

**2023 NBJ Summit Agenda – 26<sup>th</sup> Annual NBJ Summit Hybrid Event  
Rancho Palos Verdes, CA – Terranea Resort**



**2023 Theme**

**Uncharted Waters: The Importance of Agility in an Age of Uncertainty**

**Tuesday July 25 – Thursday July 27, 2023**

*Premier Title Sponsor: William Hood & Company*

*Agenda Sponsored by: Verdure Sciences*

*Visual Illustrator Sponsored by: Slimbiotics*

**2023 NBJ Summit Co-Chairs:**     **Thomas Aarts**, Co-Founder & Principal, *Nutrition Capital Network*, Co-Founder, *NBJ*  
   **Carlotta Mast**, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*

**2023 NBJ Summit Theme-Chairs:**

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

**Claire Morton**, Senior Industry Analyst, *Nutrition Business Journal*

**Rick Polito**, Editor-in-Chief, *Nutrition Business Journal*

---

**Content Themes:**

---

- **The State of the U.S. and Global Nutrition Industry:** Valuable data and insights for our industry leaders are highlighted in our popular State-of-the-Industry programming. We'll have expanded sessions on market data, consumer research, M&A activity, and regulatory updates to inform your leadership and business. We will dive into blue ocean opportunities for the years ahead such as brain health, CBD, mushrooms and more.
- **Supply to Shelf:** Many vexing supply chain challenges that surfaced during the pandemic are being solved, while others emerge. As lockdowns persisted, DTC seemed like a smart way to go—and brands that already had a working strategy made out handsomely. Yet DTC now needs retail again as consumers settle back into the in-store experience. Brands are ready to move a huge surplus of products. It's now time to embrace artificial intelligence—learn how to use A.I. as a tool for managing supply chains and driving demand.
- **Growing Business in a State of Volatility:** 2023 is already shaping up to be a time of uncertainty. Inflation continues to wreak havoc over all parts of business operations, and increased interest rates have caused additional problems, including investment uncertainty and whether—and how deeply—we'll experience a recession. The Ukraine war is creating supply shortages and price hikes in certain important sectors. China is, of course, paying attention to how the collective West is contending with Russia. This makes diversifying supply chains more important than ever, with no time to lose. There's a lot of stress, a bit of paralysis, and the question remains whether brands can still innovate when they're taking on water.
- **Future Accelerants:** Innovation is a hallmark of the supplements industry, whether by nutrition science, new ingredient discovery, marketing imagination or the direction of the zeitgeist. One consumer shift is from contending with old-age deterioration to extending health span and longevity. Psychedelic drugs such as psilocybin are being legalized and normalized, especially in micro dosing to address a range of health concerns and optimize mental wellness. AI also stands to improve business, marketing, and supply-chain operations in hitherto unimaginable ways. Yes, 2023 has challenges around volatility, but opportunities are also becoming apparent.
- **Keynote presentations:** Our outstanding keynote presenters will speak on agility in a time of volatility, connecting with consumers, being an industry leader and being a force for good.

## Tuesday, July 25, 2023

---

7:00 AM – 8:30 AM	<b>Networking and Leather Branding</b> <i>Sponsored by: TBD</i>
8:30 AM – 11:00 AM	<b>Golf</b> (9 hole, 2.5 hrs.) <i>Sponsored by: TBD</i>
11:30 AM – 12:45 PM	<b>Next Generation Leadership Lunch</b> <i>Sponsored by: Bionap</i>
1:00 PM – 1:50 PM	<b>Opening Remarks</b> <b>NBJ Summit Co-Chairs:</b> <b>Carlotta Mast</b> , Senior Vice President & Market Leader, <i>New Hope Network &amp; Informa Markets</i> <b>Thomas Aarts</b> , Co-Founder & Principal, <i>NBA</i> , Co-Founder <i>NBJ</i>
1:50 PM – 2:50 PM	<b>Tuesday Keynote</b>
2:50 PM – 3:20 PM	<b>Refreshment Break</b> <i>Sponsored by: TBD</i>
3:20 PM – 4:05 PM	<b>State of the Industry: NBJ Data &amp; Trends Overview</b> <b>Speaker: Claire Morton</b> , Senior Industry Analyst, <i>Nutrition Business Journal</i>
4:05 PM – 4:30 PM	<b>CEO Reflections</b>
4:30 PM – 4:45 PM	<b>Innovation Spotlight</b>
8:00 AM – 5:00 PM	<b>One-on-One Business Networking Meetings</b> <i>Sponsored by: Kerry, Inc.</i>
5:00 PM – 7:00 PM	<b>NBJ Welcome Reception</b> <i>Sponsored by: Vidya Herbs, Inc.</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: FutureCeuticals</i>
7:00 PM – 9:00 PM	<b>NBJ Welcome Dinner</b> <i>Sponsored by: Balchem</i>
9:00 PM – 11:00 PM	<b>PQAA</b> <i>Sponsored by: Maypro</i>

## Wednesday, July 26, 2023

---

7:10 AM – 8:10 AM	<b>Breakfast</b> <i>Sponsored by: TBD</i>
8:10 AM – 8:20 AM	<b>Opening Remarks</b>
8:20 AM – 9:20 AM	<b>Keynote Speaker: Erica Dhawan</b>
9:20 AM – 9:50 AM	<b>State of the Industry: M&amp;A and Financial Markets Overview</b>
9:50 AM – 10:20 AM	<b>Refreshment Break</b> <i>Sponsored by: TBD</i>
10:20 AM – 11:00 AM	<b>State of the Industry: Investments &amp; Fundraising Panel</b>
11:00 AM – 11:30 AM	<b>CEO reflections</b>

11:45 PM – 12:45 PM	<b>Lunch &amp; Learn</b>
11:45 AM – 12:45 PM	<b>Lunch</b> <i>Sponsored by: TBD</i>
12:45 PM – 4:00 PM	<b>Activities</b>
9:00 AM – 5:30 PM	<b>One-on-One Business Networking Meetings</b> <i>Sponsored by: Kerry, Inc.</i>
6:30 PM – 7:30 PM	<b>NBJ Awards Reception</b> <i>Sponsored by: TBD</i> <i>Wine Sponsored by: TBD</i> <i>Mocktails Sponsored by: FutureCeuticals</i>
7:30 PM – 10:00 PM	<b>NBJ Awards Dinner</b> <i>Sponsored by: RFI Ingredients</i>

### Thursday, July 27, 2023

---

7:30 AM - 8:30 AM	<b>Breakfast</b> <i>Sponsored by: AIDP</i>
8:30 AM – 8:45 AM	<b>Opening Remarks</b>
8:45 AM – 9:30 AM	<b>State of the Industry: Regulatory Update</b>
9:30 AM – 9:45 AM	<b>Innovation Spotlight</b>
9:45 AM – 10:30 AM	<b>CEO Panel</b>
10:30 AM – 11:00 AM	<b>Refreshment Break</b> <i>Sponsored by: TBD</i>
11:00 AM – 12:15 PM	<b>Thursday Closing Keynote</b>
12:15 PM – 12:30 PM	<b>Closing Remarks, Survey and Highlight Video</b>
12:30 PM – 2:30 PM	<b>Closing Lunch and Celebration</b> <i>Sponsored by: TBD</i>
9:00 AM – 4:00 PM	<b>One-on-One Business Networking Meetings</b> <i>Sponsored by: Kerry, Inc.</i>