



**Ninth AHPA Botanical Congress
Agenda (Subject to Change)**


May 24, 2021 • 7:30am-3pm
All times listed in Pacific Time Zone

Theme: Botanicals in the Time of COVID



TITLE SPONSOR:



Time	Session	Moderator / Presenter
7:30-8am	Virtual Congress Login and Networking Opportunity	
8-8:10am	Welcome and Introduction	Michael McGuffin , President, American Herbal Products Association (AHPA)
8:15-9am	<p>FDA's Regulatory Adjustment in Response to COVID Last year, in response to the COVID outbreak, the Food and Drug Administration (FDA) prioritized its work and incorporated mechanisms that optimized its inspection operations. Alternative inspectional approaches were implemented to inform FDA investigators on when and where it was safe to conduct prioritized domestic inspections. This session will provide insight on how the Agency expects COVID to affect the botanical industry this year, in terms of inspections; the approval of</p>	<p>Introducer: Michael McGuffin, President, American Herbal Products Association (AHPA)</p> <p>Presenter: Cara Welch, Ph.D., Acting Director, Office of Dietary Supplement Programs (ODSP), Food and Drug Administration (FDA)</p>

	<p>structure/function claims; NDI notifications; and more.</p> <p><i>Sponsored by:</i></p>  <p>ALKEMIST LABS</p>	
9:05-10:30am	<p>The Expanded Marketplace Post-COVID: What Now?</p> <p>In early 2020, companies were prepped for a busy year ahead...and then the COVID pandemic hit. Marketing strategies had to be revised, or scrapped in some instances. Fortunately for many companies in the botanicals industry, business remained solvent, but not without first re-evaluating those marketing strategies in an effort to adapt to a changing marketplace. This session will explore the purchasing power trends between existing customers pre-pandemic and new customers during the pandemic and beyond, as well as the impacts of product branding and social media. Other questions to be considered by the panelists include: Did existing customers purchase other product offerings beyond the usual products purchased in the past? Are companies retaining new customers gained in 2020 at the height of COVID into 2021? How does product branding increase visibility and exposure for companies seeking to retain new customers while continuing to expand its reach within the marketplace?</p>	<p>Moderator: Suzanne Shelton, Managing Partner, The Shelton Group</p> <p>Presenters: Claire Morton Reynolds, Senior Industry Analyst, <i>Nutrition Business Journal</i>; Kristina Tucker, Minister of Commerce & Enlightenment, The Republic of Tea; Graham Rigby, Chief Innovation Officer, Care/of; Amy Summers, Founder & President, Pitch Publicity & INICIVOX</p>
10:30-10:45am	<p>Networking Break</p>	
10:45am-Noon	<p>The Impact of COVID on the North American Traditional Healers</p> <p>The COVID pandemic posed a dire threat to Indigenous communities around the globe. Due to a number of known factors, Indigenous peoples experience a high degree of socio-economic marginalization, which puts them at a disproportionate risk during public health crises like COVID. But, Indigenous peoples are resilient at heart and have fought to save</p>	<p>Moderator: Bill Chioffi, VP Strategic Partnerships and Business Development, Ric Scalzo Institute for Botanical Research, Southwest College of Naturopathic Medicine (SCNM) & Health Sciences; Owner, Botanical Consulting International, LLC</p>

	<p>their communities during this crisis. Attend this session to hear firsthand how the North American Indigenous community handled the COVID crisis.</p> <p><i>Sponsored by:</i></p> 	<p>Panelists: Linda Black Elk, Catawba Nation descendant; Food Sovereignty Coordinator, United Tribes Technical College; Crystal Lee, Ph.D., Founder/CEO, United Natives; John Molina, M.D., J.D., L.H.D., Corporate Compliance Officer for Native Health, Urban Indian Clinic; Jonathan Nez, President, The Navajo Nation</p>
<p>12:05-1:05pm</p>	<p>The Current Herbal International Regulatory Environment Botanicals are deep in the culture of most countries in the world. This creates both significant opportunities and also challenges in marketing products globally. What is the current thinking of governments on botanical supplements? How may this impact the evolution of regulatory frameworks, and therefore the future marketing environment?</p> <p><i>Sponsored by:</i></p> 	<p>Introducer: Chi Hee Kim, Senior Director, Global Government Affairs, Herbalife Nutrition</p> <p>Presenter: Simon Pettman, Executive Director, International Alliance of Dietary/Food Supplement Associations (IADSA)</p>
<p>1:05-1:15pm</p>	<p>Networking Break</p>	
<p>1:15-2:45pm</p>	<p>Maintaining a Sustainable Supply Chain This session will address ways to maintain a resilient and sustainable supply chain that will aid the industry in emerging from COVID much healthier. This includes making sure that the farmers and workers whose lives were disrupted due to COVID are kept as safe as possible moving</p>	<p>Moderator: Michael McGuffin, President, American Herbal Products Association (AHPA)</p> <p>Panelists: Ettore Milano, Medicinal Plants Purchasing Director, Indena; Danielle Kruse,</p>

	<p>forward as companies ramp up supply to meet demand in 2021 and beyond. With upended supply chains, what was normal before is no more. How critical is supply chain transparency when there is no endless supply of product, but there is a great demand from consumers, and vulnerability on the collecting side? Attend this session to hear a discussion on these topics, as well as case studies on how demand has affected the supply of popular botanicals such as elderberry extracts and <i>Echinacea</i>.</p> <p>Sponsored by:</p>  	<p>West Farm Site Leader & Manager, Trout Lake Farm, LLC; Edward Fletcher, President, Native Botanicals, Inc.; David Solomon, President, BDS Natural Products; Josh Schneider, CEO, Cultivaris Hemp LLC; Brandon Stolar, Sales Manager, Indena USA</p>
2:45-3pm	Closing Remarks / Overview	Michael McGuffin , President, American Herbal Products Association (AHPA)
3pm	Adjournment	

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