



**CANDIDATES FOR THE
2022 ELECTION OF THE AHPA BOARD OF TRUSTEES
MARCH 9, 2022**

The following representatives of AHPA Active Members are standing for election to the AHPA Board of Trustees for three-year terms (2022-2025). Candidate Statements for each are attached on the following pages.

CANDIDATE	AHPA ACTIVE MEMBER COMPANY
Jen Johansen	Cyanotech
Mark Jost	Gemini Pharmaceuticals
Nils Mueggenburg	Mueggenburg Farms
Sara Newmark	True Grace
Garry Pay	Beachbody
Leah Porter, Ph.D.	Naturex
Graham Rigby	Care/of
Beth Moore Roberts	MegaFood
Ben Smart	Nutrabolt
Jeremy Stewart	Gaia Herbs
Alessandra Storzini	Indena
Sarah Vito	Yellow Emperor

All AHPA Active Members in good standing have the right to vote in this election and have been provided with voting instructions in separate communications. Please contact Stanley Cowan (scowan@ahpa.org) at the AHPA office (301-588-1171, ext. 102) if you have any questions about this election or the voting process.

AHPA Board of Trustees – Candidate Statement

February 2022

Aloha, I'm Jen Johansen an Executive with Cyanotech Corporation a microalgae based dietary supplement company in Hawaii. AHPA has been a mainstay in the naturals product industry. Throughout the years I have looked to AHPA and its leaders for guidance and collaboration with confidence. AHPA's leadership and members are highly engaged, knowledgeable, and successful. It would be a great privilege to participate as a Board Trustee for this organization.

I believe that I would bring unique experience and perspective to the Board, coming from the algae sector and for having almost 20 years of experience in Quality, Regulatory & Government Affairs for a publicly held company that is vertically integrated from farm to consumer brand.

Over the years, I led Cyanotech to becoming the first 3rd party GMP certified microalgae company in 2007. Since 2012, I worked with industry leaders to develop the next generation of congressional champions for the natural products industry. I have lobbied on the State and Federal levels to promote access to wholesome dietary supplements and have supported inclusion of supplements in the SNAP benefit program.

I am currently a member of AHPA's Government Affairs & Sustainability Committees. I am a Board Director for the Kona Kohala Chamber of Commerce, and the current Chair of the Algae Biomass Organization, where I've worked to promote the mission to harness the foundation of life to sustain it. The organization has been pivotal in highlighting algae's ability to capture carbon dioxide and in achieving federal grant money for research and development.

I am also a member of the Regulatory Affairs Professional Society and am a Preventive Controls Qualified Individual. I'm passionate about the environment, health, wellness, and our industry.

Again, it would be a privilege to serve on AHPA's Board. I appreciate your consideration.

Sincerely,



Jen Johansen
VP of Quality, Regulatory & Government Affairs
jjohansen@cyanotech.com



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631-543-3334 - 631-543-3335 - www.geminipharm.com

Mark Jost

Intent to Stand for Election to the AHPA Board of Trustees

I was first introduced to AHPA back in 1999 when I was at NSF and Michael McGuffin served on the first NSF dietary supplement joint committee for what later became NSF/ ANSI Standard 173. Thru the ensuing years, I have watched AHPA become the leading organization dedicated to the protection and advancement of botanical and herbal products.

My experience and interest in AHPA's work comes from a different and unique perspective than many on the Board. After working at NSF for years and spearheading the implementation of the 173 Standard, I became the Vice President of ChromaDex over the analytical laboratory. From there, I witnessed all facets of the supplements industry - from high quality, no compromise products to ones that were not even close to meeting label claims. This led me to a greater appreciation of the initiatives that AHPA was promoting and allowed me to better understand the importance of AHPA's efforts to improve all aspects the industry.

As Sr Vice President at Gemini Pharmaceuticals, a contract development and manufacturing organization, I am dealing with customers and suppliers to design the best possible supplements on a daily basis. During my time in the industry, I have probably interacted at some level with just about every US supplier of botanicals and herbs – most of whom are AHPA Members.

AHPA's mission is even more apparent to those of us involved with AHPA's various committees and initiatives. I have had the pleasure of knowing and interacting with many of you as an active member of AHPA's



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Analytical Labs Committee,
Sports Nutrition Committee, and
Botanical Raw Materials Committee.

Additionally, during the past year, I've had the privilege of being an Assigned Trustee to the AHPA Board.

Also, I continue my involvement with both the NSF Joint Committees for Standard 173 – Dietary Supplements and for Standard 455-2 - Auditing of Dietary Supplement Operations, and I'm sure that I can provide the Board with a unique point of view on the direction the industry is taking.

I am confident my experience would complement that of other Board members and bring a different perspective to the executive group. The mission to grow AHPA's reach and influence is a journey and not a sprint, and I am committed to work with the Board to continue on this chosen path.



January 14th, 2022

AHPA Board of Trustees Candidate Statement

Dear Fellow AHPA Members,

It is a great privilege to submit my candidacy for the AHPA Board of Trustees for the 2022 election. My name is Nils Mueggenburg and I have been a member of AHPA since 2015 and a member of the Botanical Raw Material Committee since 2018. Presently I am the CEO of Mueggenburg Farms, Inc. in Oregon.

I am the 4th generation of my family in the herbal trade and growing up in the botanical world is a big part of who I am today. As a child, summer vacations were centered around visiting suppliers and customers, and throughout my teenage years the holidays were spent working in the mill or warehouse. Later, while completing my graduate studies in Germany, I was working for Mueggenburg in Germany, learning in depth the various aspects of the business - quality, purchasing, sales, as well as milling. Early and frequent travels to trade shows, suppliers, and customers also gave me a strong understanding of the wide-ranging complexities of the herbal industry.

In 2017, I moved to the United States to establish and operate Mueggenburg Farms, Inc. to supply organic and non-organic botanical ingredients to the North American market. With the company being new, we proceeded to establish SOPs, training plans, and quality systems, while improving the facility infrastructure to meet modern customer and regulatory standards. In 2019/20, I oversaw a major overhaul of our milling operation in addition to offering in-house sterilization services. Our facility and team of 12 employees have since successfully completed multiple 3rd party certification and FDA audits.

While continuing to establish Mueggenburg Farms as a botanical supplier and processor, I have also been involved in the wild harvesting of botanicals in North America. This includes various partnerships, most notably in Appalachia, where through the Appalachian Herbal Company I have built an understanding of the unique dynamics of the wildcrafting market – from both the perspective of the harvesters and manufacturers.

A large part of my role in the herbal industry is to be a bridge between the farmers/collectors and the companies in the tea, extract, and dietary supplement industries. Combined with leading a small manufacturing company, my role in the market has provided me with a holistic understanding of the botanical market from an analytical, commercial, and environmental standpoint.

As your elected AHPA Board Member, I will strive to be a balanced voice for the herbal market's stakeholders. I strongly believe that for long-term success of the natural products industry, vested interests between growers, harvesters, manufacturers, laboratories, and end-users both in the US and overseas need to be aligned as much as possible. It would be an honor to share my experiences in both the US and European markets to support the herbal industry prosper today and for generations to come.

I sincerely thank you for your consideration.

Best regards,

Nils Mueggenburg
Mueggenburg Farms Inc, CEO



true grace®

My name is Sara Newmark and am the COO of True Grace, a new brand of nutrient-dense supplements formulated to improve the health of body and planet for generations to come.

I have been working in the supplement industry for over 15 years, and during that time I became an advocate for the power of business to make lasting, systemic change.

I began my career at New Chapter, where I was responsible making sure the company kept true to its mission. That included leading the company through Non-GMO Project Verification for the entire line of products, which was a first in the industry. I helped start Sacred Seeds, a non-profit with the goal of preserving medicinal plants and seeds in their natural environment. It was also during that time that I began visiting herb farms across the world. Traveling to India, Morocco, China, and throughout the US meeting and learning from our farm partners. I saw how turmeric farmers in India removed their shoes before tending the land, to honor the plant they revere so much. I traveled into the mountains of Morocco to visit farmers who were wild-harvesting rosemary. I learned what to watch out for, and how to make sure we were sourcing with ethics and conservation in mind.

I already had a love for the herbal world. It was in those years where I fell in love with the farmers and families responsible for making it possible for us to engage in the herbal trade, making supplements for others who have come to use herbs in their daily lives.

It was also during that time that I came to learn about regenerative agriculture. On a visit to The Rodale Institute, first time I understood the connection between soil and atmospheric carbon, and the opportunity we had right under our feet. If we could draw down enough excess carbon from the atmosphere into our soils, it could save us from the climate disaster we were racing towards. From that moment, my work shifted from sustainability towards regeneration.

After New Chapter, I served at VP of Social Impact at Mega Food and had a similar focus of my work. There I helped build a global standard of regenerative agriculture and built roadmaps for the transition of the supply chain towards a more regenerative one.

I then brought my diverse experience and leadership to True Grace, where I work to improve the health of communities, farmers, people, and planet by committing to doing business regeneratively. Our vision is to be the source that individuals seek to regenerate the health of people and planet through nutrient-dense and life-changing supplements.

In addition to my professional experience, I am Board Co-Chair for Green America, a large national non-profit with the mission to harnesses economic power—the strength of consumers, investors, businesses, and the marketplace—to create a socially just and environmentally sustainable society.

Personally, I live in Brattleboro, Vermont on a 10-acre organic and regenerative farm with my husband and two kids. My family also has an eco-lodge in Costa Rica, Finca Luna Nueva Farm, which is a teaching center for regenerative agriculture.

Sara Newmark

SARA NEWMARK
COO



Garry Pay
Candidate Statement
2022 AHPA Board of Trustees

Dear Fellow AHPA Members,

I am excited to run for election to the AHPA Board of Trustees and again have the opportunity to serve our industry as a member of the AHPA Board. I am grateful for the opportunity I've had to serve on the Board the last 3 years and have served various terms as a member of the AHPA Board over the last 21 years, including as Vice-Chair. I hope that you will support me in continuing to serve our industry as a member of the AHPA Board.

AHPA is a vitally important advocate for our industry in these changing and challenging times. It is well positioned as a reasonable voice in this industry while at the same time aggressively advocating on issues that are critical to the future of our industry and protecting the freedoms of consumers to choose health promoting herbal and nutritional products.

I've been a part of the industry since 1996, beginning while in law school, through my time in private practice and as corporate counsel for various supplement companies. I've been active on a number of industry initiatives and have testified on behalf of industry at public hearings at the state and federal level, worked with members of congress and the senate, as well as regulators, on issues that impact our industry. I've worked closely with AHPA on many important issues impacting the dietary supplement industry and have seen the impact that AHPA can have to turn the tide on a given issue and help put in place responsible regulation for our industry.

Since the passing of DSHEA, we've had detractors who seek to tarnish the industry. It is vital that we all work together to combat the misperceptions by constantly improving the quality of our products and letting the public know that we are a responsible and regulated industry. AHPA is a great vehicle to get that message out. It does an amazing job of establishing forward thinking policies and guidance for industry, providing training in areas like cGMPs, developing important publications like the Botanical Safety Handbook and Herbs of Commerce, and helping to protect our interests through public comments to many state and federal regulatory initiatives. I have enjoyed the opportunity to serve on AHPA committees to help develop these important comments and industry positions and truly like working with the other members of AHPA and the AHPA Board on these critical issues.

I would love to continue to lend my voice and assist AHPA in these many endeavors and continue being an active member of the AHPA Board of Directors. Thank you for considering me for election to the AHPA Board of Trustees, I appreciate your support.

Best Regards,

Garry Pay
EVP Legal Regulatory Affairs



Candidate Statement re Qualifications and Motivation for AHPA Board of Trustees membership
(January 2022)

Three years ago, I sought election to AHPA Board of Trustees to positively contribute to AHPA's mission; I now seek re-election to continue steady participation (and results) as we commemorate AHPA's 40 years of advocacy.

I begin by thanking AHPA members for electing me to the AHPA Board of Trustees ('Board') in 2019. (Even while battling nerves during my Candidate statement, I was convinced at my very core that seeking Board membership was the right thing to do).

Three years later, I remain confident that AHPA powerfully supports the responsible commerce of herbal and natural products, and it is worthwhile to work to further the AHPA mission in a credible way, responsibly utilizing the resources and reputation of the staff and membership.

I am fortunate to work for a company that recognizes the value of industry trade associations, encouraging active participation. With our portfolio of plant extracts and natural ingredients across the food, beverage, nutrition and health sectors, we are firmly committed to advancing the supplements and herbal products industries, partnering with AHPA to improve market opportunities and ensure consumer access to safe herbal products.

To that end, I've had the privilege of serving on task forces and committees (e.g., President's Review, Government Affairs, Diversity & Inclusion Task Force (now Committee)), while encouraging my colleagues from different functions to participate in other committees (Sports Nutrition and Botanical Raw Materials).

During my first Board term, I have had a 'front-row seat' to AHPA's core competencies – **advocacy** with federal and state agencies, **stakeholder** cooperation, **education** with webinars and conferences – **engagement** in a consensus fashion for the good of the industry.

I wish to continue actively making a difference on behalf of our members and the herbal products industry at large, and so I ask for your vote.

Leah Porter, Ph.D.
leah.porter@givaudan.com

Naturex, part of Givaudan



My name is Graham Rigby and I hereby submit my Intent to Stand for Election for the AHPA Board of Trustees. I work for Care/of, a digitally-native, growing dietary and nutritional supplement manufacturer. My official title Chief Innovation Officer and I oversee multiple functions for the company (Product Strategy, R&D, Regulatory & Scientific Affairs, Business Development, Retail, etc.). My responsibilities span many areas including clinical science and validation, formulation & product development, retail & business development, claims substantiation, sourcing & partnership development, process engineering and lab services & validation.

Care/of (takecareof.com) is a health and wellness technology firm committed to helping consumers build healthy habits through multiple physical and digital interventions - including startup offering personalized daily vitamin packs. Our technology makes it possible for people to get custom vitamin recommendations based on their diets and health goals, which we deliver in convenient daily packs and powders (collagen, protein, etc.). We aim to help people feel empowered to make the right choices for their health by being transparent about the research backing up our recommendations and the quality of our products. Care/of launched in 2016 and is based in New York City. I will bring to the AHPA BoT the experience of traditional retail combined with knowledge from the operations of an online based firm as the industry continues to move more and more online.

I have extensive experience within the natural products industry and in dietary supplements specifically with a strong working knowledge of regulations (including cGMP, NDI, Organic, Non-GMO, etc.) and the issues companies face in complying with the multitude of federal, state and 3rd party certifier regulations.

I am passionate about dietary supplements in general and herbs and herbal products specifically. I think both play a key role in the real health care solution: promoting supporting health, wellness and longevity through proactive approaches vs reactive/treatment approach.

I served on the AHPA board multiple times. I am proud to have served our industry in this capacity and served as Chair, was a member of the Executive Committee, Government Relations, Finance and Governance and other committees and have taken part in multiple task forces of interest to the association I pledge my energy, effort, and experience to AHPA if I am elected to serve again on the board.

On a personal level, I'm a husband and father who follows a natural and organic lifestyle. I am happiest when I am in nature and spend much of my free time hiking with my family and our dog, coaching baseball, fat biking or road cycling the wonderful landscapes of New England.

Thank you in advance for your consideration of my application and for your support of AHPA and its critical mission.

Sincerely,

Graham Rigby
Chief Innovation Officer, Care/of

Greetings! I am Beth Moore Roberts, Director of Regulatory Affairs at MegaFood.

First I want to thank AHPA for all it does to support herbal products and the resources it provides.

Growing a successful herbal products business has not gotten easier. Supply chains are extremely stressed. Class action litigation in the dietary supplement and food industries is at an all time high. What FDA chooses to enforce and not enforce is both confusing and frustrating. There are bad actors out there giving our industry a bad rap, and new companies who are revolutionizing the marketplace. Retailers are requiring more of us. Watchdog groups, such as LabDoor and Clean Label Project, are adding even more complexity. It's no wonder consumers seem suspicious. I know I'm not the only one dealing with these challenges, many of us are. I'd like to join the AHPA Board of Trustees to contribute to finding solutions, together, for the betterment of our industry and for my own company.

My motivation to participate as a Trustee is to help ensure a healthy future for herbal products, whether through education and training, influencing regulators or thinking ahead to the future, so we're not just reacting to the past and present. I believe there are positive and productive ways to self-regulate, which most of us agree is a better path for consumers and companies.

My qualifications are 14+ years experience helping dietary supplement companies understand and navigate through US and Canadian regulations to develop successful strategies for growth. I started at New Chapter, first in Sales then in Quality & Regulatory, where my focus was growing the international business. There I became an expert on Canada's NHP regulations and gained experience with the requirements of countries in Europe and the Middle East. After 8 years there I went to work for Pharmavite, where I hired and developed a large team of regulatory specialists, streamlined processes and guided the NatureMade brand to develop natural products and get organic certification. After 3 years there I left to become Director of Regulatory at MegaFood.

In all these years I have learned much - sometimes the hard way - beyond knowledge of the rules and how to comply with them. My experience ranges from advising new product development teams, crafting compelling claims language, determining standards of evidence and creating specifications that balance safety, compliance and business sense. As a leader I am a pragmatic, solution-oriented collaborator who seeks to help the business achieve its goals and I develop regulatory teams to provide nuanced guidance balanced with savvy business acumen. I hope to offer these things and more to serve AHPA to the best of my abilities.





January 11, 2022

American Herbal Products Association
8630 Fenton Street, Suite 918
Silver Springs, MD 20910

Dear Michael, AHPA Staff, current Board Trustees and fellow AHPA members:

It is with great enthusiasm, that I hereby declare my intent to stand for elections to the AHPA Board of Trustees. It has been my pleasure to be a part of The Board over the last few years and in working side-by-side with each of the other trustees and AHPA staff, I have learned so much. As a representative of Nutrabolt, I have enjoyed interacting with many of you and on behalf of our company, express how important we feel the work that AHPA conducts is for the entire industry.

I currently hold the position of Senior Vice President, Product Operations & Compliance at Nutrabolt and am responsible for the overall strategy and execution of Regulatory and Quality Compliance. I have been a part of the broader health and consumer goods industry for over 20 years, with a range of industry experience and have worked for many different types of companies. Over the years, have successfully built, developed, and managed multiple Regulatory, Quality, Product Development and Project Management departments, which have had a direct and positive impact on the growth of all the businesses I have worked for.

As a member of the AHPA Board of Trustees, I am confident that I can continue to bring a unique perspective and help represent the responsible sports nutrition industry in a way that will be of benefit to all of us. I believe that my previous work experience, as well as my service as a board member for other industry trade associations, make me an asset to AHPA and its members and I am committed to dedicating the time and effort needed, to support each one of you and our collective goals, so that together, we can continue to do amazing work.

I would very much appreciate your vote of confidence in me, during the AHPA 2022 Board of Trustees elections.

Sincerely,

A handwritten signature in black ink that reads 'Ben Smart'.

Ben Smart

Senior Vice President, Product Operations & Compliance



Connecting
Plants & People™

Jeremy Stewart, Ph.D.
Gaia Herbs, Inc.
101 Gaia Herbs Road
Brevard, NC 28712
djs@gaiaherbs.com

February 3, 2022

Dear AHPA Members,

My name is Jeremy Stewart, and I serve as chief scientist and vice president of scientific affairs for Gaia Herbs, Inc. It is my intention to run for re-election to the AHPA board. My main motivation for seeking re-election to the AHPA board is to participate in the process of affecting dietary supplement regulations. The AHPA plays an important role in balancing the expectations of regulating bodies with the reality of manufacturing to ensure consumers have access to quality natural products for wellness, and this balance contributes to market stability. Gaia has been a longtime supporter of the AHPA's mission, and it would be an honor to represent Gaia and pharmacognosy by serving on the AHPA board.

In appreciation,

Jeremy Stewart, Ph.D.
Chief Scientist and VP Scientific Affairs
Gaia Herbs, Inc

January 19, 2022

Candidate's Statement

This is the third time I submit a statement of intent to stand for the AHPA Board of Trustees on behalf of Indena and I'm honored to do that. The last two times I was elected, I hope to reach the same result also this time 😊.

Headquartered in Milan (Italy), Indena is a privately held company with 4 production sites and 5 international branches throughout the world (for US the office is located in Seattle - WA) and it manages sales in more than 80 countries. Indena is a recognized leading supplier of botanical extracts used as dietary supplement ingredients and in 2021 it celebrated 100 years of activity, all spent in the amazing world of botanicals working to support their science, quality, safety and efficacy, with an eye on sustainability and social responsibility.

Since 2009 I've been the Strategic Regulatory Affairs Manager and I've dealt with regulations in the different Countries in order to help our customers, from a regulatory point of view, to use our botanical extracts in their dietary supplements.

I already represent Indena in the European Trade Association AESGP and in the Italian Trade Associations FederSalus and Assoerbe, moreover in US I deal with UNPA and CRN and, as said, I've been in the AHPA Board of Trustees for the last six years.

I am pleased to offer again my services to the AHPA Board of Trustees. I'm confident that I, along with the support of my colleagues in Italy, can contribute to the goals and objectives of the Board.

Sincerely,

Alessandra Storzini



PO Box 2631
Eugene, OR 97402
www.yellowemperor.com

January 24, 2022

Fellow AHPA Members,

I am Sarah Vito and I am the Director of Business Development for Yellow Emperor. We are a contract manufacturer of liquids, including dietary supplements, foods, and personal care products for both people and animals. As a benefit corporation, we use the power of business to help solve social and environmental problems. I have worn many hats over the 11 years that I have worked at Yellow Emperor and within this industry, from Office Administration and Purchasing to Sales and General Management. The company has grown exponentially since I started and I am privileged to work with great team of people.

My intention to run for the Board again this year was inspired by a meeting I had with AHPA's Member Services Manager, Rachel Haas during Supply Side West in 2021. I was reflecting about my beginnings at Yellow Emperor with her, it struck me: my career wouldn't be where it is today without the tools provided by AHPA.

I have long been an advocate for AHPA. As a part of my role, I vet all incoming sales leads and regularly speak with newcomers to the industry, from folks who don't realize this industry is regulated by the FDA to those who just don't know where to start. As many of us know, AHPA is a great launch pad of understanding about what is possible and changing in the industry.

My interest in participating as a board member comes from my desire to support AHPA's work in the industry beyond my current participation in the Sustainability, Government Relations, Diversity & Inclusion, and Cannabis Committees. I have been a beneficiary of the valuable work that AHPA does to help our industry self-regulate beyond the GMPs. Therefore, I want to "pass the buck" and help more businesses strengthen themselves with all of the knowledge AHPA has to share.

Thank you for your consideration,

Sarah Vito
Director of Business Development
Yellow Emperor
sarah@yellowemperor.com