



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
7:30-8am	<p>Registration and Continental Breakfast</p> <p><i>Sponsored by:</i></p>  <p>The logo for NATUREX features the word "NATUREX" in a bold, green, sans-serif font. To the right of the text is a stylized green leaf icon.</p>
8-8:15am	<p>Welcome and Introduction</p>
8:15-9am	<p>FDA Industry Update</p> <p>A look at current big picture dietary supplement topics, and how they might impact the industry and its method of conducting business.</p> <p><i>Sponsored by:</i></p>  <p>The logo for NOW features the word "NOW" in a bold, blue, sans-serif font. Below the letters is a stylized green landscape with a yellow sunburst icon in the center.</p>
<p>Transition to DNA Breakout Session [See Separate Agenda]</p>	

9-10:30am	<p>Industry Financial Trends, the Economy and its Effect on the Marketplace</p> <p>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><i>Sponsored by:</i></p>  <p>VERDURE SCIENTES®</p>
10:30-11am	<p>Break</p>
11am-12:30pm	<p>Grown in the U.S.A.</p> <p>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>
12:30-1:45pm	<p>Lunch</p>
1:45-3:15pm	<p>The Makings of a Sound International Supply Chain</p> <p>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><i>Sponsored by:</i></p>  <p>SABINSA CORPORATION</p>
3:15-3:30pm	<p>Break</p>

3:30-4:50pm	<p>AHPA GACP-GMP Guidance and Implementation Overview</p> <p>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><i>Sponsored by:</i></p> 
4:50-5pm	Closing Remarks / Overview
5pm	Adjournment

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BREAKOUT SESSION SCHEDULE OF EVENTS

Time	DNA Breakout Session: Mandalay Bay
9:15-10:45am	<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>Use of DNA testing as a tool for authentication of herbal ingredients and dietary supplements is relatively recent and far less established compared to its use in forensic investigations, medical diagnostics, and paternity testing in humans. As a result of its infancy, a general lack of understanding exists as to the complexities of the test methods, especially as they relate to finished dietary supplement products containing botanical extracts. This lack of awareness – even by those who claim to perform DNA testing – has resulted in the misuse of technologies and the misinterpretation of test results. This session will address the many misconceptions centered around DNA testing for botanical identification, and will address the application, capabilities, limitations and current status of technologies available.</p> <ul style="list-style-type: none"> • Are DNA methods appropriate for botanical ingredients and finished dietary supplement products? • How and when to use DNA testing • How to integrate appropriate DNA testing along with other identification methods to establish a complete botanical materials verification program • Does the industry need a protocol for developing reference standards and resolving discrepancies as stakeholders try to make this new technology fit for purpose?
10:45-11am	Break
11am-12:30pm	Emerging Relevance of DNA for Botanical Identification continued
12:30pm	Return to Plenary Session

Updated 8/11/17 -- Topics and speakers subject to change