



**2018 Natural Health Products & Functional Ingredients Industry Conference**  
**“Building our Future”**  
**Lacombe Memorial Centre, 5214 50 Avenue, Lacombe, AB**

## Conference Agenda



**NHP/FI**

**February 7 - Evening Reception**

7:00 – 9:00 pm      Networking Reception and Presentation  
 7:15 – 8:15 pm      *Natural Health from Ethnobotanicals: The Benefits are Nutritional and Historical*  
**Dr. David LaFond**

**February 8 - Full Day Conference**

8:00 am      **Registration and Networking Breakfast**

8:45 am      **Welcoming Remarks**  
**Anita Dyrbye**, President of From the Earth Naturally

9:00 am      **Plenary Session 1 - North American Market Trends within the NHP/FI Industry**  
**Trudi-Ann Webster**, Director of Brand Strategies, Planet Foods

9:45 am      **Panel on Trends**

- *Landscape for Cannabis*  
**John Simon**, President of John Simon and Associates
- *Gut Health and Probiotics*  
**Dr. Jens Walters**, University of Alberta

10:30 am      **Energy Break**

10:50 am      **Break Out Sessions 1**

Track One

**Regulatory Opportunities for NHPs and Functional Ingredients**  
**Krista Coventry**, Director of Regulator Services, Source Nutraceutical  
**Craig Price**, Area Chief Inspector, CFIA  
**Panel Discussion**, including Q&A with the audience with Health Canada and CFIA representatives

Track Two

**Realities of Finance to Scale Up Product Development**  
**Shannon Preus**, Regional Manager, Corporate Relations and Partnerships, Business Development Canada

12:00 pm	<b>Plenary Session 2 - <i>Leadership that Gets Results</i></b> <b>Robert Porter-Lynch</b> , Trans Alignment Leadership & Facilitation Institute / International Collaborative Leadership Institute	
12:30 pm	<b>Networking Lunch</b>	
1:30 pm	<b>Plenary Session 3 - <i>Top 10 Legal Pitfalls to be Aware in the NHP/FI Industry</i></b> <b>Doak Horne</b> , Gowling WLG	
2:00 pm	<b>Break Out Sessions 2</b>	
	Track Three	Track Four
	<b><i>Marketing Strategies to Sell Your New Product</i></b>	<b><i>Take the Right Path from Concept to Commercialization</i></b>
	<b>Chris Lawson</b> , Business Development Manager, Primal Tribe <b>Lina Heath</b> , President of EC Labs / Evelyn Charles	<b>Pamela Ovadje</b> , Research and Regulatory Research Associate, Advanced Orthomolecular Research Technology
3:10 pm	<b>Energy Break</b>	
3:30 pm	<b>Plenary Session 3 - <i>Getting Connected to Grow the NHP/FI Industry</i></b> <b>Robert Porter-Lynch</b> , Trans Alignment Leadership & Facilitation Institute / International Collaborative Leadership Institute	
4:00 pm	<b>Conference Adjourns</b>	

For more information and to register, visit: <https://www.agfoodcouncil.com/nhpfi-conference>