

Time	Session
7:30-8am	Registration and Continental Breakfast
8-8:15am	Welcome and Introduction
8:15-9:15am	<p>Current Regulatory Status of Hemp-CBD in the Marketplaces</p> <p><i>Sponsored by:</i>  </p> <p>The Food and Drug Administration (FDA) has issued several public statements on its attention to creating a lawful “pathway” for hemp and CBD as ingredients in foods and supplements. This session will help you understand the evolving regulatory landscape for hemp and hemp-derived CBD products by outlining recent actions taken by FDA, the U.S. Department of Agriculture (USDA) and the Federal Trade Commission (FTC). In addition, the regulatory landscape at the State level including class action lawsuits will also be addressed.</p>
9:20-10:20am	<p>Impacts of the U.S.-China Trade and Tariffs Dispute</p> <p>The herbal products and supplement industries have been directly affected by the actions of China and the United States related to ongoing trade disputes. This session will provide examples of how these ongoing disputes are impacting imported ingredients and exports to China of U.S. produced crops and consumer products.</p>
10:20-10:40am	Break

Transition to Aloe Breakout Sessions (Regulatory & Science Focus)

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10:45-11:45am	<p>Sustainability in Company Culture and Practice</p> <p><i>Sponsored by:</i> </p> <p>This session will address how decisions about sustainability practices relate to business management strategies to balance profits and purpose in some leading natural products companies. It will include a panel discussion with representatives from AHPA member companies Aveda, HerbPharm, Traditional Medicinals, and WishGarden Herbs to share insights from their experience on some key elements of executing purpose driven responsible business, and corporate efforts for social and environmental performance and public transparency.</p>
11:50am-12:50pm	<p>Clearly Communicating and Marketing Your Sustainability Solutions to Meet Consumer Expectations</p> <p><i>Sponsored by:</i> </p> <p>This session will present data from consumer surveys on perceptions about various aspects of sustainability such as product packaging and pricing, followed by a talk from your counterpart on how and why they are incorporating sustainability claims on their packaging and/or investing in regenerative agriculture. Other speakers, from different sized organizations, will focus on challenges in collecting sustainability metrics, making changes, and compiling sustainability reports and marketing that are meaningful and effective.</p>
12:50-2:15pm	<p>Lunch + Presentations</p> <p>Protecting Your Intellectual Property</p> <p>How does a company protect itself as consumer demand for more herbal products and supplements grows, and as innovation continues? Is there a role that patents and other forms of intellectual property should play that you should be aware of in order to protect your business and your investment? As you carve out your niche in this evolving and competitive marketplace, are there strategies you've never thought of that should be implemented as a standard operating procedure? Attend this session to find out.</p>

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	<p>A 25-Year Perspective of DSHEA from the Office of Dietary Supplements' Viewpoint Dr. Joseph Betz will provide ODS' perspective of DSHEA over the past 25-years.</p>
2:20-3:20pm	<p>Traditional Medicines and Contemporary Herbal Traditions Many modern cultures have abandoned or marginalized traditional healing traditions, which have historically relied to a large degree on the therapeutic benefits of herbs. However, there are exceptions to this general rule, and this session will feature speakers from India, China, Hispanic and American indigenous tribes who will reflect on the continuing recognition of their herbal "treasures."</p>
3:20-3:40pm	<p>Break</p> <p><i>Sponsored by:</i></p> 
3:40-4:40pm	<p>Supply and Production of Native North American Herbs: Case Studies on Goldenseal, American Ginseng and Osha Industry continues to work with wild collectors, forest farmers, governmental agencies, non-profits such as the AHPA ERB Foundation, scientists and other stakeholders to ensure long term sustainable supplies of valuable botanicals for consumer use. This session will focus on supply and production issues around herbs native to North America which are currently used in botanical dietary supplements, with case studies on goldenseal, American ginseng and osha.</p>
4:40-5pm	<p>Closing Remarks / Overview</p>
5pm	<p>Adjournment</p>

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Aloe Vera Breakout Session

Time	Session
10:45am-12:45pm	<p>Aloe Vera Breakout Session</p> <p><i>Sponsored by:</i> </p>
10:45am-11:45am	<p>Aloe vera Regulatory and Legal Challenges</p> <p>This session will examine current regulatory and legal issues for the aloe vera industry. Presenters will explore regional issues such as the possible regulation of hydroxyanthracene derivatives (HADs) in the European Union, legal issues such as the numerous class action lawsuits for aloe personal care products in the US, as well as the latest on adulteration concerns in the aloe vera market.</p>
11:45am-12:45pm	<p>What's New in Aloe Vera Science and Innovation</p> <p>The science of aloe vera and how that information can translate to commercial products continues to be studied. This session provides a snapshot of current initiatives in aloe vera product innovation and the science initiatives that will support the continued safe use of aloe vera by consumers worldwide.</p>

**Agenda subject to change*

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