

**American Herbal Products Association's  
10<sup>th</sup> Botanical Congress**



**Tuesday, August 16**  
9am-2pm PT / 12-5pm ET

**VIRTUAL**

**Wednesday, August 17**  
9am-1pm PT / 12-4pm ET

**With Gratitude to the Sponsors of AHPA's 10<sup>th</sup> Botanical Congress**

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TIME	SESSION	PRESENTER(S)
<b>9-9:10am PT</b> 12:00-12:10pm ET	<b>Welcome &amp; Introduction</b> Welcome to Day 1 of AHPA's 10 <sup>th</sup> Botanical Congress: A Day of Inspiration & Aspiration.	<b>Michael McGuffin</b> President, American Herbal Products Association (AHPA)
<b>9:15-10:10am PT</b> 12:15-1:10pm ET	<b><u>PANEL DISCUSSION:</u> Climate Change is Real: Case Studies on How the Environment is Impacting Your Herb Supply</b> According to the U.S. Environmental Protection Agency (EPA), the global average temperature increased about 1.8°F from 1901 to 2016. One-or-two-degree changes in the average temperature can cause potentially dangerous shifts in climate and weather, and result in what EPA defines as climate change impacts – visible ways that climate change is affecting Planet Earth. This engaging panel will provide real world examples of how these climate change impacts are affecting botanical supply chains.  <i>This session is sponsored by:</i>  <b>nammex</b> Organic Mushroom Extracts	<b><u>MODERATOR:</u></b> <b>Bill Chioffi</b>  Chief Strategy and Innovation Officer, Nammex <b><u>PANELISTS:</u></b> <b>Cindy Angerhofer</b>  Executive Director of Botanical Research, Aveda <b>Nate Brennan</b>  Purchasing & Sales Manager, Pacific Botanicals <b>Rachel Doty</b>  Supplier Verification & Supply Chain Manager, Meridian Trading <b>Jan von Enden</b>  Head of Group Sustainability, MartinBauer Group
<b>10:10-10:25am PT</b> 1:10-1:25pm ET	<b>Networking Break</b>	
<b>10:25-11:10am PT</b> 1:25-2:10pm ET	<b>TBA</b>	
<b>11:15am-12:10pm PT</b> 2:15-3:10pm ET	<b><u>PANEL DISCUSSION:</u> It's Time to Listen</b> Planet Earth: it's the only home we have. This thought-provoking session will feature leaders of tomorrow who will provide their points of view on what we can all do today to effect change in this place we call home.	<b><u>PANELISTS:</u></b> <b>TBA</b> <i>Youth and climate activists passionate about the state of Planet Earth</i> <b><u>DIRECTOR:</u></b> <b>Mark Foster</b> Brand Director, Bollinger Motors

TIME	SESSION	PRESENTER(S)
<b>12:15-1pm PT</b> 3:15-4pm ET	<b>What Consumers on Planet Earth Want: Dietary Supplement &amp; Herbal Product Market Trends</b> Dietary supplement and herbal product industry growth fueled by pandemic-induced consumer demand for naturally-derived wellness and functional ingredients shows no signs of slowing down. In addition, sustainability and transparency remain top of mind as consumers shop the thousands of products and brands available to them in-store and online every day. Tune into this session for a look at the latest data and trends in the dietary supplement and herbal product categories, with presentations by experts from New Hope and SPINS.  <i>This session is sponsored by:</i> 	<b>PRESENTERS</b> <b>Tara Burkley</b>  Strategic Business Development Director, New Hope Natural Media  <b>Caroline Davidson</b> Director, Channel Partnerships, SPINS
<b>1:05-1:55pm PT</b> 4:05-4:55pm ET	<b>TBA</b>	
<b>2pm PT</b> 5pm ET	<b>Adjournment</b>	<b>Michael McGuffin</b> President, American Herbal Products Association (AHPA)

TIME	SESSION	PRESENTER(S)
<b>9-9:10am PT</b> 12-12:10pm ET	<b>Welcome &amp; Introduction</b> Welcome to Day 2 of AHPA's 10th Botanical Congress: A Day of Action designed to provide practical tools to conduct an environmental audit of your business.	<b>Michael McGuffin</b> President, American Herbal Products Association (AHPA)
<b>9:15-10am PT</b> 12:15-1pm ET	<b>PANEL DISCUSSION: How to Conduct an Environmental Audit for Your Organization</b> As your company's sustainability practices develop, it's essential to conduct an internal audit of your organization by analyzing current business practices and setting new goals and targets. Attend this session to learn how industry leaders are integrating these processes in their facilities and operations.  <i>This session is sponsored by:</i>  your partner in plant-based ingredients	<b>MODERATOR:</b> <b>Erin Smith</b>  VP of Herbal Science & Research, Banyan Botanicals <b>PANELISTS:</b> <b>Tod Gimbel</b>  Sr. Vice President Global Government Affairs, Herbalife Nutrition  <b>Additional Panelists TBA</b>
<b>10:05-11am PT</b> 1:05-2pm ET	<b>Becoming a Zero Waste Certified Facility</b> Zero waste certification is an effective method of delivery to the consumer that a company and/or its products are environmentally conscious with a keen focus on being eco-friendly at the highest level. Certifications show total commitment to zero waste. Take note as Mountain Rose Herbs and Gaia Herbs share their journey to becoming zero waste certified facilities.	<b>PRESENTERS:</b> <b>Shawn Donnille</b>  Owner & CEO, Mountain Rose Herbs <b>Alison Czczuga</b>  Director of Social Impact and Sustainability, Gaia Herbs
<b>11-11:15am PT</b> 2-2:15pm ET	<b>Networking Break</b>	
<b>11:15am-12pm PT</b> 2:15-3pm ET	<b>KEYNOTE PRESENTATION: Humans as Agents of Dispersal, Propagation, and Reciprocity</b> How do we reestablish relationships with the natural world and, once again, see ourselves as agents of positive change? Join Linda Black Elk as she discusses her own journey as part of a living landscape, and listen in as she gives tips gathered from years of visiting with elders and other knowledge holders who still maintain close ties with our non-human relatives.	<b>KEYNOTE SPEAKER:</b> <b>Linda Black Elk</b> Catawba Nation Descendant; Food Sovereignty Coordinator, United Tribes Technical College

**A Day of Action**

IME	SESSION	PRESENTER(S)
<b>12:05-1pm PT</b> 3:05-4pm ET	<p><b><u>PANEL DISCUSSION:</u> The Movement Toward B Corp Certification</b></p> <p>B Corp certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. B Lab is the nonprofit entity that was created to certify B Corporations. Attend this session as AHPA members share their journey in becoming B Corp certified. A representative from B Lab will guide the conversation and provide insight about the certification process.</p>	<p><b><u>MODERATOR &amp; PRESENTER:</u></b> <b>Max Hayes</b> Evaluation Specialist, Business Development, B Lab</p> <p><b><u>PRESENTERS:</u></b> <b>Alexis Durham</b>  Director of Botanical Affairs, Herb Pharm</p> <p><b>Erin Smith</b>  VP of Herbal Science &amp; Research, Banyan Botanicals</p> <hr/> <p> <b>AHPA Member</b></p>
<b>1pm PT</b> 4pm ET	<p><b>Adjournment</b></p>	<p><b>Michael McGuffin</b> President, American Herbal Products Association (AHPA)</p>