



2017 Sixth Annual AHPA Botanical Congress

Agenda

Friday, September 29 • 7:30am-5pm

SupplySide West • Las Vegas, NV • Mandalay Bay Convention Center

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2017 AHPA Botanical Congress

PLENARY SESSION SCHEDULE OF EVENTS

Time	Plenary Session: Mandalay Bay	Presenter(s)
7:30-8am	<p>Registration and Continental Breakfast</p> <p>Sponsored by:</p> 	
8-8:15am	<p>Welcome and Introduction</p>	<p>Michael McGuffin, AHPA</p>
8:15-9am	<p>FDA Industry Update</p> <p>A look at newer research initiatives and priorities at FDA, and how they contribute to the safety of dietary supplements will be addressed. FDA's recent activities in the development of validated analytical methods for the analysis of constituents or adulterants in dietary supplements will be covered. And finally, the application of appropriate methods and their potential limitations for determining the authenticity of dietary supplements will be considered.</p> <p>Sponsored by:</p> 	<p>Introducer: Michael McGuffin, AHPA</p> <p>Presenter: Rahul Pawar, Ph.D., FDA</p>


<p>9-10:30am</p>	<p>Industry Financial Trends, the Economy and its Effect on the Marketplace The state of the economy is ever present in the news cycle, and increasingly on the minds of consumers. Its effects on the marketplace are farther reaching than is generally discussed, influenced by investor expectations, mergers & acquisitions, and consolidation. So what effect is the economy, the stock market and consumer confidence having on the industry? How does that mesh with consumer expectations? We'll look at the big picture.</p> <p>Sponsored by:</p> 	<p>Moderator: Beth Lambert, Herbalist & Alchemist, Inc. Presenters: William Hood, William Hood & Company, LLC Diane Ray, Natural Marketing Institute</p>
<p>10:30-11am</p>	<p>Break</p>	
<p>11am-12:30pm</p>	<p>Grown in the U.S.A. What does "made in the USA" mean for herbs? Is there truly a market for herbs and botanicals "made in America"? Does the new push towards transparency extend to where herbal ingredients come from? If consumers do care whether their botanicals are locally grown will they pay the added costs that entails? What are the regulatory implications? And is it even possible to source enough locally grown herbs to meet demand? We'll discuss all the variables involved in efforts to "Make American Herbs Great Again".</p>	<p>Moderator: Edward Fletcher, Herbal Ingenuity Presenters: Jeff Carpenter, Zack Woods Herb Farm Melanie Carpenter, Zack Woods Herb Farm Holly Chittum, Appalachian Beginning Forest Farmer Coalition Sarah Hazaert, Nature's Way Brenda Van Goethem, Nature's Way Bethany Davis, MegaFood Anthony Young, Esq., Kleinfeld, Kaplan and Becker, LLP</p>
<p>12:30-1:45pm</p>	<p>Lunch</p>	


Transition to DNA Breakout Session [See Separate Agenda]

<p>1:45-3:15pm</p>	<p>The Makings of a Sound International Supply Chain The importance of supply chain management is vital to company success. It also has direct impact on consumer satisfaction: are they getting safe and effective products or something else? Truly vetting your supply chain and having the right document for the FDA are but two components of creating a reliable, sustainable and transparent supply chain for internationally sourced botanicals. This session will highlight the necessary steps required to ensure your supply chain is being managed properly, effectively and efficiently.</p> <p>Sponsored by:</p> 	<p>Moderator: Haley Chitty, AHPA Presenters: David Solomon, BDS Natural Products Shaheen Majeed, Sabinsa Corp. Amanda Hennerty, Amway I Nutrilite</p>
<p>3:15-3:30pm</p>	<p>Break</p>	
<p>3:30-4:50pm</p>	<p>AHPA GACP-GMP Guidance and Implementation Overview An overview of an industry consensus process for the creation of self-regulatory initiatives, the GACP element of this guidance details best practices for seed-to-harvest and post-harvest handling operations. The related GMP document outlines steps for operations engaged in activities from post-harvest handling to the point of receipt of herbal ingredients by finished product manufacturers. As consumers increasingly demand quality and transparency, the GACP-GMP guidance was crafted to help industry members identify and meet the needs of its consumers, and answer their questions.</p> <p>Sponsored by:</p> 	<p>Moderator: Guillaume Blin, Naturex Presenters: Edward Fletcher, Herbal Ingenuity April Duffy, Trout Lake Farm</p>
<p>4:50-5pm</p>	<p>Closing Remarks / Overview</p>	<p>Michael McGuffin, AHPA</p>
<p>5pm</p>	<p>Adjournment</p>	

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BREAKOUT SESSION SCHEDULE OF EVENTS

Time	DNA Breakout Session: Mandalay Bay	Presenter(s)
2-3:15pm	<p>Emerging Relevance of DNA for Botanical Identification (DNA Techniques as a Tool for Botanical ID: Application, Capabilities, Limitations and Current Status of the Technologies)</p> <p>Sponsored by:</p>  <p>DNA testing to authenticate herbal ingredients and dietary supplements is relatively new and far less established than its use in forensic investigations, medical diagnostics, and paternity testing. As a result, there is a general lack of understanding about the complexities of the test methods, especially related to finished dietary supplements containing botanical extracts. This lack of awareness – sometimes even by some of those performing DNA testing – has resulted in misuse of technologies and misinterpretation of test results.</p> <p>This session will discuss the development and mechanics of DNA barcoding and its use in identification, ways to develop a DNA assay and data interpretation with examples. Are DNA methods appropriate for botanical ingredients and finished dietary supplement products? How and when should you use DNA testing? New developments in DNA technologies will be presented and applications will be discussed.</p>	<p>Moderator: Joseph Betz, Ph.D., NIH, ODS Presenters: Damon Little, Ph.D., New York Botanical Garden Steven Newmaster, Ph.D., University of Guelph</p>

3:15-3:30pm	Break	
3:30-5pm	<p>Emerging Relevance of DNA for Botanical Identification continued</p> <p>Sponsored by:</p>  <p>This session will build on the information presented in the first session, and will address the many misconceptions about DNA testing for botanical identification, its application, capabilities, and limitations. Other topics to be addressed include:</p> <ul style="list-style-type: none"> • The need for authentic reference materials and their sampling • Ways to integrate appropriate DNA testing with other identification methods • The establishment of method suitability and validation as a way of making this new technology fit for purpose • A preview of the AHPA-NIST study aimed to better understand the current status of DNA testing in botanical identification 	<p>Moderator: Joseph Betz, Ph.D., NIH, ODS Presenters: Kerin Bentley, Ph.D., LeafWorks Paula Brown, Ph.D., University of British Columbia Maged Sharaf, Ph.D., AHPA</p>
5pm	Closing Remarks / Adjournment	Maged Sharaf, Ph.D. , AHPA

Updated 9/22/17 -- Topics and speakers subject to change