she leads food and beverage coverage for Natural Products INSIDER, reporting on market trends, science-based ingredients, and challenges and solutions in the development of functional foods and beverages. She graduated from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University in 1987 with a bachelor's in journalism.



## **Chris Bourne**

Co-Founder & VP Agriculture, Klersun

Chris Bourne is the co-founder, vice president of agriculture and director of business development at Klersun LLC, a supplier of hemp extracts. He is also a board member of the Pacific Northwest Hemp Industries Association and the co-founder of Medisun Farms, hemp cultivation experts. Bourne attended Florida Atlantic University.



## **Bill Bremer**

Principal, Kestrel Management LLC

Bill Bremer is a principal with Kestrel Management and heads the company's food safety consulting group. In his food compliance roles, he has led compliance and assurance activities to help many food industry companies meet FDA/FSMA, GFSI (i.e., BRC, IFS, FSSC22000, SQF), HACCP, EHS and overall operations management requirements. Bremer has been involved as a GFSI standard stakeholder and delegate on technical working groups, working with GFSI schemes and standards. He has conducted a number of food safety workshops for clients and a variety of industry organizations and is the founder of the Food Safety Professional Group. He is a member of APICS; a certified lead assessor for ISO 9000; and an experienced practitioner in TQM, Lean and Consensus Decision-Making under GOAL/QPC. He is a graduate of Lake Forest College with a degree in biology and chemistry and has a Certificate in Business from Indiana University Kelley School of Business.



### **Josef A. Brinckmann**

Research Fellow, Traditional Medicinals Inc.

Working in the medicinal plant sector since 1979, Josef Brinckmann presently serves as research fellow at Traditional Medicinals, a manufacturer of herbal products. Brinckmann serves as an advisory board member of the American Botanical Council (ABC), contributing editor of ABC's HerbalGram journal, and member of the Sustainable Herbs Program Advisory Group. A member of the Medicinal Plant Specialist Group of IUCN, he also serves as vice chair of the Board of Trustees of the FairWild Foundation, a Switzerland-based standards setting organization for sustainable wild collection. Brinckmann is also a member of the American Herbal Products Association (AHPA) Botanical Raw Materials Sustainability Working Group.



### **Ann Buchman**

Vice President of Marketing & Growth, TVS/Cermount

Ann Buchman is vice president of marketing and growth at TVS/Cermount, a social enterprise food and dietary supplements manufacturer. During her 35-year career, she has built a reputation as energetic, out-of-the-box thinker who integrates consumer experience with product attributes, resulting in engaging new products. Buchman was vice president of marketing at Gaia Herbs, notably championing the company's 2010 award-winning rebrand. Other CPG/natural products roles were with Dr. King's Natural Medicine, Nestle Foods, McCormick & Company, Laureate Education and Eastman Kodak. Buchman also ran a strategic marketing firm for 10 years, serving dozens of emerging and established brands. Buchman has degrees in engineering and acupuncture.



### **Karen Butler**

Senior Editor, Informa Markets

Karen Butler joined Informa in 1999, attracted to the opportunity to communicate relevant, timely information for the betterment of industry. She loves being part of the Health & Nutrition Network, as well-being is one of her personal priorities, and continually benefits from the breadth of topics her team covers.



### **Keith Butler**

President & Lead Hemp Researcher, LifePatent Inc.

A native of Washington DC and 40-year industry veteran, Keith Butler has been working with cannabis and hemp since 1979. He has formulated some of the most effective products available including patent pending natural methods of water solubility and bioavailability of cannabinoids. Butler's passion for cannabis was nurtured through extensive travel across Asia, South America and Africa. Through this experience, he brings great depth and knowledge of the plant ranging from law and medicine to manufacturing processes and international distribution.



### **Erin Callahan**

Director, The Climate Collaborative

Erin Callahan is the director of the Climate Collaborative, responsible for management and execution of the Collaborative's work, including all programming, communications and outreach. Callahan has a range of corporate campaigning and sustainability experience. She previously worked for CDP, managing corporate engagement for the We Mean Business coalition's commitments campaign. In that role, she worked with hundreds of the world's largest companies, industry groups and investors, supporting them in making leadership commitments on climate change. She has also worked in public relations and international development and earned a master's degree in international relations and economics from Johns Hopkins University School of Advanced International Studies.



### **Tom Chapman**

Director of Ingredient Sourcing, CLIF Bar & Co.

As director of ingredient sourcing at CLIF Bar & Co., Tom Chapman is responsible for sourcing and contracting for organic ingredients, and is actively engaged with the organic ingredient supply chain. He also works with internal partners to develop new innovative products and ensure products supplied are in compliance with Clif Bar's expectations for quality, food safety, social and organic integrity. Prior to CLIF Bar & Co., Chapman managed Quality Assurance International's international programs and maintained its accreditation, and also worked at Numi Organic Tea. He holds a bachelor's degree from the University of California, San Diego and is certified by NSF International as a HACCP Manager.



### **Paul R. Clayton, Ph.D.**

Chief Scientific Adviser, Gencor

After graduating summa cum laude in pharmaceutical pharmacology at the University of Edinburgh, Paul Clayton, Ph.D., spent the next 30 years studying natural pharmacology. A former chair of the Forum on Food & Health at the Royal Society of Medicine in London, he is currently a fellow of the Institute of Food, Brain & Behavior, Oxford. His interests include the etiology (the cause, set of causes or manner of causation of a disease or condition) and management of chronic inflammation in the body, and the modulation of innate immune function.



### **Richard D. Collins**

Attorney, Collins Gann McCloskey & Barry PLLC

Rick Collins is an attorney dedicated to the health and fitness community. A founding partner of the Long Island-based law firm Collins Gann McCloskey and Barry PLLC, and a former Nassau County assistant district attorney, he is internationally recognized as a top legal authority in the field of dietary supplements and sports nutrition substances. Collins also appeared in the documentary "Bigger, Stronger, Faster." He has contributed chapters to two textbooks on sports nutrition and is a frequent contributor to various bodybuilding publications. His law firm assists dietary supplement companies and many others in the natural products industry with a variety of legal needs.



### **Jennifer Cooper**

Chief Science Officer, Savant Science

Jennifer Cooper has spent over 25 years in consumer health care and is currently the chief scientific officer at Savant Science. She has held senior R&D and quality positions in over-the-counter drug and supplement companies in the United States and EU. Cooper has directed the development of supplements, OTCs, homeopathics, functional foods, traditional herbal medicines, medical devices and dermocosmetics. She has developed and brought to market over 300 new products in more than 20 different countries.



### **Tara Lin Couch, Ph.D.**

Senior Director of Dietary Supplement and Tobacco Services, EAS Consulting Group LLC

Tara Lin Couch, Ph.D. is the senior director of Dietary Supplement and Tobacco Services at EAS Consulting Group. She is an analytical/organic chemist with exceptional analytical abilities and more than 30 years of diverse laboratory and regulatory experience in academic, field, contract and manufacturing environments. She is a sought-after expert on issues pertaining to quality control (QC) in both pharmaceutical and dietary supplement manufacturing. As a consultant, Dr. Couch assists with the development, improvement and implementation of quality systems that are scientifically sound, efficient, practical and compliant with FDA regulations. She also performs mock FDA inspections, gap analyses, and contractor and laboratory audits. Dr. Couch provides GMP (good manufacturing practice) and laboratory trainings via seminar, webinar and onsite presentations.



### **Patrick Crowley**

Founder and CEO, Chapul Farms

Pat Crowley founded Chapul in 2012 as the first insect protein product in the United States, with its NEXTY winning Chapul Cricket Flour protein bars. As a pioneer in the industry, he has developed the insect supply chain and in 2019 launched Chapul Farms to leverage insects as nature's upcycling superpower. His passion continues to be in creating market demand to support the growth of more sustainable and regenerative food supply chains.



### **Rupa Das**

Vice President of Global Quality & Compliance, BI Nutraceuticals

Rupa Das is the vice president of Global Quality and Compliance at BI Nutraceuticals, a leading ingredient supplier to the dietary supplement and food industries. She develops, implements and manages the quality assurance, quality control and regulatory systems for BI's facilities in Nevada, New York and China. She has more than 25 years of quality and regulatory compliance management experience in the dietary supplement and personal care product industries. Prior to working in the dietary supplement industry, she was a chemistry lecturer at different California State Universities. She is involved at different levels with leading industry organizations.



### **Michele DeKinder-Smith**

President & Founder, Linkage Research & Consulting

Michele DeKinder-Smith has 20+ years experience delivering consumer insights for leading and emerging brands. She founded Linkage to deliver world-class insights that help brands grow through appreciation of the customer's point of view. DeKinder-Smith has advised on the launch of numerous new products in the areas of positioning, packaging, certifications, ingredient claims, and shelf presence. Beyond her day job of leading Linkage, DeKinder-Smith is also an award-winning author and sought-after speaker in helping audiences understand the small business market.



## Lara Dickinson

Executive Director & Co-Founder, OSC2

Lara Jackle Dickinson is executive director and co-founder of OSC2 (One Step Closer to an Organic Sustainable Community), a network of CEOs building more regenerative business models and agriculture systems. In this capacity, she launched and co-launched the OSC2 Compostable Packaging Collaborative, the Climate Collaborative and Climate Day for the natural products industry. She works with leaders, founders and companies on manifesting greater regenerative capacity for our food system. She also runs Pluto Consulting, where she deploys her 20+ years of natural foods experience to work on executive level marketing, sales and strategic planning with some of the most mission driven food companies in the world. Dickinson was the CEO of LightFull Foods, vice president marketing and retail sales at Numi Organic Tea, and vice president of marketing at the Balance Bar Company before its acquisition by a major CPG company. Dickinson received an MBA from Cornell, a bachelor's in finance from the University of Southern California and completed graduate work at Oxford.



## Kim Dietz

Government Relations & Corporate Sustainability, The J.M. Smucker Company

Kim Dietz brings over 30 years of experience and delivers exceptional expertise regarding organic and non-GMO compliance and standards, as well as supply chain, quality assurance, organization design and human resource development. She is currently the president of the Organic Trade Association (OTA) Board of Directors and has served on USDA's National Organic Standards Board (NOSB), California's Organic Products Advisory Committee (COPAC), and is a founding member of the Organic Materials Review Institute (OMRI). Dietz received her master of jurisprudence in global food law from Michigan State University in May 2019.



## Lynn Dornblaser

Director of Innovation and Insight, Mintel

Lynn Dornblaser brings more than a quarter century of product trend knowledge to Mintel, which she joined in 1998. She applies her unique perspective on the market and new product development to tailored client research and extensive public speaking. Previously, Dornblaser covered new product trends at several trade publishing companies, in lead editorial roles. She has been quoted by major U.S. news organizations, including The Wall Street Journal, USA Today, The New York Times and CNN. Dornblaser holds a bachelor's in journalism from the University of Illinois and contributed to a textbook on new product development.



## Ed Dudley

Director Technical and Analytical Innovation, Griffith Foods

Ed Dudley, director of technical and analytical innovation at Griffith Foods U.S., is an accomplished food scientist and innovator with over 30 years of experience in the areas of product development, sensory evaluation, and functional ingredient research and innovation. His career spans a range of diverse experience in the development and commercialization of food and beverage products as well as leading product development, sensory, quality and innovation teams for companies such as Kraft, Barilla and PepsiCo. Dudley has a passion for the fuzzy front end of the development process where he leverages his creativity in mining consumer and industry trends—translating and extrapolating those trends into breakthrough technical innovation opportunities. Dudley received his bachelor's and master's in food science and technology from Cornell University. He is an active member of both the Institute of Food Technologists (IFT) as well as the Research Chefs Association (RCA).



## Heather Duncan-Fairman

EAS Independent Consultant, EAS Consulting Group LLC; Technical Advisor, SIDS DOCK/SIDS DOCK IWON

Heather Duncan-Fairman is CEO of DF Guardian Consulting, Inc. and is a skilled science and executive professional with 30 years' executive leadership and management experience in regulatory affairs, quality assurance and quality control environments in the biologics; over-the-counter and pharmaceutical; cosmetic; dietary supplement; and food industries. She excels at the development and implementation of quality systems as well as working with contracting manufacturing partners. She is an independent consultant with EAS Consulting Group LLC and also serves as a technical advisor for the SIDS DOCK Island Women Open Network (IWON), an intergovernmental organization of Small Island Developing States (SIDS), which has all the rights and privileges of a United Nations organization comprised of 32 countries and who are embarking on developing raw materials for the herbal supply-chain. Duncan-Fairman applies her unique regulatory perspective and approach toward handling FDA matters and compliance requirements relative to all aspects of cGMP (current good manufacturing practice) and development of contract partnerships to ensure mutually beneficial and compliant outcomes. She holds a bachelor's in biology and a master's in medical microbiology from Long Island University.



## Matt Dybala

Farm Manager, HerbPharm

Since earning a degree in environmental studies in 1998, Matt Dybala has dedicated his career to fostering a deeper connection between humans and our natural surroundings. Over the past decade, he has cultivated a diversity of botanicals at Herb Pharm's production farm in southern Oregon, a region that has been impacted by recent periods of historic drought alongside an increasing demand for water. Farmers are now challenged with rapidly mitigating climate variables into their production systems. In direct response to climate and environmental degradation, Dybala utilizes biological soil-building practices, genetic adaptation and carbon capture principles to foster on-farm resiliency throughout 257 certified organic acres. He hopes to share these concepts and further discuss climate solutions to continue improving our future integration of agriculture into native environments.



### Blake Ebersole

President, NaturPro Scientific LLC

Blake Ebersole, president of NaturPro Scientific, has worked in production and quality assurance (QA) of botanical and nutritional products for more than a decade. As quality director, he developed quality management systems (QMS) based on food safety, ISO 9000 and GMP (good manufacturing practice) standards. In research and development (R&D), Ebersole directed clinical, preclinical, analytical chemistry and toxicology research, and was author/advisor on more than 70 published studies. He established quality compliance initiatives including ID Verified™, and co-founded IDDI, an independent standards-setting organization for dietary ingredient quality. Ebersole is working to harmonize risk management, good agricultural practices (GAPs) and GMPs.



### Kieron Edwards, Ph.D.

Chief Scientific Officer, Sibelius Natural Products

Kieron Edwards, Ph.D., is the chief scientific officer for Sibelius Natural Products. Using its proprietary ChronoscreenTM platform, Sibelius takes a science-led approach to uncover the potential and provide insights into the impact of natural ingredients on age-related conditions. After completing his doctorate in plant genetics, Dr. Edwards has gained over 10 years' experience of biological research in academic and industrial settings. Over this time, he has used genetics, genomics, transcriptomics and other systems approaches to investigate the regulation of physiological and biochemical traits in biological systems. In addition to his scientific training, Dr. Edwards also completed his MBA at the University of Cambridge.



### Jim Emme

CEO, NOW Foods

Jim Emme has been a member of the NOW management team since 1995, initially as chief of operations and then as president of NOW Foods. Emme was promoted to CEO of NOW Health Group (NHG) in 2014. Emme has been a key player in NHG's global expansion efforts, and instrumental in developing the operational resources and facilities in North America. Industry leadership positions include the Natural Products Association (NPA) Board of Directors, Alliance for Natural Health, and the Economic Development Authority of Western Nevada, in addition to other initiatives. Emme was honored by the American Botanical Council as the 2018 ABC Champion.



### Daniel Fabricant, Ph.D.

CEO & President, Natural Products Association

Daniel Fabricant, Ph.D., is executive director and CEO of the Natural Products Association (NPA), the nation's largest and oldest trade organization representing the natural products industry. Recently, he served as the director of the Division of Dietary Supplement Programs at FDA. Prior to that, Dr. Fabricant was vice president, global government and scientific affairs, for NPA. He earned a doctorate in pharmacognosy from the University of Illinois at Chicago, where he has served as an adjunct professor in the department of medicinal chemistry and pharmacognosy since 2009.



### Joe Farinella

Vice President R&D, Imbibe

As vice president of R&D at Imbibe, Joe Farinella leads a 45+ person technical team including product development, flavor chemistry, regulatory and engineering functions. Over the past 18 years, Farinella has been involved in the successful launch of hundreds of new food and beverage products. After earning a chemical engineering degree from the University of Illinois, Farinella began a 13-year stint at PepsiCo including roles as commercialization engineer, leader of the Quaker Foods Cost Management Program, leader of the Gatorade Division Stage Gate Process and manager of the Gatorade Product Development Team responsible for all domestic innovation.



### Zoe A. Feldman, MPH

Incubator Director and Head of New Ventures, Chobani Incubator

Zoe A. Feldman has spent her entire career in the CPG F&B industry and most of her life studying food. A veteran of multiple functions at PepsiCo, she more recently served as managing director of two different venture funds in the space, where she helped shepherd over \$25mm of capital into early stage companies that prioritized affordability, accessibility and democracy of better-for-you products. She holds her AB from Smith College, MPH from Columbia University and MBA from NYU-Stern. She is passionate about diversity and inclusion, and co-leads I&D efforts at Chobani.



## **David Foreman**

President, Herbal Pharmacist Media LLC

David Foreman is a registered pharmacist, author and media personality known to consumers internationally as "The Herbal Pharmacist." A background in pharmacy and natural medicine puts Foreman in an elite class of health experts who can teach integrative medicine practices. He helps consumers achieve health and vitality through his four pillars of health: diet, exercise, spirituality and supplements. Foreman is a graduate of the University of South Carolina College of Pharmacy, currently serves on Organic & Natural Health Association's (O&N) scientific advisory board and is the author of "4 Pillars of Health: Heart Disease."



## **Ryan M. Fournier**

Associate, Morgan Lewis & Bockius LLP

Ryan Fournier advises clients on matters relating to FDA, USDA, and Alcohol and Tobacco Tax and Trade Bureau (TTB). Clients regularly seek his counsel on a broad range of legal issues, including compliance, regulatory and enforcement matters impacting the food and medical device industries. Fournier's experience extends to supply chain matters, food safety compliance, advertising and label/labeling requirements, recalls, import/export compliance, government inquiries and enforcement actions, and relevant state matters. He has also served on multiple legal teams representing entities and third-party investors in food and medical device transactional matters. Additionally, Fournier regularly handles issues relating to medical device reporting requirements, regulatory pathway options, market entry, current good manufacturing practices (cGMPs) and quality system regulation (QSR) compliance, and postmarket compliance. He regularly assists all actors in the supply chain, including manufacturers, distributors, and retailers. Fournier serves on the editorial advisory board for the Food and Drug Law Institute (FDLI) magazine Update and on the FDLI Publications Peer Review Committee, and routinely presents at food conferences on regulatory issues. Prior to joining Morgan Lewis, Fournier spent his time serving as co-leader of a previous firm's food and agriculture industry team.



## **Vasilios (Bill) Frankos, Ph.D., MS**

Senior Vice President, Product Science, Safety & Compliance, Herbalife Nutrition

Vasilios Frankos, Ph.D., is senior vice president for global product science, safety and compliance at Herbalife. In 2010, Dr. Frankos retired from FDA, where he served as the director, division of dietary supplements programs, Center for Food Safety and Applied Nutrition (CFSAN). He was FDA's lead scientist for dietary supplements, responsible for the full implementation of the Dietary Supplement Health and Education Act of 1994 (DSHEA). Previously, Dr. Frankos served in several other roles related to toxicological and pharmacological evaluation of data, and was a principal with ENVIRON for over 18 years. He has presented on FDA policies on dozens of occasions.



## **Paul Frantellizzi**

Co-Founder, CEO & Chief Innovation Officer, Joyful Hemp Co. Inc.

Paul Frantellizzi is a functional-food, disruptive entrepreneur leading Joyful Hemp as chief innovation officer and CEO. A former native of NYC, Frantellizzi has a 40+ year history and experience with start-ups, executive management and the organic food industry. He currently leads the team at Joyful Hemp developing nutrient-rich functional snacks, tinctures and hemp-based nutritional products. Prior to creating Joyful Hemp, Frantellizzi was the chief innovation officer for Stanley Brothers Cannabis; founder of GOOD SUPERFOODS, a Nutracon winner; and founder of the country's first organic vending distribution company, NextGen Vending and Earthpure Organics.



## **Steve French**

Managing Partner, NMI (Natural Marketing Institute)

Steve French is managing partner of Natural Marketing Institute (NMI), an international strategic marketing consulting and market research firm specializing in health & wellness, sustainability and healthy aging. He has more than 30 years of strategic marketing, business development, market research and management experience. French has extensive insight into today's consumer and market trends, pioneering databases based on interviews from over a million global consumer interviews to help clients navigate, identify and validate market opportunities. He is a frequent speaker at industry events, is regularly sourced by media, and authored more than 100 published articles and reports.



## **Carl Germano, CNS, CDN**

Vice President, Chief Business Development Officer, Verdant Oasis

Carl Germano, CNS, CDN is a board certified Clinical Nutritionist, vice president and chief business development officer of Verdant Oasis and president of Carl Germano Consulting International. He holds a master's in clinical nutrition from New York University and has over 30 years of experience as vice president of product development for several of the industry's largest dietary supplement companies, including Solgar Vitamin & Herb, Nutratech and Country Life Vitamins. Germano is also a prolific author with several bestselling books including "The Misled Athlete", "Natures Pain Killers", "The Osteoporosis Solution", "The Brain Wellness Plan" and soon to be released "Road To Ananda: Simple Guide To The Endocannabinoid System, CBD and Hemp".



### **Bill Giebler**

Content & Insights Director, Nutrition Business Journal

An award-winning writer and seasoned natural products industry veteran—with decades of experience in food and supplement retail, lifestyle mail order and textiles product development—NBJ content and insights director Bill Giebler reports on dietary supplement, food and agricultural trends and opportunities across New Hope properties.



### **Stacey Gillespie**

Director of Product Strategy, Gaia Herbs Inc.

As director of product strategy at Gaia Herbs, Stacey Gillespie leads the new product pipeline for the leading herbal supplements brand in the United States. Gillespie has over 25 years' experience in brand and product development for leading CPG natural brands in the food, body care and supplement industry. She is a creative product innovator with a proven track record in producing award winning and effective health products rooted in deep consumer/market research insights and extensive knowledge of nutrition and herbal medicine. Gillespie earned her bachelor's in science/human nutrition from the University of British Columbia.



### **Brett Goldman**

Vice President, Government and Industry, GenCanna Global

Brett Goldman is vice president of government and industry at GenCanna Global. GenCanna is a vertically integrated producer of hemp, with a focus on social, economic and environmental wellness through seed-to-scale agricultural production. Joining GenCanna in 2015 as one of the earliest members of the team, Goldman has been directly involved in all aspects of the business: from cultivation and production to government affairs and strategy. He is active with several hemp trade associations on behalf of GenCanna, including the US Hemp Roundtable, US Hemp Farming Alliance, US Hemp Authority and the Hemp Feed Coalition. Goldman received his bachelor's in history and master's in education from Fairleigh Dickinson University and his master's in government from IDC Herzliya.



### **Ben Goodwin**

Co-Founder and Formulator, Olipop

Ben Goodwin is co-founder and formulator at Olipop PBC. Goodwin has been working for over a decade to create the ideal digestive health beverage. He helped start a kombucha company at 20, a probiotic water kefir soda at 24 and now has created OliPOP at 32. OliPOP is the byproduct of thousands of hours of research and formulation in pursuit of the most effective and tasty ingredients for microbiome and digestive health.



### **Tim Gordon**

President, International Hemp Solutions

Tim Gordon became president at CBDRx and Functional Remedies in 2016 after two years of serving as CEO. Born and raised in Canada in a hemp farming community, Gordon's love for sustainable hemp farming is only eclipsed by his love for the hemp plant. Gordon oversees CBDRx hemp operations and the Functional Remedies product division. Gordon has developed an aggressive hemp breeding program, an industry-leading agricultural operation, and state of the art laboratory and production facility. Gordon serves as a technical advisor on the board of the National Hemp Association and is also president of the Colorado Hemp Industries Association. Gordon has written and researched the cannabis plant for nearly 15 years and has been highlighted in news programs and in magazines and periodicals.



### **Heather Granato**

Vice President, Content, Health & Nutrition, Informa Markets

Heather Granato is a 27-year veteran of the natural products industry, currently serving as the vice president, content, Informa Health & Nutrition, leading the strategic development of conference programming and media content for the supply portion of the business. She was named to the FOLIO: 100 list of top media professionals in 2018 and selected as a 2015 Top Woman in Media by FOLIO:. She received the 2014 Visionary Award and the 2018 Journalistic Excellence Award from the American Herbal Products Association (AHPA); and was honored with the CEO Merit Award for Content from Informa in 2014. Granato graduated magna cum laude from the University of Richmond, VA, with a bachelor's degree in journalism; she currently serves as a member of the board for the Organic & Natural Health Association and a national vice president for Kappa Alpha Theta women's fraternity.



## Alejandra Gratson, Ph.D.

R&D Director of Innovation Science & Discovery, RB

Alejandra Gratson is R&D director of innovation science & discovery at RB, where she leads the R&D innovation strategy for RB's supplements business unit. She is responsible for the creation of new product development opportunities for RB's five established brands and white space, looking to improve and create new technologies by forging strategic partnerships with top research organizations and ingredient/technology suppliers. She has been in the supplements industry for 12+ years in various global R&D roles in product development, regulatory, nutrition, and innovation. She holds a doctorate in nutritional sciences and is passionate about food and exercise as medicine.



## Todd Halpern

Partner, Venable LLP

A partner in Venable's Food and Drug Law practice, Todd Halpern focuses on issues related to federal and state regulation of companies in the life sciences industry including manufacturers and marketers of pharmaceuticals, medical devices, food, dietary supplements and cosmetics. Halpern brings to his practice a comprehensive understanding of FDA, FTC, Drug Enforcement Administration (DEA) and Consumer Product Safety Commission (CPSC) regulations that affect his clients. He has significant experience counseling business leaders on the risks associated with regulated activities and defending companies accused of regulatory violations. Prior to joining Venable, Halpern served as assistant general counsel, Regulatory Law, for Pfizer Inc.



## Ted Harris

Chairman & CEO, Balchem Corp.

Ted Harris is Balchem's chairman of the board, CEO and president. He joined the company in May of 2015 and is chartered with leading the company into its next phase of growth and profitability. Prior to joining Balchem, Harris was a senior vice president of Ashland Inc., a global leader in specialty chemicals. Immediately prior to joining Ashland, Harris held various leadership roles within FMC Corp., including general manager of the Food Ingredients Division within FMC's Food, Pharmaceutical and Personal Care Group with FMC Corp. He is also an independent director and member of the board of directors of Pentair plc. A native of Philadelphia, Harris earned a bachelor's from Lehigh University and holds an MBA from the Harvard Graduate School of Business Administration.



## Amanda Hartt

Market Research Manager-Trends, NEXT Data & Insights Team, Informa Markets

As part of the NEXT Data and Insights Team, Amanda Hartt is responsible for supporting research, intelligence and insights projects for health, wellness and natural products clients. Hartt conducts proprietary research for client projects and spends time gathering insights around trends shaping the evolving marketplace. She is a research professional with more than 10 years of experience in the fields of economic consulting and food systems analyses. Prior to joining the NEXT Data & Insights team, Hartt helped develop content to educate SPINS' clients on the evolving policy landscape of government, private sector, voluntary standards and consumer trends that address public health issues, raise awareness or respond to consumer demands for improved standards and transparency.



## Melody Harwood

Head of Scientific & Regulatory Affairs, Neptune Wellness Solutions

Melody Harwood, M.Sc., joined Neptune in 2015 as director of scientific & regulatory affairs. With over 18 years of experience in the food and dietary supplement industries, her current contributions to the Neptune team include overseeing regulatory initiatives and leading scientific research and innovation. Prior to joining Neptune, Harwood held director positions in the multinational nutritional products and ingredient manufacturing companies Herbalife and Aker BioMarine, and gained pertinent expertise in toxicology and global regulatory affairs during her 10-year role as a consultant to the food and nutrition industry. She has published in well-respected scientific journals, and has served on boards of directors and chaired and participated in various committees for several industry trade associations. Harwood earned her bachelor's in biomedical toxicology from the University of Guelph, and her master's in European food regulatory affairs from the University of Ulster.



## David Heber, M.D., Ph.D., FACP, FASN

Professor Emeritus and Founding Director UCLA Center for Human Nutrition, David Geffen School of Medicine at UCLA

David Heber, M.D., Ph.D., is professor emeritus and the founding director of the UCLA Center for Human Nutrition at the David Geffen School of Medicine at UCLA, where he directed multiple NIH-funded research programs including the UCLA Clinical Nutrition Research Unit, and the UCLA Dietary Supplements Research Center: Botanicals. He is currently the chairman of the Herbalife Nutrition Institute. He has published over 250 research papers and best-selling books for the public including "What Color Is Your Diet?" (Harper -Collins, 2001) and "The LA Shape Diet" (Harper -Collins 2005), both of which have been translated into multiple languages internationally.



### **Erin Heitkamp**

Senior Vice President - Agriculture & Public Affairs, Pipeline Foods

Erin Heitkamp currently leads agriculture and public affairs for Pipeline Foods and has been part of the leadership team since the company's inception in 2017. Prior to joining Pipeline, Heitkamp led the sustainability consulting practice at Wenck and had a nearly 15-year career in the airline industry. During her tenure at Delta Air Lines and Northwest Airlines, she led the development and execution of environmental and sustainability policy and strategy and held positions in environmental regulatory oversight, fuel and fuel services purchasing, and corporate real estate. Heitkamp holds degrees from the University of Wisconsin - Madison and Yale University.



### **Josh Hendrix**

Director of US Hemp Production, CV Sciences Inc.

Born and raised in the Bluegrass State and a University of Kentucky alumnus, Josh Hendrix relocated back to Central Kentucky in 2014 on a mission to help rebuild the US hemp industry. Seeing a need to bring farmers, processors, manufacturers and supporters of the industry together, he founded the Kentucky Hemp Industries Association that summer and still serves on the Board of Directors. He also became an active member of the Kentucky Hemp Industries Council where he now serves as treasurer on the Board of Directors. In 2015 he created and became president of Hendrix Hemp, a licensed hemp producer that manages hemp cultivation on his family's, Mayflower Farm, in Mount Sterling, Kentucky. In early 2016 Mr. Hendrix was appointed to the Technical Advisory Council for the National Hemp Association and accepted a role on the Senior Advisory Board of the institutional trading platform for hemp, Seed CX.



### **Solange Henoud**

Regulatory Affairs Director, Lallemand

Solange Henoud leads regulatory affairs at the global level at Lallemand Health Solutions, actively represents the company in trade associations and is chair of the regulatory affairs committee at the International Probiotics Association (IPA). Henoud has been involved in many successful company and industry initiatives advocating probiotics to health authorities such as FDA, Health Canada, the Brazilian Agência Nacional de Vigilância Sanitária, the Argentinian Legislation and Standardization of National Food Institute, and other regulatory bodies around the globe. She is most proud of the work that she and her team have put into achieving the specific health claims approved for Lallemand products and the footprint Lallemand products have in more than 54 countries under different regulatory categories including supplements, foods, food for special purposes and drugs. She has worked at Lallemand for 12 years after entering the regulatory affairs arena when she immigrated to Canada from her native Lebanon, where she studied science, architecture and ran her own practice.



### **Brandon Hernandez**

Senior Partner/Owner, Whole Brain Consulting

After earning a bachelor's in biology from Colorado State University, Brandon Hernandez began his career in food safety at Whitewave Foods. Today he is the co-founder and senior partner of Whole Brain Consulting—a robust team of experienced food industry experts that provide a wide range of services, from co-manufacturer sourcing and contract negotiation to R&D, food quality, food safety and supply chain, logistics and operations management services.



### **Susan J. Hewlings, Ph.D., RD**

Director/Co-Founder, Substantiation Sciences

Susan J. Hewlings, Ph.D., RD, is the co-founder of Substantiation Sciences, a professor at Central Michigan University, director of scientific affairs for Nutrasource Diagnostics Inc. and chief science director for IgY Nutrition. Dr. Hewlings specializes in substantiation from study design to publication. She has over 15 years of experience in the industry and has published in multiple peer reviewed journals, text books and trade publications. She received her doctorate in nutrition, her master's in exercise physiology and her bachelor's in nutrition from Florida State University. She was formerly an assistant professor at The University of Central Florida College of Medicine and an assistant professor Tenured at Stetson University. Dr. Hewlings completed a fellowship studying protein and fat metabolism at The University of Texas Medical Branch.



### **Jeff Hilton**

Co-Founder, BrandHive

Jeff Hilton is partner and co-founder of BrandHive, a prominent healthy-lifestyle branding agency celebrating 22 years working with dietary supplement, functional food and beverage, and health and beauty brands. He brings 40 years of advanced business and marketing insight to his clients, and has been recognized by Advertising Age magazine as one of the nation's Top 100 Marketers. He is also a recipient of Nutrition Business Journal's Personal Service Award.



## **Andrea E. Holmes, Ph.D.**

Chief Growth Officer and Co-Founder, Precision Plant Molecules

Andrea Holmes, Ph.D., co-founded and built Precision Plant Molecules (PPM), a science-based cryoethanol cannabis extraction company that emphasizes GMPs, compliance, full traceability and filling the market needs for high quality cannabis extracts and isolates. Now, serving as chief growth officer, Dr. Holmes drives the commercial development process with customers focused on novel formulations and ingredients involving cannabinoids, as well as product lines containing a full spectrum or specific phytocannabinoid ratios that are 100% THC free. With a doctorate in organic chemistry, Dr. Holmes drives the discovery of novel minor cannabinoids that are known for wellness benefits.



## **Karen E. Howard**

CEO & Executive Director, Organic & Natural Health Association

A visionary and results-focused leader, Karen Howard is CEO and executive director of the Organic & Natural Health Association. She has spent more than 30 years working with Congress, state legislatures and health care organizations to develop innovative health care policy and programs. Howard has held a variety of executive positions, and has policy expertise in integrative medicine, managed care, health care technology and mental health. She previously served as president of the National Animal Supplement Council (NASC). Howard also served as executive director for the American Association of Naturopathic Physicians (AANP) and the Association of Accredited Naturopathic Medical Schools.



## **Karen Hufnagl**

Clinical Science Director, CFH Ltd.

Karen Hufnagl, DC, MS, is a functional medicine practitioner and the founder of In Avanti Health, a private medical practice where she specializes in helping people get to the root cause of thyroid and hormone imbalances, gut/digestive issues, stubborn weight and fatigue. Using the most cutting-edge, science-based testing to diagnose and personalize a treatment plan, she employs holistic, evidence-based strategies to consistently achieve successful outcomes. As the functional medicine doctor for one of the premier Crossfit gyms in the United States, she is also dedicated to helping athletes reduce pain and inflammation, maximize their recovery and performance, and reach new heights in their athletic pursuits. She combines more than 17 years of study and practice in functional and alternative medicine with her review of emerging research on cannabinoid medicine, the endocannabinoid system and her clinical experience using full spectrum hemp oil to serve as the clinical science director for CFH Ltd.



## **Loren D. Israelsen**

President, United Natural Products Alliance (UNPA)

Loren Israelsen has been deeply involved in the commercial, political and regulatory issues facing the global dietary supplement industry since 1980. On the commercial side, he served as general counsel and president of Nature's Way Products Inc. Much of his career has involved creating and supporting efforts to allow broad access to dietary supplements, together with the systems to assure product quality, safety and benefit. He has authored more than 150 articles and/or book chapters and has lectured in over 30 countries on dietary supplement and functional food issues. Currently, his greatest areas of interest are the growing presence of synthetic biology in the natural products industry, personalized nutrition, preservation of the cultural knowledge on which the natural products industry is founded and securing seat upgrades on Delta Airlines.



## **Dawn Jackson Blatner**

Registered Dietitian Nutritionist, DawnJacksonBlatner.com

Dawn Jackson Blatner is a registered dietitian, nutritionist and certified specialist in sports dietetics. She is in her 10th season as the nutritionist for the Chicago Cubs, on the advisory board of SHAPE Magazine, and a celebrity diet consultant for PEOPLE Magazine. Jackson Blatner is the author of two books: "The Flexitarian Diet," ranked a top plant-based diet by US News & World Report, and her newest book is "The Superfood Swap." She appears regularly in media outlets such as The Today Show and Good Morning America. Jackson Blatner recently starred in (and won!) the primetime reality television show on ABC called "My Diet Is Better Than Yours."



## **Angela Jagiello**

Director of Education & Insights, Organic Trade Association (OTA)

Angela Jagiello is director of education and insights at the Organic Trade Association (OTA). There, she leads education programming, including content development for conferences, webinars and publications. In her role, she captains the organization's retail and consumer research and insights functions, keeping association members informed of factors influencing shoppers and markets. Jagiello works closely with the association's Retail Sector Council. Jagiello's passion for organic agriculture as a solution for planet, shoppers, and a thriving economy has been reinforced through work with retailers, manufacturers, members of the media, and advocacy groups. She has worked on issues that have both formed and challenged the organic proposition. Prior to her time at OTA, she led the sales function at Dr. Hauschka Skin Care Inc. Jagiello has a background in journalism and public relations, and is a natural connector of people and ideas.



### Jen Johansen

Vice President of Quality, Regulatory & Government Affairs, Cyanotech Corp.

Jen Johansen has 15 years of experience in quality and regulatory, and is a member of the Regulatory Affairs Professional Society, is an American Society of Quality certified HACCP Auditor, and is a Preventive Controls Qualified Individual (PCQI). Johansen is instrumental in building relationships with local and federal leadership and developing Hawaii as the next leader in the natural products industry. Since 2012, she has been working alongside the United Natural Products Alliance (UNPA) to develop the next generation of congressional champions for the dietary supplement and natural products industry. She is the chairwoman for the Hawaii State Chapter of UNPA and is on the Kona Kohala Chamber of Commerce Economic Development Committee and Sustainability Committee. Johansen attended the University of Oregon on a full athletic scholarship for basketball and obtained her degree in psychology, with a minor in organic chemistry.



### Dana Johnson Downing

Director of Partnerships and Public Policy, TraceGains

Dana Johnson Downing is the director of partnerships and public policy for TraceGains, crafting alliances with industry innovators to improve standards and information exchange across the supply chain. Prior to her current position, Downing held several positions in the U.S. Congress and the U.S. Department of Agriculture, including running the Agricultural Trade Office at the U.S. Embassy in Moscow, and was a strategy and policy advisor for the meat and feed grain industries. She holds a bachelor's in political science from Iowa State University and is a certified Preventive Controls Qualified Individual (PCQI) for Human Food.



### Holly E. Johnson, Ph.D.

Chief Science Officer, American Herbal Products Association

Holly E. Johnson, Ph.D., chief science officer for the American Herbal Products Association (AHPA), previously served as laboratory director for Alkemist Labs, an ISO 17025 accredited natural product testing lab specializing in botanicals. Dr. Johnson took her doctorate in pharmacognosy and was awarded a NIH Fellowship for training at the UIC/NIH Center for Botanical Dietary Supplements. She is currently active in standards setting activities for AOAC, is a member of the United States Pharmacopeia's Medical Cannabis Expert Panel, serves on the editorial board of the Journal of AOAC International, and the advisory boards of the American Botanical Council and the American Herbal Pharmacopoeia. Dr. Johnson has over 20 years experience with natural products & botanicals and spent many happy years conducting research and giving courses at the University of Hawaii.



### Scott Jost

Vice President, Innovation & Design, Berlin Packaging

In his role as vice president of innovation and design at Berlin Packaging, Scott Jost led Studio One Eleven from its origins as a two-person internal service capability to an internationally recognized group of over 30 industrial designers, engineers, market researchers and brand strategists with offices in Chicago and Milan. The business models and practice management principles he developed and instituted have earned ISO9001:2008 certification, numerous awards and nearly 100 design and utility patents. Jost has undergraduate degrees in technical illustration from St. Louis College and industrial design from Purdue University and a dual-MBA in marketing management and corporate strategy from the University of Chicago's Booth School of Business. Jost's client list spans categories from food and beverage to personal care to medical consumables, and includes such firms/brands as AB InBev, Beam Suntory, The Coca-Cola Company, Procter & Gamble, Nestlé, Novartis, Medtronic and Baxter Healthcare.



### Bob Kaake

Organic & Natural Technical Director, General Mills

Bob Kaake currently is serving as General Mills' natural and organic technical director, responsible for making connections and building capabilities to advance General Mills portfolio of natural and organic brands including Annie's, Cascadian Farm, LaraBar, and Muir Glen. Previously he led the Annie's Innovation and Quality Teams in Berkeley, growing the brand from a small mac and cheese brand to the super brand it is today with products in over 20 different categories. During his tenure, he has navigated through the challenges of a supply-constrained market developing meaningful partnerships across all levels of the organic supply chain ultimately helping Annie's organic product mix grow from 10% of sales to over 90%. Kaake has over 35 years of food industry experience in product development and quality assurance, including previous leadership roles at PowerBar/Nestlé, Sunshine Biscuits and Ventura Foods. He currently serves on the board of the Organic Trade Association (OTA) and the board of trustees for The Organic Center, a non-profit research and education organization under the auspices of OTA.



### Douglas S. Kalman, Ph.D., RD, FACN

Vice President, Scientific Affairs, Nutrasource

Douglas Kalman, Ph.D., RD has been involved in over 250 clinical trials and projects within the pharmaceutical, medical and nutrition fields. He has published more than 75 abstracts and 30 peer-reviewed manuscripts. He is co-editor of the Journal of the International Society of Sports Nutrition (JISSN) and on the editorial board of three others. Dr. Kalman is one of the co-founders of ISSN. He has worked in collegiate and Olympic sports nutrition, as well as being an adjunct professor at Nova Southeastern University in Davie, Florida. Dr. Kalman recently joined Nutrasource as the vice president of scientific affairs. Kalman prides himself on having the ability to translate from research activities in the lab to real world applications for the client.



## Daniel Karsevar

CEO, PlantBased Solutions

At Solutiontopia, Daniel Karsevar acts as the “Co-Packer Whisperer”, connecting brands with third-party manufacturers and co-packers. Karsevar helps brands innovate product development and scale their operations to regional and ultimately national growth while ensuring brand standards, consistency, and integrity. Karsevar is a formally trained chef with over 25 years in the food industry. A former restauranteur, Karsevar worked for Starwood Hotels Worldwide where he developed food and beverage as well as restaurant concepts for the global family of hotel brands. Karsevar served as COO for a successful natural foods start-up for several years, launched numerous brands at Expo East and Expo West and has developed clean label plant-based products for Unilever and other Fortune 500 companies. He is a mentor to food incubators and accelerators such as Chobani Incubator and Food-X and is a speaker in the natural foods community and a contributing writer to New Hope’s IdeaXchange. His work has been recognized by Natural Products Expo with multiple NEXTY nominations and awards.



## Smaro Kokkinidou, Ph.D.

Sr. Research and Innovation Scientist, FONA International

Smaro Kokkinidou, Ph.D., is senior research and innovation scientist at FONA International, focusing on taste modification and product reformulation solutions. Prior to joining FONA, Dr. Smaro was the associate director of The Flavor Research and Education Center. Her research focused on understanding ingredient interactions for product optimization and molecular discovery and characterization of taste active and modifying substances. She is the author of numerous scientific publications and she has an extensive analytical and research background. Dr. Kokkinidou has a bachelor's in chemistry (University of Crete), a master's in food science (Pennsylvania State University), and a doctorate in food science (University of Minnesota).



## Richard Kreider, Ph.D., FACSM, FASEP, FISSN, FACN, FNAK

Executive Director, Human Clinical Research Facility Director, Exercise & Sport Nutrition Lab, Department of Health & Kinesiology, Texas A&M University

Richard Kreider, Ph.D., serves as professor, executive director of the Human Clinical Research Facility (HCRF), and director of the Exercise & Sport Nutrition Lab at Texas A&M University. He served as head of the Department of Health & Kinesiology and Thomas A. and Joan Read Endowed Chair for Disadvantaged Youth (2008 to 2017). He has over 30 years administrative experience serving as co-director/director of the Wellness Institute & Research Center at Old Dominion University (1987 to 1993); assistant department chair at the University of Memphis (1994 to 2002); chair of the Department of Health, Human Performance, and director of the Center for Exercise, Nutrition & Preventive Health at Baylor University (2002 to 2008); head of the Department of Health & Kinesiology (2008 to 2017), and executive director of the HCRF (2017 to present). Under his leadership, the departments at Baylor University and Texas A&M University experienced extraordinary growth, development, improved teaching and research facilities, enhanced scholarly productivity, improvement in national rankings, and international impact. Dr. Kreider is a member of the graduate faculty in the Department of Health & Kinesiology and Department of Nutrition and Food Sciences. He has conducted numerous studies on nutrition and exercise and has published three books, 185 peer-reviewed articles and book chapters, over 440 research abstracts, and 150 health and fitness related articles. According to Google Scholar, his work has been cited over 11,150 times in the literature (h-index 56, i10-index 132). Dr. Kreider and his students have presented over 600 presentations at regional, national, and international professional conferences



## Beth Lambert

CEO, Herbalist & Alchemist

Beth Lambert is the CEO of Herbalist & Alchemist, a company whose practitioner-quality herbal products are made from organically grown or ethically wild-crafted botanicals. She serves on the executive committee and board of directors of the American Herbal Products Association (AHPA), chairs AHPA's Education Committee and the AHPA-ERB Foundation. She is also a board member of the Veterinary Botanical Medicine Association. A graduate of Wellesley College and Harvard Business School, previous positions include: managing director of the investment banking firm, PaineWebber; adjunct professor, Rutgers University; co-founder, Permaculture Resources; co-manager, Asbury's Natural Village Farm (community-supported agriculture); and organic farmer of medicinal herbs.



## Frank Lampe

Vice President, Communications & Industry Relations, United Natural Products Alliance

Frank J. Lampe is a highly respected, healthy-living media veteran with more than 30 years of industry communications, marketing and management experience. He has served in a number of executive and leadership positions, including as editorial director for New Hope Communications (now the New Hope Network, a division of Informa); as executive vice president of InnoVision Health Media; and as a cofounder and a managing director of Natural Business Communications, which published the groundbreaking LOHAS Journal business magazine. Most recently, he served as the director of communications for the American Herbal Products Association (AHPA), before joining the United Natural Products Alliance (UNPA) as vice president of communications and industry relations. Lampe was a board member of the Natural Products Foundation and the recipient of the Industry Champion Award from the Natural Products Association in 2011.



## Kara Landau

CEO and Head Dietitian, Uplift Food

Kara Landau, the “Travelling Dietitian,” is a highly respected Australian Accredited Practicing Dietitian, author and founder of Uplift Food – Good Mood Food, which is the world’s first dietitian created functional food brand to focus exclusively on the mood supportive benefits of gut healthy prebiotic fibers and resistant starches. Landau’s mission is to continue to educate, inspire and make eating a prebiotic rich diet easy and enjoyable to all she encounters. Previously a spokesperson for the Dietitians Association of Australia, Landau is now an independent prebiotic nutritionist who confidently engages with the media globally, publicly presents, and provides nutrition strategy, healthy new product development and media spokesperson services to clients in the food and retail industries. Specializing in the connection between diet, gut health and mood, and the vital role of prebiotic fibers and resistant starches; Landau is regularly requested to provide expert opinion on gut health in the United States and Australia. Digital and traditional media covered include Shape, Elle, Women’s Health, Reader’s Digest, MSN, Yahoo!, Body+Soul, The Age, The Daily Telegraph, Sydney Morning Herald, Men’s Health, Women’s Health & Fitness, News.com.au, Mamamia, PopSugar, Telstra Business, Fitness First, Channel 7 News, Channel 10 News, Today Tonight, ACA, Sunrise, NovaFM and more.



## Tracy Landau

Owner & CMO, Marketplace

In the midst of a successful career in marketing and product commercialization for a leading B2B food ingredient company, Tracy Landau founded MarketPlace, a full-service brand strategy + brand development + brand nurturing company, focused on the food + beverage, pet + animal, and health + wellness industries. Landau is the company’s chief brand strategist. With nearly 30 years of experience in the food + beverage and health + wellness industries, Landau has a gift for getting to the heart of what clients need to grow their brand. She has successfully developed comprehensive, award-winning, successful brands and marketing programs for companies of all sorts and sizes. Many of Landau’s achievements can be attributed to her unique approach in applying tested consumer marketing principles to B2B programs as well as in helping consumer goods companies strengthen their B2B programs. Landau developed MarketPlace’s innovative strategy to help B2B companies reach consumers, also known as B2B2C or B2E. MarketPlace partners with companies around the world to develop brands and implement integrated brand and marketing strategies.



## Mark LeDoux

CEO & Chairman of the Board of Directors, Natural Alternatives International Inc.

Mark A. LeDoux founded Natural Alternatives International (NAI) in 1980 and is considered a highly regarded leader and spokesperson for the dietary supplements industry. As chairman of the board of the Natural Products Association (NPA), LeDoux represents NAI’s ongoing commitment to industry and government affairs, adherence to a strong code of ethics, and continuing support in the legislative, regulatory and public affairs arenas. He was former chairman and board member of the Council for Responsible Nutrition (CRN), and founding chairman and current board member of CRN-International. LeDoux also serves on the Nutrition Industry Association-West (NIA) Board and is a recognized participant of the Codex Alimentarius Commission.



## Alan Lewis

Director of Government Affairs, Natural Grocers

Alan Lewis navigates government affairs and food and agriculture policy for Natural Grocers, a health food chain founded in 1955 with over 150 stores in 20 states. Lewis is active in several national trade and advocacy organizations and sits on the boards of the Non-GMO Project, Organic & Natural Health Association, and Real Organic Project. Long a student of political activism, his focus is on communicating with policy makers and stakeholders at the federal, state and local level using frameworks that are non-confrontational and inclusive. A Colorado native, he has lived in Portugal, Haiti and Dominica, where he developed an appreciation of ingredient supply chain challenges within different ecological, cultural, political and economic contexts.



## Claudia Lewis

Partner, Venable LLP

Claudia Lewis is co-chair of Venable’s Food and Drug Law Practice. She represents numerous clients in the areas of FDA regulations governing foods, dietary supplements, over-the-counter drugs, homeopathic preparations, medical foods, medical devices and importation/exportation of FDA regulated goods; FTC regulations governing advertising appearing on the Internet, television, print media and radio; USDA regulations governing the use of the term “organic”; and EPA regulations governing pesticides. She has been recognized as one of the premier attorneys on dietary supplement label and labeling regulations and has handled complex civil matters from the administrative complaint stage to the Court of Appeals.



## Michael Lewis, M.D.

Founder, Brain Health Education & Research Institute

Michael Lewis, M.D., MPH, MBA, FACPM, FACN, is an expert on brain health nutritional interventions, particularly the prevention and rehabilitation of brain injury. In 2012, upon retiring as a colonel after 31 years in the U.S. Army, he founded the nonprofit Brain Health Education and Research Institute. A graduate of the U.S. Military Academy at West Point and Tulane University School of Medicine, Dr. Lewis is board certified and a fellow of the American College of Preventive Medicine and American College of Nutrition. He completed post-graduate training at Walter Reed Army Medical Center and Institute of Research, and Johns Hopkins University.



## Cathy Light

CEO, Lideranca Group Inc.

Cathy Light's style is results-oriented, and she tailors programs to meet each client's unique needs. Open, honest communications are at the heart of all of her engagements. She uses a straightforward approach to help executives set realistic and achievable change management and growth initiatives. She considers herself a true partner in each company's ultimate success. Light also believes strongly in establishing relationships at all levels within an organization to truly get to core issues and holds a looking-glass up to a company's leadership. She helps implement visionary, long-lasting changes to create a healthier culture and improve an organization's overall performance. As a result, she has earned the respect of both clients and colleagues around the world who graciously recommend her services.



## Josh Long

Legal & Regulatory Editor, Informa Markets

Josh Long has been a journalist since 1997, holds a J.D. from the University of Wyoming College of Law, and was admitted to practice law in Colorado in 2008. Long is legal and regulatory editor with Informa Health & Nutrition, which includes Natural Products INSIDER and Nutrition Business Journal among other media properties. He predominantly writes about regulations and litigation affecting the dietary supplement industry—including state and federal legislation, as well as the complex regulatory landscape surrounding cannabidiol (CBD).



## Hector Lopez, M.D., CSCS, FAAPMR, FISSN

Co-Founder, Supplement Safety Solutions LLC / THR Biosciences LLC.; CMO, Center for Applied Health Sciences, LLC.

Hector Lopez, M.D., CSCS, FAAPMR, FISSN, is recognized for applying his diverse background in sports medicine, exercise science, nutritional biochemistry and clinical research; he has transitioned away from clinical medicine to focus on nutra-biosciences, dietary supplements and functional foods as research scientist, IP-protected formulation development, safety & regulatory key opinion leader. Dr. Lopez is the CMO and co-founder of Center for Applied Health Sciences, a leading clinical research organization; co-founder of Supplement Safety Solutions, a comprehensive pre-market through post-market safety firm; and co-founder of Nutravigilance®, a regulatory compliance consulting company. He is co-founder of THR Biosciences, an IP discovery, incubation, development company to bring novel, bioactive compounds for out-licensing to the dietary supplement, natural products, functional foods/ beverage space.



## Tyler Lorenzen

President, Puris

A graduate from the University of Connecticut, Tyler Lorenzen majored in international business management and led the football team as captain and starting quarterback. He continued his football career in the NFL with the New Orleans Saints where he went on to win a Super Bowl Championship before retiring and starting the next chapter of his career. In 2011, Lorenzen joined PURIS Foods as President of the business to launch the company into the plant protein space. Today, he captains the PURIS leadership team and manages the board of directors for both PURIS Proteins and World Food Holdings.



## Daniel Lourenco

CEO & Co-Founder, Ghost

Daniel Lourenco, CEO and co-founder of Ghost, has a fan-focused, "for us, by us" inclusive approach to product development and business. Based in Henderson, Nevada, Ghost is a lifestyle sports brand, which encourages its customers to rethink the boundaries and lifestyles of traditional brands for a more all-encompassing fit lifestyle.



## Connor Lovejoy

Assistant Editor, Informa Markets

Connor Lovejoy's first foray into the global nutrition industry was in 2018. Since then he's explored a wide variety of topics, including product formulation, vitamins and minerals and botanicals. He is a graduate of Arizona State University.



## Lisa Mabe-Konstantopoulos

CEO & Buy-ologist, Green Purse PR

Lisa Mabe-Konstantopoulos is CEO of Green Purse PR, a boutique research and public relations consultancy based Washington, DC serving the natural products industry. Mabe-Konstantopoulos is an award-winning public relations expert with recognized expertise in marketing to women, shopper research, and social communications. Mabe-Konstantopoulos conducts research and directs marketing communications for companies keen to understand and connect with health-conscious female consumers. Mabe-Konstantopoulos has over 14 years experience working with companies around the world, such as KeHE Distributors, Saffron Road, OBE Organic and Edible Arrangements.



### Anne Malleau

Executive Director, Global Animal Partnership

Anne Malleau is the executive director for Global Animal Partnership (GAP), the leading animal welfare standards and labeling organization in North America. GAP has pioneered complete “farm to fork” support for its partners—designed to help create humane and sustainable, profitable practices that enable GAP certified partners to flourish for generations to come. GAP has grown to certify 3,800+ farms and ranches across seven countries impacting the lives of more than 416 million animals annually across the globe. Malleau is also a global meat coordinator at Whole Foods Market, where she provides farm animal production compliance support to the meat teams. She has no responsibility for any purchasing decisions. Malleau is an animal scientist with a bachelor’s in agriculture, a master’s in poultry behavior and welfare, and a MBA in agribusiness. She has studied and worked in animal agriculture for more than 20 years.



### Rae L. Martin

President, Continuum Partner Consulting

Rae L. Martin is the founder of Continuum Partner Consulting (CPC), a consultancy specializing in regulatory compliance, quality and safety systems, product and process development in the dietary supplement, functional food, and cosmetic and personal care industries. She has over 25 years helping domestic and international companies marketing their products in the United States and China complying with applied regulations. She works with marketers, contract manufacturers, distributors, suppliers and importers to develop and implement practical and result-oriented systems/solutions to comply with FDA regulations of GMP, FSMA, FSVP, HACCP and other industrial standards. She audits domestic and foreign facilities/suppliers, assists clients to resolve 483s, warning letters, and import detention and refusals with the FDA, and provides public and customized training. She is also an FSPCA lead instructor.



### Carlotta Mast

Market Leader, New Hope Network, and SVP Content & Insights, Health & Nutrition, Informa Markets

Carlotta Mast leads the New Hope Network Content Team, producing all content and conference programming for Natural Products Expos, NBJ Summit, Esca Bona, Nutrition Capital Network, Natural Foods Merchandiser, newhope.com, Nutrition Business Journal and the NEXT portfolio. In addition she is the chief author of the NEXT Natural Products Industry Forecast. With 20 years of experience, Mast has her finger on the pulse of new health, wellness and natural product trends and the forces shaping consumer attitudes and behaviors. Mast is a frequent speaker at industry events and conferences and has been interviewed about the natural products industry, regulatory issues and market performance by media outlets including The New York Times, Cosmopolitan, NPR, ABC News, BusinessWeek and many others. In 2013, Mast co-founded a paleo snack company called Wholly Bites, which hit the market well before Whole Foods Market and other retailers began adding paleo sections to their stores. A Colorado native, Mast is the president elect of Naturally Boulder, as well as a Board member, and communications co-chair. Naturally Boulder is a trade group with the mission of nurturing community, leadership and innovation in the Colorado natural products industry. Mast graduated from Northwestern University with a degree in journalism.



### William McCormack Ph.D.

Business Development Manager, Synergy Flavors

William McCormack, Ph.D., graduated from the University of Limerick, Ireland in 2006 with a bachelor’s in sports and exercise. He completed his doctorate examining the effect of nutrient and exercise interventions on sarcopenia, the age related loss of muscle and strength at the same institution. Dr. McCormack joined Carbery Group in 2011 as an R&D innovation scientist focusing on developing added value whey protein ingredients for the sports nutrition market. In 2016, Dr. McCormack joined Synergy Flavors Inc., a division of Carbery Group, as business development manager for its nutrition category. Dr. McCormack’s combination of technical and commercial experience ensures he is well placed to develop and deliver effective taste solutions to the rapidly evolving performance nutrition and health and wellness markets.



### Jeremiah McElwee

SVP Merchandising & Product Development, Thrive Market

Jeremiah McElwee is a 25-year veteran of the organic sector from seed to shelf. As an executive at Whole Foods, McElwee instituted organic labeling guidelines for personal care while managing \$1.5 billion per year in revenue. He is part of the executive team that launched Thrive Market, the largest retailer of exclusively non-GMO food in the world.



## **Michael McGuffin**

President, American Herbal Products Association

Michael McGuffin was honored in 2019 for over 30 years of dedicated service, having served as the president of the American Herbal Products Association (AHPA) since 1999 and a member of the board of trustees for 10 years prior. He has been active in the herbal industry since 1974, having owned both retail and manufacturing businesses in this field. A leading expert on dietary supplement regulation, McGuffin has been published in scholarly and scientific journals, and also wrote the highly-lauded publication AHPA's Annotated Final Rule on Dietary Supplement cGMP (2007). Additionally, he served as managing editor of AHPA's Botanical Safety Handbook (1997) and Herbs of Commerce, 2nd edition (2000). He speaks frequently on dietary supplement regulation in the United States and abroad. McGuffin has represented the herbal industry at state and federal hearings on herbal regulatory issues. He has served as a member of FDA's Food Advisory Committee Working Group on Good Manufacturing Practices for Dietary Supplements (1998-1999), FDA's Food Advisory Committee's Dietary Supplements Subcommittee (2003-2005), California's Office of Environmental Health Hazard Analysis Food Warning Workgroup (2008-2010), and the advisory board of the USC School of Pharmacy Regulatory Science Master's Degree Program. He also serves on the boards of the American Herbal Pharmacopoeia, the American Association of Acupuncture and Oriental Medicine, and United Plant Savers. McGuffin was awarded the Cliff Adler "Heart in Business" award in 1994 and the Nutrition Business Journal Award for Efforts on Behalf of Industry in 2004 and 2012. He has been quoted in a variety of news publications such as the New York Times, the Washington Post, U.S. News & World Report and Newsweek and has made appearances on ABC's Nightline, National Public Radio, and ABC Radio.



## **Davey McHenry**

Vice President, Consulting Services, The Hartman Group

Davey McHenry is vice president of consulting services for The Harman Group. McHenry advises and leads Hartman's major consulting projects and key client work sessions, providing clients with business solutions and thought leadership to propel their business forward. McHenry has a rich background in strategic relationship management and business strategy with broad industry experience, serving clients in pharmaceuticals, technology and consumer packaged goods. McHenry holds an MBA from the Foster School of Business at the University of Washington with a concentration in marketing and business strategy and a bachelor's in international studies from Willamette University.



## **John McKay, Ph.D.**

Founder & Director of Genetics, New West Genetics

John McKay is a Professor of Plant Evolutionary Genomics at Colorado State University. In his faculty position, McKay leads a research group on the genetics of adaptation in crops and model systems, with a focus on drought and sustainability. In 2014, when US ended prohibition of hemp, McKay co-founded New West Genetics to apply modern genomics and breeding to Cannabis sativa. His research examines evolution and gene function at both the phenotypic and molecular levels. His genetic discoveries are in the commercial breeding pipeline for multiple crops. McKay's publications have been cited over 6,000 times, and he serves on scientific review panel in the US and internationally. Dr. McKay has multiple research projects on investing the genetics of adaptation to climate through competitive grant awards totaling over \$20MM grants from the National Science Foundation, USDA, ARPA-E, and the DOE.



## **Derek A. McNamara**

Senior Purchasing Manager, Nutiva

Derek McNamara is currently the senior purchasing manager at Nutiva overseeing commodities, ingredients and packaging. Prior to that, McNamara was employed at Jack in the Box and Safeway in purchasing roles for ingredients and commodities. He started his career in sugar commodity trading, graduated with a bachelor's in finance from Villanova University and is currently pursuing a master's in supply chain at the University of San Diego.



## **Sarah Meis**

SVP Marketing and Innovation, Lily's Sweets

Sarah Meis has brought a strategic approach to brand building and marketing since 2004. After completing her undergraduate degree at the University of Denver, she completed her MBA at the University of Colorado at Denver. She found her passion for the consumer-packaged goods industry, managing marketing plans for companies including WhiteWave Foods (now Danone North America), Van's Natural Foods and Purely Elizabeth. Meis is highly proficient in the strategies of effective brand marketing and product innovation. In addition to her CPG experience, Meis has led marketing initiatives for companies like Pure Barre and "I and love and you" pet care. Meis currently serves as the senior vice president of marketing and innovation at Lily's Sweets in Boulder, Colorado. She started with the company in May 2018 and is responsible for a variety of marketing and product innovation initiatives for the company, including brand positioning, new packaging, integrated marketing campaigns and e-commerce. She drives product innovation for Lily's Sweets, leveraging the 'fun' in functional to grow the brand and expand its current market, and commercialize new products that the company debuts. Thinking both short and long-term, Meis integrates marketing plans on all levels to ensure the sweet and sustainable growth of Lily's Sweets.



## Gregory Miller

Partner, Rivkin Radler LLP

Gregory Miller has more than 20 years of experience in civil litigation and corporate counseling, including trial and appellate work involving complex commercial matters, intellectual property and insurance law disputes. Miller is the group head of Rivkin Radler's Intellectual Property Practice Group, which the New Jersey Law Journal named Intellectual Property Litigation Department of the Year (Midsize) for 2018. His practice includes litigating contractual, business torts and shareholder and partnership disputes; representing pharmaceutical and other corporate clients in a wide variety of intellectual property matters, including restrictive covenants, unfair competition, trade secrets, copyright, trademark and patent cases; providing counsel and drafting advice in connection with business ventures, including restrictive covenants, supply and licensing, distribution, confidentiality, employment and other agreements. He also has provided advice and acted as New Jersey counsel in dozens of Hatch-Waxman and other patent infringement disputes. Miller is a frequent author and speaker on various topics relevant to his practice. Additionally, he was appointed chair of the Supreme Court of New Jersey, District VA Fee Arbitration Committee for 2017-2018, and currently is a member of Rivkin Radler's executive committee. After graduating from Colgate University, Miller attended the University of Tulsa College of Law, from which he graduated as a member of the Tulsa Law Review and the Phi Delta Phi Honors Fraternity. He also received Certification in Resources, Energy and Environmental Law from the National Energy & Environmental Law Policy Institute.



## Steve Mister

President & CEO, Council for Responsible Nutrition

Steve Mister has been president and CEO of the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement industry, since 2005. Under his leadership, CRN has experienced increased membership every year, sharpened its strategic focus to advance the industry, and launched initiatives that center on increasing industry responsibility and consumer education. During Mister's 12-year tenure, CRN has been instrumental in enacting the adverse event reporting law for dietary supplements, the Designer Anabolic Steroid Control Act, and defeating several efforts in Congress that would have over-regulated dietary supplements, limiting consumer access. Mister led the association to launch the Supplement OWL, an industry-run online registry of dietary supplements and their labels. He is a member of the U.S. Chamber of Commerce's Association Committee of 100 and active in ASAE and is vice-chair of the International Alliance of Dietary/Food Supplement Associations (IADSA).



## Marcia S. Moll

Marketing Director, Dietary Supplements and Herbal Medicines, U.S. Pharmacopeia

Marcia S. Moll, MBA, is the marketing director of Dietary Supplements and Herbal Medicines at U.S. Pharmacopeia (USP), where her responsibilities have included marketing products and services such as the supplement and ingredient verification programs; documentary and material reference standards for both dietary supplements and food ingredients. Moll had additional roles in marketing dietary supplements at both Perrigo and Chattem. Prior to her tenure in the dietary supplement industry, Moll worked in marketing for several major consumer packaged goods companies including ConAgra, Kimberly-Clark, and Nabisco. She received her bachelor's from Goucher College and her MBA from Claremont Graduate School.



## Maryellen Molyneaux

President & Founding Partner, NMI (Natural Marketing Institute)

Maryellen Molyneaux has more than 35 years of health, wellness and sustainability marketing experience. As president of NMI, she leads the strategic consulting teams, new product development, communication and brand strategy, trade and consumer research, and market research for mergers and acquisitions (M&As). Molyneaux has counseled organizations across the value chain including ingredient firms, brands, retailers, government agencies, media and Fortune 500 firms. Her knowledge spans over 100 product categories and her work is published in a variety of reports and articles. A sought-after thought-leader, Molyneaux is also a frequent speaker at industry conferences and professional strategy sessions.



## Len Monheit

Executive Director, Global Prebiotics Association

A recognized industry analyst and thought leader, Len Monheit has over 20 years experience in the natural products and dietary supplement industry, with over 15 years background in digital media. Monheit has participated in dozens of speaking engagements across four continents, talking about best business practices, industry trends across the health and wellness industries, and success factors for international business development. With a background in biopharma and biotechnology, and as general manager of a contract research and analytical lab, Monheit, in 1999, co-founded NPIcenter; after selling the business to Penton Media's New Hope Natural Media in 2006, Monheit joined Penton/New Hope as digital media director, ingredient portfolio manager, market leader and ultimately executive director of strategic business development. Taking on the role of general manager, US, with UK-based William Reed Business Media, Monheit, over three years, introduced two new annual conferences to the United States (Food Vision and Probiota) and was responsible for a tradeshow launch (The Healthy & Natural Show) in Chicago in May of 2016. Monheit had responsibility for all of William Reed's activities in the Americas, including FoodNavigator-USA, NutraIngredients-USA, as well as Pharma and Cosmetics publications, in addition to international partnerships and growth projects.



## Terry Moran

President of Operations, Bija Hemp

Terry Moran is an industry veteran with 30 years of experience, working in plant breeding, research and product development and seed production, purity and multiplication. He holds a bachelor's in agronomy from Colorado State University and attended the UC Davis Plant Breeding Academy. Prior to his regulatory work with cannabis, his crop experience included: sweet corn, strawberries, cereals, and tomatoes. Moran assisted in developing and implementing the Colorado Department of Agriculture's CDA Approved Certified seed program, serving the public as the Industrial Hemp Certified Seed Specialist, and serving the regulatory program as the hemp subject matter expert.



## Courtney N. Moran, LL.M.

Founding Principal, Attorney and Counselor at Law, EARTH Law LLC

Courtney N. Moran, LL.M., EARTH Law LLC founding principal, is a leading expert on U.S. hemp law, championing policy for cannabis hemp agribusiness development. She lobbies for the Oregon Industrial Hemp Farmers Association protecting Oregon hemp agricultural interests. She strategically guided the implementation of hemp programs in South Carolina, Wisconsin, Alaska and Missouri. Moran successfully litigated the landmark case KaB, LLC v USPIS (2018), establishing precedent for shipment of hemp through the U.S. Postal Service. Moran worked with the offices of Sen. Ron Wyden and Sen. Mitch McConnell drafting the Hemp Farming Act of 2018, the language in the Agriculture Improvement Act of 2018 federally legalizing hemp.



## Claire Morton Reynolds

Senior Industry Analyst, Nutrition Business Journal, Informa Markets

Claire Morton Reynolds is the senior industry analyst for New Hope Network's Nutrition Business Journal. She manages NBJ's data and insights to inform the industry on market trends and forecasts in natural and organic food and beverage, functional food and beverage, dietary supplements and personal care. Morton holds an MBA from the University of Minnesota and a bachelor's degree in nutrition and food science from Colorado State University.



## Wendy Mosher

Co-Founder & CEO, New West Genetics

Wendy Mosher is the CEO and a co-founder of New West Genetics. She holds a master's from California State University. Prior to working in education for 12 years, Mosher worked in the nonprofit sector in HR and in contract procurement for an aerospace business in Seattle. She currently creates and articulates New West's strategy and vision, raises capital, manages business development and customer relationships well as oversees operations.



## Mary C. Mulry, Ph.D.

Managing Director, Foodwise One LLC

Mary C. Mulry, Ph.D., CFS, is currently managing director of FoodWise One LLC, a consulting firm specializing in product development, helping to bring natural and organic foods, dietary supplements, cannabis and other lifestyle products to market. Her strengths include scientific and technical expertise, prototype development, regulatory, labeling, positioning and strategy for start-up through fortune 500 companies. She was formerly private label manager at Natural Grocers, a natural and organic specialty grocery store. She has experience in all aspects of the food supply chain, from ingredients to manufacturing to retail. She is a highly sought after international consultant, expert witness, and speaker. She also has in-depth experience with consumer packaged goods companies (Kellogg's, Kraft, Celestial Seasonings) and grocery retailers (Wild Oats Markets, HEB and Natural Grocers) developing branded and private label items and overseeing natural and organic standards. Previously, she was product development director of Central Market/HEB. Prior to this, Dr. Mulry was senior director of research, development and standards at Wild Oats Markets; vice president of R&D and operations, Rainbow Light Nutritional Systems; vice president of R&D, Celestial Seasonings; and section manager of analytical chemistry at Kraft Foods. Dr. Mulry has a doctorate in food science and human nutrition from the University of Florida and a bachelor's with honors in food science from the University of Wisconsin-Madison.



## Steve Myers

Senior Editor, Informa Markets

Steve Myers is a senior editor for Natural Products INSIDER and contributor to Nutrition Business Journal (NBJ). In more than 17 years covering the natural products industry, he has written about every aspect of the industry, but a few areas of concentration have included regulatory, legal, financial and sports nutrition. He has spoken at various industry and company events, including for the International Society for Sports Nutrition (ISSN). In 2018, Myers was a finalist in the FOLIO: awards for range of work by a single author.



## Sara Newmark

Vice President of Social Impact, MegaFood

Sara Newmark is vice president of social impact for MegaFood. Leading the development of MegaFood's social responsibility and environmental sustainability efforts, Newmark ensures that the company's day to day business practices and decision-making support MegaFood's mission to nourish a world in nutritional crisis. She ensures that MegaFood's actions inspire a revolution that transforms "agri-culture" by empowering communities, revolutionizing food systems, and committing to radical transparency. Newmark sits on many boards including Green America, the Coalition for Supplement Sustainability and The Retreat Farm.



## Matthew Oster

Head of Consumer Health, Euromonitor International

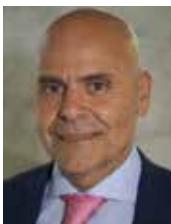
Matthew Oster is the head of consumer health at Euromonitor International, overseeing the industry's research and analysis and leading a team of experts in 100 markets worldwide. Oster provides insight into the consumer trends, key markets, competitive landscape and growth opportunities in the global consumer health space to help organizations make strategic business decisions. His expertise is presented at industry conferences, including WSMI General Assembly, AESGP Annual Meeting and Probiota Americas, among others, and featured in business and trade publications. Prior to this role, Oster was the head of institutional channels, where he analyzed the changing global healthcare landscape.



## James R. Ott

Founder, CEO & General Manager, CFH Ltd.

James R. Ott has worked in nearly every position in the food production and processing system over the course of his 30+ year career in agriculture. He grew up on a fourth generation family farm in Nebraska and received a degree in agronomy and agricultural economics from the University of Nebraska. Ott has lived and worked in various capacities inside and outside of the United States and has held many functional positions in agribusiness ranging from field level farm sales, product R&D to international executive management for Syngenta, a multi-billion dollar Swiss agriculture and biotechnology corporation. After years of improving the production and business models of agricultural and vegetable crops, Ott has chosen to draw on his plant science and business experience to develop a model for genetic trait, production optimization and business sophistication for the cannabis plant. He believes the cannabis plant holds far more compelling medical, nutritional and industrial benefits to society than any other crop currently being grown in America.



## George Paraskevacos

Executive Director, International Probiotics Association (IPA)

George Paraskevacos has been active in the probiotic industry since 2007 and has held a variety of business development and account management roles in a globally recognized probiotic manufacturer. Throughout this time, he has served on the International Probiotics Association's (IPA) board of directors and was the association's president twice before becoming its executive director in 2015. His goal is to continue the IPA's outreach program as the global voice of the probiotics industry.



## Niyati Parikh

Director of Operations/R&D, Koia

Niyati Parikh is well renowned in the industry for both her extensive knowledge and expertise in formulating beverages. She joined Koia as director of operations in May 2017, applying her master's in food science and over a decade of experience in the beverage industry (from startup brands to Fortune 500 companies), to help evolve Koia into one of the fastest growing plant-based beverages on the market. Prior to joining Koia, she worked at Power Brands Consulting for 10 years as the lead beverage scientist, where she had hands-on experience formulating over 1,000 different types of beverages for top brands.



## Rahul Pasarnikar

President, CRED Enterprises

Rahul Pasarnikar is president of CRED Enterprises, a mission-driven enterprise and subsidiary of Chicago CRED, a nonprofit committed to reducing gun violence in Chicago. CRED Enterprises is a contract packaging business that provides high quality food packaging services while providing meaningful career opportunities for Chicago's highest risk individuals. As director of business development at Chicago CRED, Pasarnikar designed a workforce development program and developed relationships with employment partners throughout Chicago. His primary focus was to determine CRED's social enterprise strategy, which culminated in the launch of the food packaging business. Prior to Chicago CRED, Pasarnikar spent 20 years as a management consultant, most recently working for McKinsey & Co.



### **Steve Peirce**

President, Ribus

Steve Peirce is the president and co-founder of Ribus, a food and dietary supplement ingredient company founded to help processors solve problems including clean labels and cost reduction. The company was awarded the 2011 Missouri Agricultural Exporter of the Year.



### **Dana Perls**

Senior Food Policy Campaigner, Friends of the Earth

Dana Perls is the senior food and agriculture campaigner with Friends of the Earth, and leads the Food and Agriculture team's international and national regulatory and market campaigns on biotechnology and genetic engineering. Perls coordinates an international coalition of advocates at the United Nations Convention on Biodiversity, serves as an advisor to the National Organic Standards Board, works with companies in the organic and natural products industry to protect their supply chain, and organizes with affected communities on the frontline of industrial agriculture. Prior to joining Friends of the Earth, she was the Northern California community organizer with Pesticide Watch, where she led regional campaigns to ban or regulate toxic pesticides used in agriculture. Dana served in the Peace Corps in Panama. She holds a master's in city planning from U.C. Berkeley and a bachelor's from Cornell University.



### **Eric Pierce**

Vice President of Business Insights, NEXT Data & Insights, Informa Markets

Eric J. Pierce is a strategic marketing and market research professional who brings business management experience and consumer behavior perspectives to his work. Specializing in helping businesses develop strategy and identify and prioritize opportunities, Pierce is sought after as a speaker at industry events and for corporate training. Pierce's passions lie in the intersection of consumer behavior and business strategy within the natural products industry. These passions are focused on helping companies navigate the dynamic and changing food system, helping to re-imagine brands, inspire product innovation, and focus business investments with an eye towards meeting the needs of the food-forward consumer. Pierce and his colleagues sit at the forefront of the natural products industry, well positioned to identify the cultural forces and trends creating opportunity in this exciting and evolving marketplace. Together they help companies large and small identify, prioritize, and take advantage of opportunities in the evolving food economy.



### **Rooban Princely**

Sales & Marketing Director, FMCG Gurus

Rooban Princely is the sales and marketing director at FMCG Gurus, a leader in market research helping companies in areas such as consumer research, product development and idea generation. He worked previously with market research firms including GlobalData Consumer and Datamonitor. He is a graduate of Kingston University.



### **Justin Prochnow**

Shareholder, Greenberg Traurig

Justin Prochnow is a shareholder at Greenberg Traurig in Denver. He assists companies with regulatory, business and legal needs in the beverage, food, dietary supplement and cosmetic industries. Prochnow works closely with companies to ensure regulatory compliance with statutes and regulations enforced by FDA, FTC and other regulatory agencies. This includes the review of product labels, labeling, advertising, websites and other marketing materials; and responding to warning letters and civil investigative demands. He prepares and reviews business documents, such as manufacturing, supply, distribution and broker agreements; and helps defend companies from class action lawsuits involving advertising.



### **Scott Propheter**

Co-Founder & Head of Field Operations and Outreach, Criticality LLC

Scott Propheter began his agricultural career after 12 years in the Marine Corps. He manages 1,500 acres and is the owner of Lonesome Oak Farms LLC. In 2016, he co-founded Criticality LLC, which quickly formed a partnership with Pyxus International (NYSE: PYX). Propheter is a hands-on executive who prides himself on being a resource for the 150 plus farmers that cultivate industrial hemp for Criticality.



## Chris Rawlings

Co-Founder & CEO, Sophie Society

Chris Rawlings first stepped into the eCommerce realm after a spinal injury inspired him to create a brand of spinal health products. Coming from a technical background, Rawlings designed his own products & built his personal care brand into an international success on Amazon. With brands reaching out to him for help in figuring out the highly competitive Amazon landscape, he founded Judolaunch in 2017 and rebranded as Sophie Society in 2019. Rawlings has facilitated over 1,500 product launches and listing optimizations and helped over 300 companies dominate Amazon's US, EU and Japan markets, while being backed by established VCs such as 500 Startups, SOSV and Chinaccelerator.



## Diane Ray

Vice President, Strategic Innovation, NMI (Natural Marketing Institute)

Diane Ray brings 25 years of market research, new product development and strategic innovation expertise to her role at NMI. Her corporate career spans technical product development, market research and international business development with work in over 40 countries. Ray brings her skill to a broad range of initiatives in the health and wellness, sustainability and healthy aging sectors, working with Fortune 20 companies, start-ups, retailers, venture capital firms and NGO's. Ray is a certified product development professional and holds an MBA in international business from the Wharton School of the University of Pennsylvania and an undergraduate degree in engineering.



## Catherine Rimmer, Ph.D.

Research Chemist, National Institute of Standards and Technology

Catherine Rimmer, Ph.D., is a research chemist with the National Institute of Standards and Technology, where she works on the measurement of dietary supplements for the certification of dietary supplement Standard Reference Materials. When appropriate, she also measures analytes in foods, plasma, and sera. She is a member of the American Chemical Society and AOAC International, and served previously on the Product Quality Working Group for the National Center for Complementary and Alternative Medicine and the USP Non-Botanical Dietary Supplement Expert Committee. Dr. Rimmer holds a bachelor's from the University of Vermont and a doctorate from Florida State University.



## Jourdan Samel

CEO, Evo Hemp

Jourdan Samel co-founded Hemp Health and Evo Hemp to facilitate the evolution of the U.S. family farm. By establishing a supply chain of U.S. grown hemp, he is working to revive the country's agricultural system. The Evo Hemp brand was created to bring innovative hemp-based consumer products to the U.S. market. Evo's product line consists of organic energy bars, hemp protein powder, hemp hearts, hempseed oil, and hemp extracts. In 2017, Samel and co-founder Ari Sherman were recognized by Forbes magazine as a 30 under 30 in the food and drink category. Their mission is focused on reviving rural communities out of poverty through industrial farming. Recently, they announced their partnership with Alex White Plume, a U.S. army veteran of the Lakota Tribe, which will highlight how hemp can be used as a tool for economic growth and prosperity in rural areas.



## David Sandler

Chief Operating Officer, ProSupps USA LLC

David Sandler, MS, ABD, CISSN, FISSN, FNNSCA, is the chief operating officer at ProSupps USA LLC, and has been a leader in the fitness and nutrition industry for over 25 years as a product scientist, strength and conditioning coach, and sports and fitness consultant. He has published books and videos, and more than 500 articles on nutrition, supplementation, power, strength and fitness. Sandler has been the lead exercise and sports physiologist for more than 50 TV episodes. He is currently involved in research and development (R&D) and business development creating supplements, analyzing data and helping people transform their lives.



## Joshua Schall

President, J.Schall Consulting

Joshua Schall, MBA, is a digital-first Consumer Packaged Goods (CPG) strategist and entrepreneur who focuses on the emerging and intersecting categories of value-added (or functional) food, beverage, beauty, and dietary supplements. He currently is the owner of J. Schall Consulting, a boutique management consulting company that focuses on digital growth strategies for CPG brands that range from pre-launch to portfolio companies with more than \$500M in yearly revenue. His dynamic fascination of CPG has allowed him to become an expert at the full entrepreneurial ideation to consumerization cycle.



## Kurt Schneider

President, Tech Bridge West

Kurt Schneider is the president of Tech Bridge West. He has worked in the consumer goods industry since 1986. Schneider's career has spanned many areas, including product/process development, quality/regulatory and manufacturing/operations. He has helped companies accelerate product launches, comply with an ever-increasing number of rules and regulations, and optimize contract manufacturing processes in numerous fields—from consumer packaged foods, dietary supplements and nutraceutical ingredients to pharmaceutical products and animal nutritional products. Schneider's understanding of the contract manufacturing relationship is born from many years of guiding the process from both sides, customer and contract manufacturer.



## Darren Seifer

Food & Beverage Industry Analyst, The NPD Group

As a food & beverage industry analyst at The NPD Group, a leading market research company, Darren Seifer provides insights based on NPD's food-related research to organizations and companies across the country. Prior to joining NPD in March 2007, he was an analyst with Information Resources, Inc (IRI). At IRI Seifer spent over seven years examining consumer packaged goods trends, and worked with a variety of industry leaders covering dozens of food and beverage categories. He has authored a number of NPD food and beverage research reports that cover topics such as consumer dynamics surrounding meal delivery kits, concerns and strategies related to genetically modified foods, the profile of the organics consumer, the impact of Baby Boomers and Millennials on America's eating patterns, and the unique consumption behaviors of Hispanics in the United States. Seifer is also a contributing writer for several food and beverage trade publications. In addition to presenting NPD's annual report on Eating Patterns in America, he is a frequent speaker at industry events hosted by associations and organizations including The National Confectioners Association, The California Grocers Association, Stagnito Media and others, and is quoted in media outlets including NBC Nightly News, The Wall Street Journal, and the New York Times. He holds a bachelor's degree from Northwestern University.



## Michael Selden

Co-Founder & CEO, Finless Foods

Mike Selden's background in biochemistry and molecular biology has played a big role in him dedicating his life to climate justice and science advocacy. His research has spanned fields from solving food crises in Africa to marine conservation in Southeast Asia. He's worked for New Harvest and was also editor-in-chief of the Chinese news website, ChinaSMACK.



## Rachel Sexton

Strategy & Innovation Director, RB Health, Schiff Institute

Rachel Sexton is the strategy and innovation director at RB Health, VMS, where she leads the strategic roadmap across the portfolio of supplement brands Airborne, Move Free, MegaRed, Digestive Advantage and Neuriva in addition to New Growth Platforms. She is responsible for delivering disruptive solutions that help people live longer, full lives through consumer-first innovations. She has held various marketing roles across health & wellness categories, and recently received the 2019 Healthcare Businesswoman's Association Rising Star Award. Sexton is a growth-driven executive with a passion for leadership.



## Christopher Shade, Ph.D.

Founder & CEO, Quicksilver Scientific

Christopher Shade, Ph.D., founder and CEO of Quicksilver Scientific, continues to be the driving force of development and innovation. Dr. Shade's vast depth and breadth of knowledge, passion for healing, and intuitive understanding of chemistry and biology are reflected in Quicksilver Scientific's well-designed detoxification protocols, unique supplement delivery systems, and patented mercury speciation test. Dr. Shade is a recognized expert on mercury and liposomal delivery systems. He has lectured and trained doctors in the United States and internationally on the subject of mercury, heavy metals and the human detoxification system. Dr. Shade's current focus is on the development of cutting-edge, lipid-based delivery systems for nutraceuticals, such as liposomes and micro-emulsion systems, to address the growing need of high quality, affordable detoxification solutions.



## Tapan Shah

Principal, Pepsico Ventures Group

Tapan Shah is a principal with the Pepsico Ventures Group. Prior to joining Pepsico, Shah was a director at AccelFoods, where he guided marketing strategy for the fund and its portfolio companies and was active in helping the fund source investment opportunities. He started his career at Glaceau and went on to marketing and leadership roles at the Campbell Soup Co. and Energy Kitchen. Shah received a bachelor's from Villanova University and an MBA from the University of North Carolina's Kenan-Flagler Business School.



### **Christopher Shanahan**

Global Director-Chemicals, Materials & Nutrition, Frost & Sullivan

Christopher Shanahan is the global director of Frost & Sullivan's visionary science research practice, with a specific focus on agriculture and nutrition. Since joining the firm in 2008, he assists and advises companies via impartial insight into the food ingredient and specialty chemical industries. Formerly a fellow and researcher at Ohio State University, Shanahan offers a firm understanding of econometric-based market analysis, behavioral economics and agbusiness statistical benefit-cost analysis. He has received acclaim for his research and insights in market trends in various professional journals, been cited by numerous media outlets, and spoken at various trade shows and conferences.



### **Kantha Shelke, Ph.D., CFS**

Principal, Corvus Blue LLC

Kantha Shelke, Ph.D., CFS, is a principal at Corvus Blue LLC, a science and research firm retained by food and allied industries for competitive intelligence, expert witness services, new product/technology development and rapid market realization of honestly healthful foods and food ingredients. She previously held senior positions at ACNielsen, Ben & Jerry's, Continental Baking and Grand Metropolitan, and is currently an adjunct professor teaching food safety regulation at Johns Hopkins University (Baltimore), and food law and bio resource technology at MCI (Innsbruck, Austria). She has appeared on television, radio and in print publications as a food history and food science expert.



### **Ari Sherman**

President, Evo Hemp

Ari Sherman co-founded Hemp Health and Evo Hemp to facilitate the evolution of the U.S. family farm. By establishing a supply chain of U.S. grown hemp, he is working to revive the country's agricultural system. The Evo Hemp brand was created to bring innovative hemp based consumer products to the U.S. market. Evo's product line consists of organic energy bars, hemp protein powder, hemp hearts, hempseed oil, and hemp extracts. Their products can now be found in over 3,000 retail stores nationwide. In 2017, Sherman and co-founder Jourdan Samel were recognized by Forbes magazine as a 30 under 30 member in the Food and Drink category. Their mission is focused on reviving rural communities out of poverty through industrial farming. Recently, they announced their partnership with Alex White Plume, a U.S. army veteran of the Lakota Tribe, which will highlight how hemp can be used as a tool for economic growth and prosperity in rural areas



### **Rahul Shinde**

Global Director, Open Innovation & Strategic Partnerships, Naturex, part of Givaudan

Rahul Shinde leads the scouting and nurturing of technology and commercial partnerships with start-ups at Naturex, part of Givaudan. He is a well known industry expert and is highly respected for his work with emerging technology companies. Having worked for a start-up himself, he understands all the challenges that a typical start-up encounters. He successfully developed one of the most innovative cranberry ingredients, PACran, during his time at Decas Botanical Synergies. During his time at Clorox in Open Innovation, Shinde developed several novel new technologies and enabled their successful launch through strategic partnerships. He takes pride in his ability to identify new white space opportunities. Combined with his technical and business acumen, he is able to extract the most value out of those opportunities.



### **Justin Singer**

CEO & Co-Founder, Caliper Foods

Justin Singer is the CEO and co-founder of Caliper Foods, a pioneering company in the cannabinoid industry, and parent company to Caliper Consumer Ingredients and Caliper Consumer Goods. Caliper Foods specializes in the processing, manufacturing and distribution of soluble cannabinoid-infused consumer packaged goods and commercial ingredients. Singer is also the co-founder of Stillwater Brands, where Caliper's soluble cannabinoid technology was first developed. Over the course of two years, Stillwater grew into one of the top edibles manufacturers in Colorado; its core brand, Ripple Dissolvables, has become the best-selling soluble cannabinoid powder in the country, with the top three beverage SKUs in the state (Headset, July 2019). Prior to founding Caliper, Singer spent four years teaching innovation theory and high-growth entrepreneurship at the School of Engineering and Applied Science at Columbia University, while also working as a product, strategy and operations consultant to a variety of early-stage startups. He began his career as an investor with IA Ventures, a seed stage venture capital firm investing in technology companies that create competitive advantage through data. Singer holds an MBA in finance from Columbia Business School, a JD in telecommunications law from Columbia Law School and a BBA in operations management from the University of Michigan Ross School of Business. He's been quoted as an expert in the consumer cannabinoid industry in media outlets such as Detroit Free Press, Denver Business Journal, and Westword, and in outlets including Forbes, Food Business News, Food Dive, and BeverageDaily on the topic of cannabinoids as a functional food ingredient.



## **Adrienne Smith**

Senior Food Business Reporter, New Hope Network, Informa Markets

Adrienne Smith is the senior food business reporter at New Hope Network, where she writes about the natural products market. Prior to this, she spent more than ten years working for the Spanish Ministry of Commerce, writing about the food and beverage industry in Spain and Europe with an emphasis on helping agri-food companies develop, promote and export their products.



## **Alex Smolokoff**

Editorial Coordinator, Informa Markets

Alex Smolokoff has been working as a writer and editor since graduating from Tulane University in 2013. After spending five years in the sports media industry, Informa/INSIDER represents his first foray into the natural products industry. Smolokoff looks forward to continuing his passion for writing and editing while learning the ins and outs of this exciting new industry.



## **Perteet Spencer**

Principal, Strategic Partners Group, SPINS LLC

Perteet Spencer is the principal, Strategic Partners Group at SPINS, a wellness focused insights firm. In her role at SPINS, Spencer partners with a broad range of clients to leverage unique market insights to deliver new brand and category expansion opportunities. Prior to joining SPINS, Spencer held sales and marketing leadership roles at LEGO and General Mills. Outside of the office, Spencer shares her passion for food equity through her involvement in the Food Recovery Network, a non-profit focused on reducing hunger by eliminating food waste.



## **Katie Stage, N.D., RH (AHG)**

Director, Therapeutics Division, Associate Professor, Southwest College of Naturopathic Medicine

Katie Stage, N.D., RH (AHG), is a naturopathic physician and registered herbalist who practices general family medicine. Her practice focuses on optimizing women's/men's health, gastrointestinal diseases and mental health; her teaching focus is botanical medicine. Dr. Stage frequently lectures on naturopathic and botanical medicine. She also teaches Mayan healing techniques in Arizona and in Belize. Dr. Stage graduated with high honors from the Southwest College of Naturopathic Medicine (SCNM) in Tempe, Arizona, and then completed a residency at SCNM. She currently serves as the director of Therapeutics Division at SCNM. She is also faculty senate president.



## **Glenn Steiner**

Sr. Vice President, Supply Chain, Fresca Foods

After four years in the military, Glenn Steiner joined WhiteWave Foods, makers of Silk non-dairy beverages, Horizon Organic Dairy, and International Delight Creamers, where he spent over 15 years in roles of increasing responsibility within the supply chain. Currently he is the senior vice president of supply chain at Fresca Foods, an innovation, supply chain and manufacturing company located in Boulder, Colorado, and oversees all facets of the supply chain including customer service, procurement, material and supply planning, logistics and warehousing. Steiner holds an MBA from the University of Colorado, and is APICS CSCP certified.



## **Élan Sudberg**

CEO, Alkemist Labs

Élan M. Sudberg is CEO of Alkemist Labs, a passionately committed contract testing laboratory specializing in plant authentication, botanical ingredient identification and quantitative analytical services to the food and beverage, nutraceutical and cosmeceutical industries. He holds a degree in chemistry from California State University Long Beach, and has authored numerous journal articles on phytochemistry and analytical techniques for the natural products and nutraceutical industry. He is a board member of the American Herbal Products Association (AHPA), as well as AHPA's Education and Research on Botanicals Foundation, and former chair of the Hemp and Medical Marijuana committee. He received the NutraIngredients-USA NutraChampion award for advocacy of best testing practices in 2019.



## **Andy Swenson**

Vice President of Quality, Dietary Supplement Experts

Andy Swenson is a dietary supplement industry professional who focuses on quality system development and regulatory compliance. With over 20 years of industry experience at all levels, he specializes in addressing FDA observations and the creation and implementation of 21 CFR Part 111 compliant systems for any business model. As a consultant, he has helped companies understand the dynamic world of contract manufacturing and how to find the best fit for their needs. Having worked with many contract manufacturers across all dosage forms, he has unique insight and specializes in cutting lead times while also reducing regulatory risk.



## Kinga Swiderska

Senior Content Producer, Informa Markets

Kinga Swiderska is an experienced manager and a food expert. She is a sociologist focusing on the sociology of food and an expert in food law. She managed a wide range of projects in the field of food sciences such as linking science to business in food production, new functional foods product design, promoting the health benefits of supplementation, leading changes to the EU and Polish legislation regulating food supplements market and promoting industry's best practice.



## Amishi Takalkar

CEO, NAILBITER

Amishi Takalkar is a co-founder, CEO and the architect of NAILBITER's Videometric data products. She has a master's in marketing research from the University of Texas at Arlington. Takalkar has an extensive background in CPG research, data and analytics experience, including CPG market research at PepsiCo, technology at AOL and entrepreneurship at Affinnova. Takalkar has been recognized as one of the most promising entrepreneurs under 40 by the YEC. She is known as a thought leader in MR data sciences and in entrepreneurship and is regularly interviewed in Forbes, Huffington Post and CPG industry publications.



## Jessica ter haar, Ph.D.

Scientific Director, International Probiotics Association

Jessica ter Haar, Ph.D., joined the International Probiotics Association (IPA) as scientific director in September 2018. She specializes in women's health and probiotics and holds a doctorate from the University of Groningen (the Netherlands) in medical microbiology and a master's in nutrition and nutraceutical sciences (University of Guelph). Her mandate is to protect the scientific integrity of probiotics. Within the IPA, that further entails helping to craft and define a more concrete scientific identity for global and regional sectors, supporting member companies and other committees as needed, whilst driving a proactive scientific agenda. Dr. ter Haar was formerly a microbiome science liaison and business developer at Winclove Probiotics BV in Amsterdam and she also consults within the probiotic and microbiome space.



## Anthony Thomas, Ph.D.

Director of Scientific Affairs, Jarrow Formulas

Anthony Thomas, Ph.D., is the director of scientific affairs at Jarrow Formulas. He evaluates and manages research activities related to product formulation, including dosing and usage recommendations to reflect scientifically supported benefits for health and product use in clinical studies. He speaks publicly via multiple platforms to educate on various nutrition and health topics and is active in the scientific community. Probiotics have become a major area of interest to him as the scientific director for a pioneering company and leading brand of probiotic supplements, and he currently serves on the Scientific and Education Committees of the International Probiotic Association. Thomas earned his bachelor's in nutrition, food science and dietetics from California State University Northridge, his doctorate in nutritional biology from the University of California at Davis, and conducted postdoctoral research at the University of California at Los Angeles. His primary research interests have focused on the influence of diet and lifestyle factors on the pathogenesis of several disease states. He has authored and co-authored multiple peer reviewed scientific manuscripts and served as a reviewer with relevant expertise of nutrition and metabolism for multiple scientific journals.



## James S. Tonkin

Founder & President, HealthyBrandBuilders

For more than 44 years, Jim Tonkin has served the private-sector as a brand and marketing development professional. He directs the building and design of national infrastructures for food and beverage industry clients. Tonkin has successfully created and implemented business and financial strategies for domestic and international players focusing from production to branding, marketing through sales implementation and distribution, to include exit strategy. Tonkin has focused branding initiatives in soft drink, bottled water, functional foods and beverages, and non-carbonated "new age" beverage verticals. His extensive hands-on expertise has stretched across many sectors including domestic cheeses to natural potato chips; bottled waters for people and pets; and nutraceutical-functional-cosmeceutical enhanced beverages.



## Kevin Turner, Ph.D.

R&D Innovation Project Manager, Carbery Group

Kevin Turner, Ph.D., joined Carbery Group in 2017 as R&D innovation project manager. Previously, he held numerous roles in the diagnostics, biopharmaceutical, industrial biotechnology and food industries as well as time in academia. Dr. Turner has worked extensively in areas of new product development and biomanufacturing with specific focuses in protein and carbohydrate chemistry, enzymology, microbiology and fermentation technology in a variety of applications. He has presented extensively to a variety of academic, government and commercial audiences and has published a number of papers and edited books in the areas of biotechnology, fermentation and enzymes.



## Marc Ullman

Of Counsel, Rivkin Radler LLP

Marc Ullman is of counsel to Rivkin Radler LLP and a partner with Ullman, Shapiro & Ullman LLP. His practice focuses on FDA compliance—such as labeling, claims and GMPs (good manufacturing practices)—as well as GMP-related challenges including responses to FDA 483s and warning letters. He has represented clients in adversarial proceedings relating to the scope of FDA's powers and its ability to seek consumer restitution. Ullman successfully guided self-GRAS (generally recognized as safe) review for stevia, allowing his client to legally import the herb, and he's assisted clients with the new dietary ingredient (NDI) process for dietary supplements.



## Ryan VandenBussche

Retired Professional Hockey Player

Founder and President, New Leaf Canada Inc

In his former life as a professional hockey player, Ryan VandenBussche learned two valuable lessons: the importance of team work, and the physical cost of being an athlete. Now, as founder and president of New Leaf Canada Inc., he is applying those lessons to an exciting new sponsorship project that aims to bring alternative health and wellness solutions to both athletes and millions of pain sufferers world-wide. Through his company, VandenBussche is teaming up as founding sponsor of the newly-established Canadian arm of Athletes for Care (A4C) as part of its global expansion. Founded by former pro athletes, A4C is a non-profit organization that unites athletes as one voice to advocate for research, education and compassion when addressing important health issues. Having suffered through multiple concussions and undergone more than a dozen surgeries, VandenBussche experienced first-hand the detrimental effects that traditional pain management such as opioids can have on physical and mental well-being. In 2010, he was able to transition from this addictive treatment regime through use of medical cannabis, and he credits this for the complete turnaround of his physical health and mental well-being post hockey. Through the exclusive sponsorship provided by New Leaf Canada Inc., VandenBussche and his team will bring the same passionate voice to supporting A4C Canada in a joint effort to improve the health and wellness of millions of people dealing with a multitude of ailments.



## Tom Vierhile

Vice President, Strategic Insights, North America, Innova Market Insights

Tom Vierhile is vice president of strategic insights, North America, for Netherlands-based Innova Market Insights and has 20+ years of experience in packaged goods reporting and analysis. He is a new product marketing expert and has been quoted by Bloomberg, Ad Age, The Wall Street Journal and NPR. Vierhile has given presentations on new product trends at conferences in the United States, Europe, Asia and South America. A regular contributor to Prepared Foods magazine, Vierhile has a bachelor's degree in marketing from St. Bonaventure University and an MBA from the State University of New York at Buffalo.



## Nina Vinot

Area Sales Manager, Probiotical

Before entering industry, Nina Vinot was involved in nutritional research at Penn State University, the French National Center for Scientific Research (CNRS) and the National Institute for Agronomic Research (INRA). She has an engineer degree in agronomy from AgroParisTech, Paris Institute of Technology for Life, Food and Environmental Sciences. Today, she manages probiotics sales across Western Europe for Probiotical, a producer of probiotics with a range of commercial strains of premium quality with science in over 20 functionalities.



## Michael Wagner, Ph.D.

Director of Extract Manufacturing, BI Nutraceuticals

Michael Wagner, Ph.D., is the director of extract manufacturing at BI. He manages extract production internally and coordinates with toll processors. He also contributes to new product and process development and serves as a technical resource throughout the company. Wagner also holds a doctorate in food engineering from Cornell University. His research focused on the application of supercritical carbon dioxide in food systems including extraction, encapsulation, enzyme inactivation, and extrusion.



## Ivan Wasserman

Managing Partner, Amin Talati Wasserman LLP

Ivan Wasserman is the managing partner of the regulatory, intellectual property and litigation law firm Amin Talati Wasserman LLP. Noted for expertise in foods, dietary supplements and cosmetics, he helps clients develop products and create and execute marketing campaigns that are both legally compliant and effective. Wasserman and his team represent clients before FDA, FTC, the CPSC, state attorneys general, and in class action litigation. In advertising disputes, he represents companies before the National Advertising Division (NAD) and the Electronic Retailing Self-Regulation Program (ERSP). Wasserman has been included in Best Lawyers in America from 2007 to 2018.



### **Jessica Wasserman**

Partner, Greenspoon Marder LLP

Jessica Wasserman is a partner in the International, Government Relations and Cannabis Law practice groups at Greenspoon Marder LLP. She has extensive experience in politics, lobbying, regulatory advocacy including FDA regulated products and law. Wasserman has held senior positions in the executive branch involving international economic and trade policy at the Department of Commerce and Department of Agriculture. Wasserman also works regularly with the U.S. Congress. She has assisted clients with planning foreign investments in the United States, including supply chain sourcing considerations and CFIUS reviews. She has also advised on regulatory and related risk for companies planning investments in a range of particular markets. She also works with growers, manufacturers and marketers of foods and beverages, dietary supplements/medical foods, and cosmetics on FDA, USDA and FTC regulatory issues. More recently, she has gained thorough experience working with all aspects of hemp and CBD products. She advises clients at all points in the supply chain: farmers, food manufacturers, distributors of packaged goods, and retailers.



### **Ali Webster, Ph.D., RD**

Associate Director, Nutrition Communications, International Food Information Council Foundation

Ali Webster, Ph.D., RD, is the associate director for nutrition communications at the International Food Information Council (IFIC) Foundation. In this role, she is responsible for developing and managing nutrition science-focused communication programs for consumers and health professionals. Dr. Webster joined IFIC from the University of Minnesota, where she conducted several clinical trials in the Departments of Medicine and Food Science & Nutrition, most recently on the effect of diet on the gut microbiome. She has also worked as a registered dietitian counseling patients with gastrointestinal conditions. Dr. Webster holds a doctorate in nutrition and a bachelor's in nutrition science, both from the University of Minnesota, and completed her dietetic internship at the University of Minnesota Medical Center.



### **Marielle Weintraub, Ph.D.**

Vice President of Regulatory and Government Affairs, Eureka 93

Marielle Weintraub, Ph.D., is the vice president of regulatory and government affairs for Eureka93, a vertically integrated hemp company leveraging cultivation, extraction, formulation, manufacturing and distribution to provide high-quality products. Prior to Eureka93, Dr. Weintraub was the development director of the Hemp-Initiative at Eurofins-FII. In this role, she introduced the hemp industry's needs for valid and reliable testing to Covance (2016) and continued to drive development of hemp-specific testing and standards until she left Eurofins. Dr. Weintraub is active in many dietary supplement and hemp-industry trade associations, including as a founding board member and current president for the US Hemp Authority, member of the US Hemp Roundtable, American Herbal Products Association (AHPA) Cannabis Committee and United Natural Products Alliance (UNPA) Hemp-Extracts Committee. Dr. Weintraub earned her doctorate in behavioral neuroscience, focusing her research on Alzheimer's disease pathology.



### **Megan Westgate**

Executive Director, Non-GMO Project

Megan Westgate is the executive director of the Non-GMO Project, North America's only third-party verification and labeling program for non-GMO (genetically modified organism) food and products. There are currently more than 56,000 Non-GMO Project Verified products, representing more than \$27 billion in annual sales. The Non-GMO Project is a non-profit organization committed to preserving and building sources of non-GMO products, educating consumers, and providing verified non-GMO choices.



### **Robert Wildman, Ph.D., RD**

Chief Science Officer, Dymatize, PowerBar, Premier Protein

Rob Wildman, Ph.D., RD, LD, CISSN, FISSN, received his doctorate from The Ohio State University, his master's from Florida State University and bachelor's from the University of Pittsburgh, and is a registered and licensed dietitian. Dr. Wildman is the author of several books, including "Sport & Fitness Nutrition," "Advanced Human Nutrition" and "The Nutritionist: Food, Nutrition & Optimal Health," and has published over 40 chapters and 100 research papers and abstracts. He is the creator of TheNutritionDr.com and the founder of the International Protein Board (iPB). Dr. Wildman serves chief science officer for Dymatize, PowerBar and Premier Protein; is on faculty at Texas Women's University in Denton, Texas; and is the chair of NSCA's Nutrition, Metabolism & Body Composition special interest group. As a globally renowned expert on exercise and sport nutrition, Dr. Wildman speaks around the world and continues to work with professional and elite athletes as well as other fitness driven people to achieve their performance, health & body goals.



### Alex Woo, Ph.D.

CEO, W2O Food Innovation

Alex Woo, Ph.D., is the founder and CEO for W2O, a food technology firm for the past ten years. He specializes in creating good food with niche expertise in contemporary taste and smell neuroscience and state of the art clean label plant-based sweeteners and flavors. Food and beverage companies hire him to bring food science to their new product development efforts on topics such as sugar reduction, salt reduction and multisensory eating experience. Food ingredient firms retain him to lead the creation of plant-based sweeteners and sweetness modulators. Dr. Woo is also on the science advisory board for a biosensor startup and a marine protein startup near Silicon Valley. Prior to that, Dr. Woo had held various R&D leadership positions in companies including Pepsi, Starbucks, and Wrigley. He led technical teams to achieve business results. Dr. Woo holds a doctorate in food science from University of Wisconsin-Madison.



### Jason Wrobel

Celebrity Chef and Co-Founder of Wellevatr, Wellevatr

Jason Wrobel is a celebrity chef, Cooking Channel TV host, bestselling Hay House author and internationally renowned wellness and longevity expert. As the first vegan chef with a primetime television show, he taught millions of people how to prepare delicious, healthy plant-based meals with the groundbreaking series "How to Live to 100". He is the co-founder of Wellevatr, a global brand specializing in high-performance wellness education. In addition, his new podcast, "This Might Get Uncomfortable," is now available. He's been a keynote speaker on many global stages, including the Wanderlust Festivals, Longevity Now Conference and Pebble Beach Food and Wine.



### Hariom Yadav, Ph.D.

Assistant Professor, Wake Forest School of Medicine

Hariom Yadav, Ph.D., is assistant professor of internal medicine, molecular medicine, at Wake Forest School of Medicine. He specializes in obesity and diabetes research; animal physiologic and cellular studies for metabolic disorders; probiotics, prebiotics and postbiotics; microbiome, metabolome and metabolism; gut microbiome and aging-related diseases; and gut microbiome and drug interactions (pharmacobiomics). Dr. Yadav seeks to prevent or delay aging-related diseases such as diabetes, obesity, Alzheimer's disease and cardiac dysfunction by modulating the gut microbiome and reducing low-grade inflammation. He is developing novel probiotics and dietary fibers to increase short-chain fatty acid production and treat leaky gut, which contributes to inflammation.



### Rachel B. Zemser

Food Scientist, A LA Carte Connections LLC

Rachel B. Zemser, BS, MS, CCS, CFS, is the owner of A La Carte Connections LLC and has spent her entire working career as a food scientist. She started off as a microbiologist at Unilever, spent years as an R&D chef at Kagome and now owns an independent consulting firm dedicated to helping both small and large companies bring their products to market. Zemser has worked on everything from energy bars to dry beverage mixes to ice-cream. Zemser has been published in technical trade journals and has also written her own books on how to bring products to market, a guide for entrepreneurs. A trade show junkie, she attends as many ingredient shows as possible to ensure she is always up to speed on innovative flavor trends and ingredients.

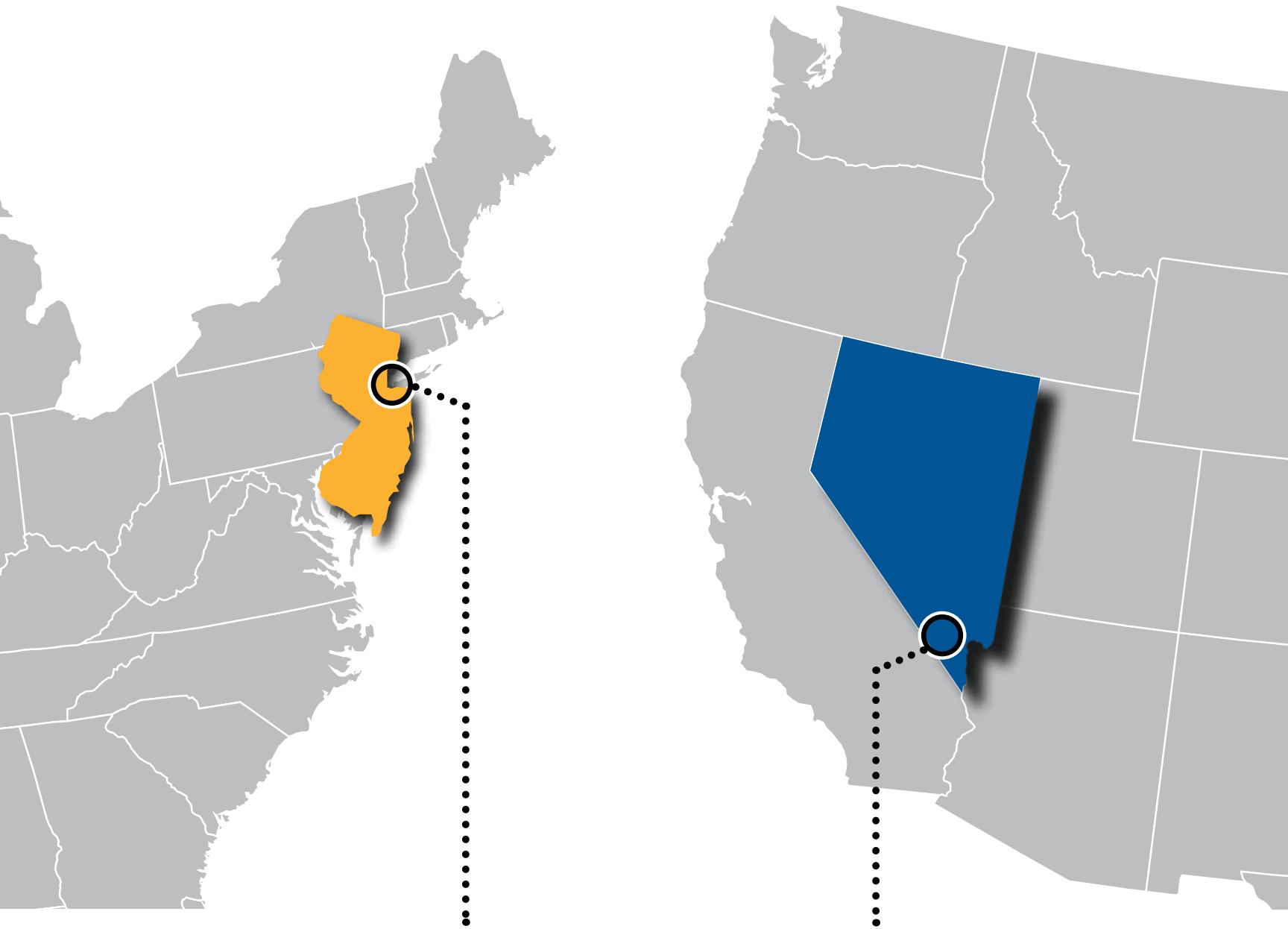


### Anthony Zolezzi

Board of Directors, Twinlab Consolidated Holdings

Anthony Zolezzi serves on the Board of Directors for Twinlab Consolidated Holdings. He has played a major role for the past 30 years in leading and advising corporations to innovate within their existing strengths, while increasing profitability and uncovering new innovations. Zolezzi's work has resulted in numerous successful entrepreneurial movements, companies and products focused on sustainability and health. Some of his most impressive business ventures include creating the partnership between Wild Oats and Walmart to make wellness products both affordable and accessible, which became one of the most successful product launches in Walmart's history. He co-founded Code Blue Recycling, which filed 19 patents on unique recycling technologies, then created a partnership with PepsiCo and sold it to Waste Management in 2006. Zolezzi also co-founded and launched Pet Promise natural pet food that quickly became the leader in the natural pet food category resulting in a multi-million-dollar sale to Nestlé Purina and paved the way for the current multi-billion dollar natural pet-food industry. Furthermore, he created Bubba Gump Shrimp Co. packaged retail shrimp and restaurants based on the award-winning film "Forrest Gump." Zolezzi is a co-founder and former board chairman of The Organic Center for Education and Promotion and former board member of Vitamin Angels, helping both nonprofit organizations raise record amounts of money during his board terms. He is author of numerous books including, "Uncharted Waters," "Do Something: Leave Your Mark on the World," "The Detachment Paradox" and "Chemical-Free Kids: How to Safeguard Your Child's Diet and Environment."

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