

2023 NBJ Summit Agenda – 26th 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

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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*
Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Claire Morton, Senior Manager of Data & Insights, *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

- 7:30 AM – 8:30 AM **Networking and Leather Branding**
Sponsored by: Bio-Cat | Vitaquest
Location: The Links at Terranea
- 7:00 AM – 11:00 AM **Coffee Station**
Sponsored by: Disruption Labs
Location: Palos Verdes Prefunction
- 8:00 AM – 5:00 PM **One-on-One Business Networking Meetings**
Sponsored by: Kerry, Inc.
Location: Palos Verdes 6 & 7

Let's network! This is the dedicated time for your pre-booked 30-minute one-on-one networking meetings. If you haven't booked meetings yet, click on the "Attendees" tab now to connect, chat and book meetings with both in-person and virtual attendees. In-person meetings will take place in Palos Verdes 6 & 7, while virtual meetings will take place on the Swapcard platform.

- 8:30 AM – 11:00 AM **Golf** (9 hole, 2.5 hrs.)
Sponsored by: Bio-Cat | Vitaquest
Location: The Links at Terranea
- 11:30 PM – 12:30 PM **Fresh Connections Lunch**
Sponsored by: BIONAP
Location: Palos Verdes Terrace
- 12:45 PM – 1:35 PM **Opening Remarks**
NBJ Summit Co-Chairs
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*
Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*
Location: Palos Verdes 1-5
- 1:35 PM – 2:05 PM **Nutrition at 1.5 Degrees: Designing a Corporate Strategy for the Future of Wellness**
Sponsored by: OmniActive
Keynote Speaker: Urvasi Bhatnagar, Healthcare Executive, Investor, and Author of *Sustainability Scorecard*

The next wave of successful nutrition and supplements firms will either create products for or invest in the future of wellness by mitigating the human health impacts of climate change. By embedding sustainability into their corporate strategy and relentlessly pursuing development activities that broaden the playing field in an industry agnostic manner, firms capture the opportunity to create the next Tesla.

Join us in this keynote to reimagine the future of wellness with nutrition as a core mandate, and to innovate your corporate strategy to include human health and wellness as a core lever for cross-industry scalability.

- 2:05 PM – 2:25 PM **ESGN Fireside Chat**
Fireside Chat Moderator & Co-Chair:
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Market*
Keynote Speaker: Urvasi Bhatnagar, Healthcare Executive, Investor, and Author of *Sustainability Scorecard*
Fireside Chat Speaker: Howard Schiffer, Founder & President, *Vitamin Angels*
- 2:25 PM – 2:55 PM **Refreshment Break & Book Signing**
Sponsored by: Force Factor
Location: Palos Verdes Prefunction
- 2:55 PM – 3:40 PM **State of the Industry: NBJ Data & Trends Overview**
NBJ Summit Co-Chair: Claire Morton, Senior Manager of Data & Insights, *Nutrition Business Journal*

The \$61 billion supplement market swung from record-high growth to record-low growth between 2020 and 2022, significantly impacted by the

pandemic, economy, inflation and more. Through NBJ's sought-after market sizing and consumer data, learn how these forces shaped underlying industry trends. More importantly, gain insight into the categories, conditions and channels that are winning and losing in today's market—and how that shapes key opportunities in the next 3 years.

3:40 PM – 4:15 PM

State of the Industry: Leadership Reflections

NBJ Summit Co-Chair: **Thomas Aarts**, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*
Speakers: **Claire Morton**, Senior Manager of Data & Insights, *Nutrition Business Journal*
Nina Barton, CEO, *Vytalogy Wellness*
Tracey Warner Halama, CEO, *Emeritas*, *Vital Proteins* and Managing Partner, *Creekside Ventures*
Jen Coccaro, Vice President of Merchandising – Health, Wellness and Beauty, *Whole Foods Market*

The nutrition and supplements industry is experiencing a paradigm shift driven by AI-driven insights, evolving consumer preferences, and the need to navigate economic uncertainties. Consumers are demanding transparency, authenticity, and personalized solutions. The industry has embraced agile leadership practices, allowing companies to quickly adapt to changing market dynamics and consumer preferences. These agile methodologies enable faster product iterations, enhanced customer engagement, and more efficient decision-making processes, all of which ultimately drive innovation and growth. Reflecting on our opening remarks and our State of the Industry content, this panel will have a robust discussion exploring the direct meaning of industry trends and topics from a retail, brand, and company leadership perspective through the lens of leaders who are running multi-million-dollar brands and companies.

4:15 PM – 4:35 PM

Innovation Spotlight: Phage Therapy

Sponsored by: ADM
Speaker: **Steffanie Strathdee, Ph.D.**, Associate Dean of Global Health Sciences and Harold Simon Distinguished Professor, *UCSD Department of Medicine*

Stepping outside the normal course of healthcare is what the supplements industry is all about. The hot new area in the microbiome and probiotic space is phage technology. Pioneering brands have already started developing products to target unwanted intestinal bacteria and maximize probiotic benefits. UC-San Diego global health expert Steffanie Strathdee implemented phage therapy to save her husband's life from a deadly antibiotic-resistant bacterial infection, which she recounted in "The Perfect Predator: A Scientists' Race to Save Her Husband from a Deadly Superbug." This first-hand account of scientific innovation and possible future applications will strike a chord for everyone inspired by forgotten therapy and unconventional innovation.

4:35 PM – 5:10 PM

Microbiome Research and Strengthening Nutritive Supports

Sponsored by: Comet Bio
Speaker: **Rob Knight, Ph.D.** Founding Director of The Center for Microbiome Innovation, and Wolfe Family Endowed Chair in Microbiome Research at Rady Children's

From the cutting edge of microbiome research, Dr. Rob Knight, a distinguished professor from the University of California San Diego will explain the latest findings from the gut science and research he is leading. Dr. Knight will offer some of the most up-to-date developments and the next breakthrough discoveries around microbiome research which have definite implications for our industry. Dr. Knight is considered the global thought leader on the microbiome from a research perspective. His session will include evidence in science on how probiotics, prebiotics, and post-biotics influence the microbiome and what the benefits will be for consumers and hence the industry. He will also discuss how artificial intelligence and machine learning are greatly accelerating the pace of discovery around the microbiome and gut health. This continues to be one of the great areas of research and potential for not only human nutrition but for the nutrition industry from ingredients to branded products and Dr. Rob Knight will certainly deliver impactful insights as a global thought leader in this space.

5:10 PM – 5:15 PM

Closing Remarks and Housekeeping Announcements

Co-Chair: **Claire Morton**, Senior Manager of Data & Insights, *Nutrition Business Journal*

6:00 PM – 7:00 PM

NBJ Welcome Reception

Sponsored by: Vidya Herbs, Inc.
Wine Sponsored by: Radicle Science
Mocktails Sponsored by: FutureCeuticals
Photobooth Sponsored by: Nutriventia
Location: Point Lawn & Terrace

7:00 PM – 9:00 PM **NBJ Welcome Dinner & Golf Awards**
Sponsored by: Balchem
Location: Catalina Lawn & Terrace

9:00 PM – 11:00 PM **PQAA**
Sponsored by: Maypro
Location: Catalina Room & Terrace

Wednesday, July 26, 2023

7:00 AM – 11:00 AM **Coffee Station**
Sponsored by: Disruption Labs
Location: Palos Verdes Prefunction

7:10 AM – 8:10 AM **Breakfast**
Sponsored by: Sabinsa
Location: Palos Verdes Terrace

8:10 AM – 8:20 AM **Opening Remarks**
NBJ Summit Co-Chair: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*
Location: Palos Verdes 1-5

8:20 AM – 9:20 AM **Get Big Things Done: The Power of Connectional Intelligence**
Keynote Speaker: Erica Dhawan, Award Winning Keynote Speaker and Author on Collaboration, *Cotential*
Sponsored by: KEMIN

We typically associate success with speed and smarts. But in today’s hypercompetitive world, even those gifts aren’t enough. Collaboration expert Erica Dhawan argues that the game changer is a thoroughly modern skill called Connectional Intelligence (CxQ). As radical a concept as Emotional Intelligence was in the 90s, Connectional Intelligence is turning people into superconnectors who accelerate innovation, break down silos and foster breakthrough impact.

This dynamic, engaging, high-energy, fast-paced session will help participants understand the practice of using connectional intelligence as the key to purposeful collaboration, resilience, and business success. Attendees will shift the notion of collaboration from more meetings and emails to productive engagement that improves speed and quality of service, increases subject matter expertise and specialist sharing across silos, reduces cross-team dysfunction and delay, and eliminates duplicative work. Attendees will learn new insights and tools to accelerate the connected power of teams, become more agile and innovative, and drive breakthrough ideas and outcomes.

9:20 AM – 9:40 AM **State of the Industry: M&A and Financial Markets Overview**
Speakers: William Hood, Managing Director & Founding Partner, *William Hood & Company*

Although the long-term picture is very bright, the VMS industry recorded lower investment and M&A activity in 2022 and the first half of 2023, resulting from high inflation, rising interest rates, jittery financial markets and geopolitical turbulence. Well-known nutrition industry investment banker and investor William Hood breaks down the historic activity and the current state of play, sharing his perspectives on where we are going in the future.

9:40 AM – 10:10 AM **Refreshment Break & Book Signing**
Sponsored by: Naturmega
Location: Palos Verdes Prefunction

10:10 AM – 10:50 AM **State of the Industry: Investments & Fundraising**
Moderator: William Hood, Managing Director & Founding Partner, *William Hood & Company*
Speakers: Jordan Gaspar, Founder & Managing Partner, *AF Ventures*
Amin Maredia, Former CEO of Sprouts, Co-Founder, *Meaningful Partners*
Dean Kelly, CEO, *Gainful*

How do early and mid-stage companies get funded? Who is funding them and what are they looking for in growing businesses? What is the current environment for fundraising and how have they adapted? Led by William Hood, this panel of seasoned investors and entrepreneurs will draw upon decades of experience and case studies to discuss these questions and more in a thought-provoking session.

10:50 AM – 11:30 AM

Leadership Reflections: Functional Mushrooms

Moderator: Thomas Aarts, Co-Founder, *Nutrition Business Journal*

Speakers: Najla Guthrie, CEO, *Wellbeing Digital Sciences*

Sandra Carter, Ph.D., Founder, President, M2 Ingredients and
Om Mushroom Superfood

Cory Rosenberg, Founder, President & CEO, *First Person*

Mushrooms are a diverse ingredient class with great potential for the health of consumers and the supplement industry as a growth engine. Mushrooms have emerged as the multifunctional ingredient movement of the moment, with promise for immunity, cognitive health, mood benefits, and more. In this leadership session, panelists will also discuss how they match the benefit to the format in everything from powders and pills to teas and gummies. Learn where the market is growing, where the science is leading, and who the most interested consumers will be.

11:30 AM – 11:35 AM

Closing Remarks and Announcements

NBJ Summit Co-Chair: Rick Polito, Editor-in-Chief, *Nutrition Business Journal*

11:35 AM – 12:45 PM

Lunch

Sponsored by: Cepham

Location: Palos Verdes Terrace

12:00 PM – 12:45 PM

Lunch & Learn: Science and Industry Responsibility in Microdosing and Psychedelics

Sponsored by: Cepham

Location: Palos Verdes 1-5

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

Speakers: Nick Bitz, N.D., SVP Product Development, *Neurohacker Collective*

Joseph Claussen, Co-Founder and Director of Ingredients, *First Person*

Najla Guthrie, CEO, *Wellbeing Digital Sciences*

Loree Sutton, M.D., Retired Brigadier General and Psychiatrist

Decades after promising psychiatric research on the benefits of psychedelics for was quashed in the proto-culture wars of the 1960s, mushroom, LSD and other drugs have emerged from the recreational world to claim benefits for mental health. From shaman-led ayahuasca retreats to Silicon Valley insiders microdosing on LSD and mushrooms, there is a vast under-the-radar market, but the connection to supplements is far from clear. This panel will discuss how supplements and psychedelics can compliment each other without blurring the lines between drugs and nutraceuticals. Questions include whether companies can stand with a foot on both sides of that blur and whether marketing products as “psychedelic adjacent” is responsible. Attendees can look forward to a lively and freewheeling discussion fit for a Lunch & Learn model.

2:00 PM – 5:00 PM

Activities

Terranea Pool Party Sponsored by: Pharmavite | Location: Cielo Point Pool

Chair Massage + Eye Testing Sponsored by: EyePromise

Porsche Driving Experience Sponsored by: GELITA | Location: Porsche Driving Center Los Angeles

9:00 AM – 5:30 PM

One-on-One Business Networking Meetings

Sponsored by: Kerry, Inc.

Location: Palos Verdes 6 & 7

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6:30 PM – 7:30 PM

NBJ Awards Reception

Sponsored by: HBTA

Wine Sponsored by: Radicle Science

Mocktails Sponsored by: FutureCeuticals

Photobooth Sponsored by: Nutriventia

Location: Point Lawn & Terrace

7:30 PM – 10:00 PM

NBJ Awards Dinner

Sponsored by: RFI Ingredients

Location: Catalina Lawn & Terrace

Thursday, July 27, 2023

7:00 AM – 11:00 AM

Coffee Station

Sponsored by: Disruption Labs

Location: Palos Verdes Prefunction

7:25 AM – 8:25 AM

Breakfast

Sponsored by: AIDP

Location: Palos Verdes Terrace

8:25 AM – 8:40 AM

Opening Remarks, Awards Videos, Awards Announcement

NBJ Summit Co-Chair: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*

Speaker: Kantha Shelke, Ph.D., Founder & Principal, Corvus Blue, Sr. Lecturer, Johns Hopkins University

Location: Palos Verdes 1-5

8:40 AM – 9:30 AM

State of the Industry: Regulatory Update

Moderator: Josh Long, Associate Editorial Director, *Natural Products Insider*

Speakers:

Douglas Stearn, J.D., Deputy Director for Regulatory Affairs, *Center for Food Safety and Applied Nutrition*

Christine Burdick-Bell, Esq., VP & General Counsel, *Pharmavite, LLC*

Kevin Bell, Esq., Co-Chair of the Intellectual Property Practice, *Arnall Golden Gregory*

Linda Nielander, Executive Vice President, *Quicksilver Scientific*

The Food and Drug Administration interprets statutes in ways that can profoundly influence businesses. How can you develop action plans in response to growing concerns like “drug preclusion” that attempts to remove multiple popular ingredients from the market? A comprehensive panel discussion convenes with the FDA’s deputy director for regulatory affairs with the FDA’s Center for Food Safety and Applied Nutrition (CFSAN), two seasoned industry attorneys, and an executive VP. They will discuss practical impacts on businesses, and will take questions from the room. Don’t miss this one!

9:30 AM – 9:45 AM

Innovation Spotlight

Speaker: Nora Khaldi, Ph.D., Founder & CEO, *Nuritas*

With a keen focus on harnessing disruptive forces, this session will shed light on the symbiotic relationship between artificial intelligence, biology and the future of biotech as a whole. Dr Nora Khaldi will delve into the boundless possibilities that AI presents in revolutionizing the way we tackle ingredient discovery. By seamlessly marrying the power of nature with the unparalleled efficacy offered by AI, we will witness the birth of transformative products for today's discerning consumers. Discover how AI is poised to revolutionize the health and wellness landscape, enabling us to create solutions that merge the wonders of nature with cutting-edge technology. From marrying nature with efficacy to enhanced intelligent ingredient discovery, this session will empower you with insights into the limitless potential of AI in driving innovation and propelling the industry towards a greener, more efficient future.

9:45 AM – 10:05 AM

Entangled Ecosystems: Exploring the Blooming Interest in Fungi

Keynote Speaker: Merlin Sheldrake, Ph.D., Author, *Entangled Life*

Sponsored by: Gnosis

Why are mushrooms among the fastest growing categories in dietary supplements? And why is fungi—indeed a kingdom of its own, as vast as the animal and plant kingdoms—garnering unprecedented attention across multiple societal spheres? Few have a closer eye on the matter than biologist Merlin Sheldrake, author of New York Times best-selling book, *Entangled Life*. In his book and his talks, Sheldrake brings tantalizing curiosity and compelling storytelling to the subject of fungi’s role in planetary evolution and human psychological and physical health. In his NBJ Summit keynote address, Sheldrake will bring attendees up to date on the diverse science of mycology while sharing insights into the growing public fascination with fungi.

10:05 AM – 10:45 AM **Entangled Ecosystems: Fireside Chat with Dr. Merlin Sheldrake**
Sponsored by: Gnosis
NBJ Summit Co-Chair: Bill Giebler, Content & Insights Director, *Nutrition Business Journal*
Merlin Sheldrake, Ph.D., Author, *Entangled Life*

10:45 AM – 11:15 AM **Refreshment Break & Book Signing**
Sponsored by: Force Factor
Location: Palos Verdes Prefunction

11:15 AM – 12:00 PM **Uncharted Waters: The Importance of Agility in an Age of Uncertainty**
Moderator: Jessica Rubino, Vice President of Content, *New Hope Network*
Speakers: Katerina Schneider, Founder & CEO, *Ritual*
Pelin Thorogood, Co-Founder & Executive Chairwoman, *Radicle Science*

There is no single path to success, and for these nutrition executives, being determined yet flexible, dogged but still curious, is key to navigating the many variables of today's constantly evolving nutrition industry. Get up close and personal with Kat Schneider and Pelin Thorogood, as they share learnings from careers influenced by fastmoving advancements in science and technology, environmental uncertainties and ever-changing business models. Plus, they'll outline ways that nutrition industry leaders can address the greatest headwinds their businesses will face in 2023—and beyond.

12:00 PM – 12:15 PM **Closing Remarks, Survey and Highlight Video**
NBJ Summit Co-Chairs:
Carlotta Mast, Senior Vice President & Market Leader, *New Hope Network & Informa Markets*
Thomas Aarts, Co-Founder & Principal, *NBA*, Co-Founder *NBJ*

12:15 PM – 1:30 PM **Closing Lunch**
Sponsored by: William Blair
Location: Palos Verdes Terrace

1:30 PM – 3:30 PM **Closing Celebration**
Sponsored by: Pitch Publicity
Location: Catalina Lawn & Terrace

9:00 AM – 4:00 PM **One-on-One Business Networking Meetings**
Sponsored by: Kerry, Inc.
Location: Palos Verdes 6 & 7

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