

## Education Sessions at SupplySide East 2024:

### ***Monday, April 15***

- **Professional development workshop at Courtyard by Marriott**
  - Time: TBD (3 hours)
  - Location: Courtyard by Marriot
  - Description:
    - The best businesses run with efficiency, organization, and most importantly, humanity. Join us for a professional development workshop as we explore what it means to lead effectively, how good communication (especially tough conversations) is the glue that holds a workforce together and how personal connection is the best way to influence change.

### ***Tuesday, April 16***

- **Trends: Navigating the future: Adapting to evolving trends**
  - Time: 9 – 11am
  - Location: Courtyard by Marriot
  - Description:
    - *9 – 10am*: Success in the supplement and healthy food and beverage industries hinges on the ability to adapt formulations to evolving trends and consumer preferences. By staying abreast of scientific advancements, understanding consumer insights, embracing innovative product formats and prioritizing sustainability, businesses can position themselves for continued growth and success in this dynamic marketplace. In this session you will learn from experts at Nutrition Business Journal and other market trend aficionados about the white spaces available for future product success.
    - *10 – 11am*: Building upon the information from the previous hour, the second hour of this session will look at trends from brands' perspectives. We'll hear from scientists, formulators and marketers about how they take new ideas and turn them into products. We'll discuss the challenges and successes of integrating sustainability, the advancements of technology and science and what's winning in today's landscape, both in food and beverage and nutritional supplements.
- **Microbiome: Strain-specific research is expanding the microbiome universe**
  - Time: 11:15am – 12:15pm
  - Location: Education Theater in the Meadowlands Exposition Center
  - Description:
    - Moderator: Hank Schultz



scientific and strategic recommendations for creating a trustworthy women's product.

- **Food & Beverage: The key ingredient: Leveraging functional ingredients to power F&B products**
  - Time: 3 – 4pm
  - Location: Education Theater in the Meadowlands Exposition Center
  - Description:
    - Moderator: Heather Carter
    - This robust roundtable discussion serves to expand your knowledge of trending functional ingredients primed to advance food and beverage products. The expert panel will focus on the latest developments in plant-based innovation, natural colors and flavors, upcycling and more. They'll also share their best practices using functional ingredients in applications ranging from confections to energy and wellness beverages. The audience will be encouraged to participate in a Q&A discussion.

### ***Wednesday, April 17***

- **Sports nutrition: Active nutrition from the gamer chair to the yoga mat and sports field**
  - Time: 9 – 10am
  - Location: Courtyard by Marriot
  - Description:
    - Moderator: Cassie Smith
      - *9 – 10am*: The always-innovative sports nutrition category is enjoying a groundswell of expansion thanks to consumer acceptance of active nutrition—not just strength and muscle-building but vitality and vibrance in day-to-day pursuits like yoga and hiking. In this session, we will cover the gamut—traditional sports nutrition ingredients for athletes like protein, creatine and beta-alanine—and discuss other bioactives for active well-being like ashwagandha, curcumin and cordyceps mushrooms.
      - *10 – 11am*: The second hour will be dedicated to energy—the swelling sports nutrition market pie wedge and the innovation happening because of it. And we can't talk about energy without also bringing up gaming. We'll discuss the growing evidence-based portfolio of branded esports products from leading ingredient suppliers and chat through opportunities for future growth.
- **Supply chain: Supply chain threats and opportunities**
  - Time: 10:45 – 11:45am

- Location: Education Theater in the Meadowlands Exposition Center
- Description:
  - Moderator: Hank Schultz
  - In this era of wars, inflation, geopolitical uncertainty and climate change, global supply chains are under increasing threat. This session features a panel of subject matter experts who will lay out the major disruptions and what companies can do about them—in particular, what alternatives are available if firms want to lessen their reliance on China as a source of supply—we'll take a closer look at India, New Zealand, and other countries joining the supply chain. Join us for what's certain to be an enlightening look into the future of our industry.
  
- **Healthy Aging: Longevity ingredients that add health to one's years**
  - Time: 12 – 1pm
  - Location: Education Theater in the Meadowlands Exposition Center
  - Description:
    - Moderator: Todd Runestad
    - Longevity science is demonstrating efficacy of supplement ingredients that are being shown to add years to one's life—really. From resveratrol to alpha-keto-glutarate, nicotinamide adenine dinucleotide (NAD+) to nicotinamide mononucleotide (NMN), natural bioactives are being shown to extend life span and improve health outcomes. Related is the new concept of inflammaging—the gateway to added life span. Come hear the state of the market, the opportunity and the ingredients at play in life extension.
  
- **Regulatory: The evolving regulatory landscape: Strategies for success**
  - Time: 1:15 – 2:15pm
  - Location: Education Theater in the Meadowlands Exposition Center
  - Description:
    - Moderator: Jon Benninger
    - In the face of an ever-changing regulatory landscape, supplement companies must adapt and be proactive. Building relationships with regulatory agencies, staying informed of emerging regulations and actively participating in industry initiatives are essential strategies for success. By working together, trade associations and brands can effectively navigate the regulatory maze and ensure the continued growth and prosperity of the supplement industry. During this session, you'll be invited to participate in a trade organization

roundtable. FDA will also provide an update on its dietary supplement oversight and activities.

- **Kratom/CBD/Mushrooms: FDA on kratom, CBD and mushroom supplements: Where formulation and regulations collide**
  - Time: 2:30 – 3:30pm
  - Location: Education Theater in the Meadowlands Exposition Center
  - Description:
    - Moderator: Todd Runestad
    - FDA is in a curious position regarding a few notorious ingredients that have gained quite a consumer following. The three “bad boy” ingredients are kratom, CBD and mushrooms. Kratom, a plant native to Southeast Asia, is not approved as a dietary supplement or drug in the U.S., but its potential benefits for pain management and addiction treatment are under investigation, and kratom retail stores proliferate across the country. A CBD isolate has been approved as a drug by FDA for the treatment of rare child-onset epilepsy diseases, but FDA contests its legality as a dietary supplement when derived from the hemp plant—the 2014 and 2018 farm bills’ language to the contrary notwithstanding. Mushroom supplements, derived from various fungal species, are generally considered safe, but the expanding research and legalization in certain jurisdictions of psychedelic mushrooms have muddied the waters as some companies hop on the microdose bandwagon. Hear updates on the current real-time risk profiles for anyone looking to get into these controversial ingredient classes.