

AGENDA

Botanicals Today & Tomorrow



AHPA Botanical Congress
May 16, 2023 | VIRTUAL

TIME	SESSION	SPEAKERS
9:00 AM PT 12:00 PM ET	Welcome & Introduction	Michael McGuffin AHPA
9:05 AM PT 12:05 PM ET	The Supply: Where do all the flowers come from? Factors such as increased consumer demand, the effects of climate change on plant biology, the evolving structure of wildcrafting operations, and current transitions to cultivation have reshaped the botanical supply behind the booming market for herbal supplements and natural products. In this session, Josef Brinckmann (Traditional Medicinals) will share findings from his recent research on medicinal and aromatic plants species (MAPS) in international commercial production and their conservation status. In addition, Edward Fletcher (Native Botanicals, Inc.) will lead a panel discussion on the status and future of wildcrafting in North America.	Edward Fletcher – Moderator Native Botanicals, Inc. Josef Brinckmann Traditional Medicinals Brennan Lincoln Herbal Ingenuity Chuck Wanzer Botanics, Inc.
10:10 AM PT 1:10 PM ET	The Supply: Transitions in herbal crop cultivation Increased demand and accompanying consumer preferences for herbal supplements and natural products has led to transitions in the cultivation of herbal crops. With Steven Yeager (Mountain Rose Herbs) as moderator, speakers from Nektium, Rodale Institute - Pocono Organic Center, and Cultivate Biologics will discuss how they are overcoming challenges in the cultivation of rhodiola, saffron, and hemp. Additionally, John Munsell (Appalachian Beginning Forest Farmer Coalition) will provide insights into how forest farming practices could improve botanical supplies. SESSION SPONSOR: 	Steven Yeager – Moderator Mountain Rose Herbs Arash Ghalegholabbehbahani Rodale Institute - Pocono Organic Center Ryan Jensen Cultivate Biologics John Munsell Appalachian Beginning Forest Farmer Coalition Adriana Regidor Nektium
11:05 AM PT 2:05 PM ET	The Law: “I’m from the FDA, and I’m here to help!” The U.S. Food & Drug Administration (FDA) is charged with protecting the health and food supply of Americans. Recent actions and inaction by the agency, however, need to be examined in the context of FDA’s decades-long pattern of limiting consumer access to dietary supplements and herbal products. Will Woodlee (Kleinfeld, Kaplan & Becker), AHPA General Counsel, will set the stage for industry experts to discuss numerous FDA topics, including GMP enforcement, continuing need for a lawful pathway for CBD, restrictions on marketing of naturally-derived articles previously approved as drugs, and recent amendments to guidance on homeopathic products. SESSION SPONSOR: 	Will Woodlee – Moderator Kleinfeld, Kaplan & Becker; AHPA General Counsel Rend Al-Mondhiry Amin Talati Wasserman Paola Brown Americans for Homeopathy Choice Robert Marriott AHPA Marc Ullman Rivkin Radler
12:20 PM PT 3:20 PM ET	<i>Break</i>	
12:35 PM PT 3:35 PM ET	The Label: Getting to the truth on natural product claims Consumer preference for better business practices has expanded the already complex regulatory landscape for natural product claims. In this session, Asa Waldstein (Supplement Advisory Group) will provide an overview of key considerations for label claims, with Amber Littlejohn (Ice Miller) and Jake Hebert (One Step Closer) expanding on health-related claims and environmental claims, respectively.	Asa Waldstein – Moderator Supplement Advisory Group Amber Littlejohn Ice Miller Jake Hebert One Step Closer
1:20 PM PT 4:20 PM ET	The Market: Money, money, money, money 🍀 The herbal supplement market experienced explosive growth during the pandemic years, 2020-2022. Will that trend continue as consumers remain interested in supporting their health and wellness with natural products, or are marketplace corrections inevitable? Tara Burkley (New Hope) and Claire Morton (Nutrition Business Journal) will present a financial snapshot of the herbal supplement and natural products markets, and Diane Ray (Natural Marketing Institute) will share data from consumer surveys for these product categories.	Tara Burkley New Hope Claire Morton Nutrition Business Journal Diane Ray Natural Marketing Institute
2:05 PM PT 5:05 PM ET	A new face for U.S. cosmetic regulations The Modernization of Cosmetics Regulation Act of 2022 (MoCRA) significantly overhauls the regulatory framework for cosmetic products, with many of the new requirements taking effect on December 29, 2023. MoCRA establishes federal standards for cosmetics with respect to facility registration, safety substantiation, good manufacturing practices, adverse event reporting, and more, with cosmetics soon subject to regulatory oversight by FDA unlike ever before. In this session, Tom Myers and Karin Ross (Personal Care Products Council; PCPC) will provide background and insight on the landmark legislation that PCPC championed from the start as part of their advocacy for cosmetic regulatory reform.	Tom Myers Personal Care Products Council Karin Ross Personal Care Products Council
2:45 PM PT 5:45 PM ET	Closing & Adjournment	Michael McGuffin AHPA