



**COMPASS
NATURAL**



A Boutique Agency Serving the Marketing, Branding, PR, Social Media and Business Development needs of companies and organizations involved in the \$500-billion market for natural, organic, socially responsible and eco-friendly products and services.

- Public Relations
- Social Media
- Strategic Marketing
- Business Development
- Consumer Focus
- Brand Creation
- Market Intelligence
- Event Management

Info@CompassNatural.com

303.807.1042

Connecting Media and Markets in Natural & Organic Products

CompassNatural.com

Navigating the Natural Products Market

Compass Natural founder Steven Hoffman brings 35 years immersed in PR, communications, editorial, trade show production, sales, marketing, business development, policy and public affairs dedicated to advancing the market for natural, organic, nutritional, eco-friendly and healthy lifestyles products.

From serving on Colorado Governor Jared Polis' inaugural transition team and leading internationally renowned nonprofit organizations in regenerative and organic food and agriculture to building nationally recognized natural and organic brands, Steve and the Compass Natural team bring a deep knowledge of trade and consumer channels, along with key players, influencers and other leaders in the healthy lifestyles market.



BRANDING & PACKAGE DESIGN



Working closely with the client and our copy, creative design and photography team, Compass Natural creates state-of-the-art brand identity, packaging, website & sales material.



MARKETING & SALES COLLATERAL

Marketing materials, sell sheets, and sales collateral developed to reflect the new look of the brand and to highlight key product features.



Betsy's Best
GOURMET NUT & SEED BUTTERS

It's Why We're Gourmet

- Sweet & Salty Perfection
- Savory Seasonings
- The Power of Chia

Gluten Free . . . No Palm Oil . . . Non-GMO

NON GMO Project VERIFIED
nongmoproject.org

The advertisement features a woman in a kitchen in the background. In the foreground, there is a jar of Betsy's Best Gourmet Seed Butter with Sunflower & Chia Seeds, a bowl of chia seeds, a bowl of honey, and cinnamon sticks on a marble countertop.



NATURCOLOR™

Natural beauty
crafted with care

- Available in 31 colors, each color can be used alone or blended to create personalized hair colors.
- Handcrafted with the finest Italian pigments derived from botanicals
- Contains no ammonia, resorcinol or parabens.
- Can be used repeatedly without damaging the hair, unlike harsh chemical colors.
- Cruelty-Free

Call (800) 784-8212 for a live representative.
NaturColor.com

Naturcolor is a division of
Herbaceuticals, Inc.
Napa, CA 94558

HERBACEUTICALS™
HERALDICO DITTO PLANT-EXTRACTA
NATURCOLOR™
NO AMMONIA. RESORCINOL. OR PARABENS.

Permanent
Herbal Based Haircolor Gel
To Cover Gray Hair

4 Fl. Oz. 120 ml

80 Clove Chestnut

COMPASS NATURAL

The advertisement features a woman with long, dark hair. In the bottom right corner, there is a box of NaturColor hair color product. The background is a soft, light color.

EMAIL & PRINT ADVERTISING

Plant based. Bun ready.

The Original Whole Food, Organic Veggie Burger

Founded in 1983 and true to recipes created in a farmhouse kitchen, all our **Sunshine Burgers** are made with deliciously simple organic, non-GMO whole food ingredients. Now available in seven flavors, Sunshine Burgers are quick, convenient and exceptionally versatile. Gluten free and made without soy, corn, oats, wheat, dairy, eggs, tree nuts or peanuts. Perfect for anyone seeking pure and simple plant based options.



- 10g PROTEIN / 16g FIBER
- WHOLE FOOD PLANT BASED
- Chive & Sea Salt ORIGINAL Garden Herb
- 3 Individually Wrapped Vegan Burgers
- Garden Herb
- Original
- Barbecue
- Falafel
- Shiitake Mushroom
- Black Bean South West
- Spicy Tuscan



Visit us at SunshineBurger.com

[f](#) SunshineBurger [t](#) SunshineBurger [i](#) Sunshine_Burger

HEAT IT ON THE STOVE TOP • GRILL IT • BAKE IT • MICROWAVE IT
CRUMBLE IT • MAKE A SANDWICH OR USE IT IN YOUR FAVORITE RECIPE!

AHPA Hemp-CBD Supplement Congress

CHALLENGES AND OPPORTUNITIES:
Marketing Hemp and CBD in Dietary Supplement Products



- Getting to Market: Hemp Supply Chain Management
- Overcoming Regulatory Obstacles: Updates from FDA, USDA and Individual States
- Primer on FDA Regulation of Hemp-CBD Supplements
- The Hemp-CBD Supplement Market: A Financial Snapshot
- Hemp-CBD Supplements from the Retailers Perspective



AUG. 15-16, 2019
CROWNE PLAZA
DENVER, CO

REGISTER NOW!
Early-bird discount code:
EarlyBird

EARLY-BIRD DISCOUNT
ENDS JULY 1

FOR COMPLETE DETAILS VISIT: AHPA.org

Cooling a warming world.

A night to benefit:



All net proceeds will be donated to Regeneration International.

Join us for an evening at **Restaurant Nora*** for conversation about how regenerative agriculture can reverse climate change

Friday Oct. 16th 2015

Reception and program 7pm - 9pm

Abundant Organic Appetizers
Cash Bar

\$60 Tickets in advance

Restaurant Nora
2132 Florida Ave NW
Washington DC

www.regenerationinternational.org

WE PROCESS & PACKAGE

Organic Grains

- Barley
- Corn
- Oats
- Popcorn
- Soybeans
- Rye
- Spelt
- Wheat
- Kamut (khorasan)

60 Years of
Quality, Integrity
& Tradition.

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growing
opportunities



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INTEGRATED CAMPAIGNS

Sales, marketing and PR, industry relations, trade show planning, packaging copy & edits, web & blog development, social media for **Starbars**, a woman-owned, functional food line of raw, organic snack bars.



INTEGRATED CAMPAIGNS

figo! means COOL in Italian!



Introducing Figo! Organic Gelato made in the traditional slow batch-churn style

Currently available in grocery stores in the Rocky Mountain region. For retailer and national distribution inquiries, please contact Glennise Humphrey at glennise@bouldericecream.com or 303.494.0366.

Slow, Batch-Churned Gelato
USDA Certified Organic
Gluten free
Egg free
GMO free


Seven Palate-Pleasing Flavors

- Vanilla Trio
- Salted Caramel Café
- Coconut Almond Chip
- Chocolate Peanut Butter
- Cool Limone
- Pure Pistachio
- Chocolate Duet



figo! ORGANIC GELATO

ALWAYS ORGANIC ALWAYS COOL.



For Immediate Release

Contact:
Shoshana Romer, Compass Natural Marketing, tel 303.499.6742, shoshana@compassnatural.com.
Glennise Humphrey, Boulder Homemade Inc., tel 800.691.5002, glennise@bouldericecream.com.

Figos Means Cool!
Premium Ice Cream Manufacturer Boulder Homemade Introduces Artisan-made, Slow Batch-crafted Figo! Organic Gelato for National Market Launch


Super premium, Figo! Organic Gelato, made in the Italian artisanal slow batch-crafted tradition, will debut at Natural Products Expo West in March 2013 with immediate distribution in leading natural foods stores and supermarkets in the Rocky Mountain region, and is positioned to become the leading national organic gelato brand.

Boulder, CO (February 20, 2013) – Figo! Organic Gelato, a super premium, USDA Certified Organic, non-GMO gelato line made by Boulder Homemade Inc., will soon be available in leading natural foods stores and supermarkets in the Rocky Mountain region, and the company is positioning the new organic gelato brand for national distribution in Spring 2013.

As part of a strategic national launch, Figo! Organic Gelato will debut its sophisticated, seven-flavor, slow batch-crafted organic gelato line to buyers and media at Natural Products Expo West, the world's largest natural, organic and healthy products industry trade show, held March 7-11, 2013, in Anaheim, California.

Made in the authentic, traditional style using recipes created under the guidance of a master Italian gelato maker, Figo!, which means 'cool' in Italian, is slow-batch churned by Italian crafted machinery. The ten-gallon Italian-made machines use a proprietary slow-churn process to create an ideal mixture of low air and butter fat, which lends to the gelato's smooth, creamy and rich texture while creating under one-tenth of a percent of product waste, and a lower fat, premium product.

Figo! Organic Gelato is USDA Certified Organic, non-GMO, gluten free and egg free.



Figos Means cool in Italian.

Email marketing & public relations for organic gelato maker **Figos!** in advance of new product launch and trade show season.



BRAND COMMUNICATIONS

Email marketing helps brands communicate.

Consumers
Stakeholders
Trade
Community

Event marketing on behalf of **Evol Foods**, a leading, nationally distributed natural foods brand and division of Boulder Brands.

An event flyer for "EVOL Games" presented by EVOL Foods and the YMCA. The flyer features a cartoon illustration of two burrito containers at the top, one with a speech bubble saying "HEY, WHAT'S UP DUDE...". Below this is the event title "Unleash your Inner Child at EVOL Games" and a description: "Rock the tube socks and break out the short shorts for this fun-filled Adult Field Day benefitting Boulder Valley's YMCA Strong Kids Campaign." The event is scheduled for Saturday, June 18, 2011, from 9:00am to 2:45pm at the YMCA of Boulder Valley Arapahoe Center. The flyer includes a photo of people participating in activities, a list of activities like three-legged races and burrito eating contests, and contact information for registration and more details. Social media icons for Facebook, Twitter, and Email are at the bottom.

HEY, WHAT'S UP DUDE...
EVOL. games
PRESENTED BY THE FOODS OF BOULDER VALLEY

Unleash your Inner Child at EVOL Games
Rock the tube socks and break out the short shorts for this fun-filled Adult Field Day benefitting Boulder Valley's YMCA Strong Kids Campaign.
Presented by EVOL Foods and the YMCA

When & Where:
When: Saturday, June 18, 2011, 9:00am - 2:45pm
Where: YMCA of Boulder Valley Arapahoe Center 2800 Dagny Way Lafayette, CO 80026

More info:
[EVOL GAMES](#)

Details:
Cost: \$25 donation to the YMCA's Strong Kids Campaign
Register Here
And if you can come, please RSVP to our [EVOL Games Facebook](#) event.
About EVOL Foods

Raise money for a great cause and unleash your inner child with three legged races, tug-of-war, beach volleyball, gunny sack races, shoe kick, and ... a burrito eating contest!

The [Strong Kids Campaign](#) raises funds so that everyone, regardless of income, can experience YMCA programs. Making these programs accessible to all families creates healthy kids and a strong community.

You can check out this [video](#) to get a better idea what you can expect or just take our word for it and [join the fun now!](#) Compass Natural will be there and so should you!

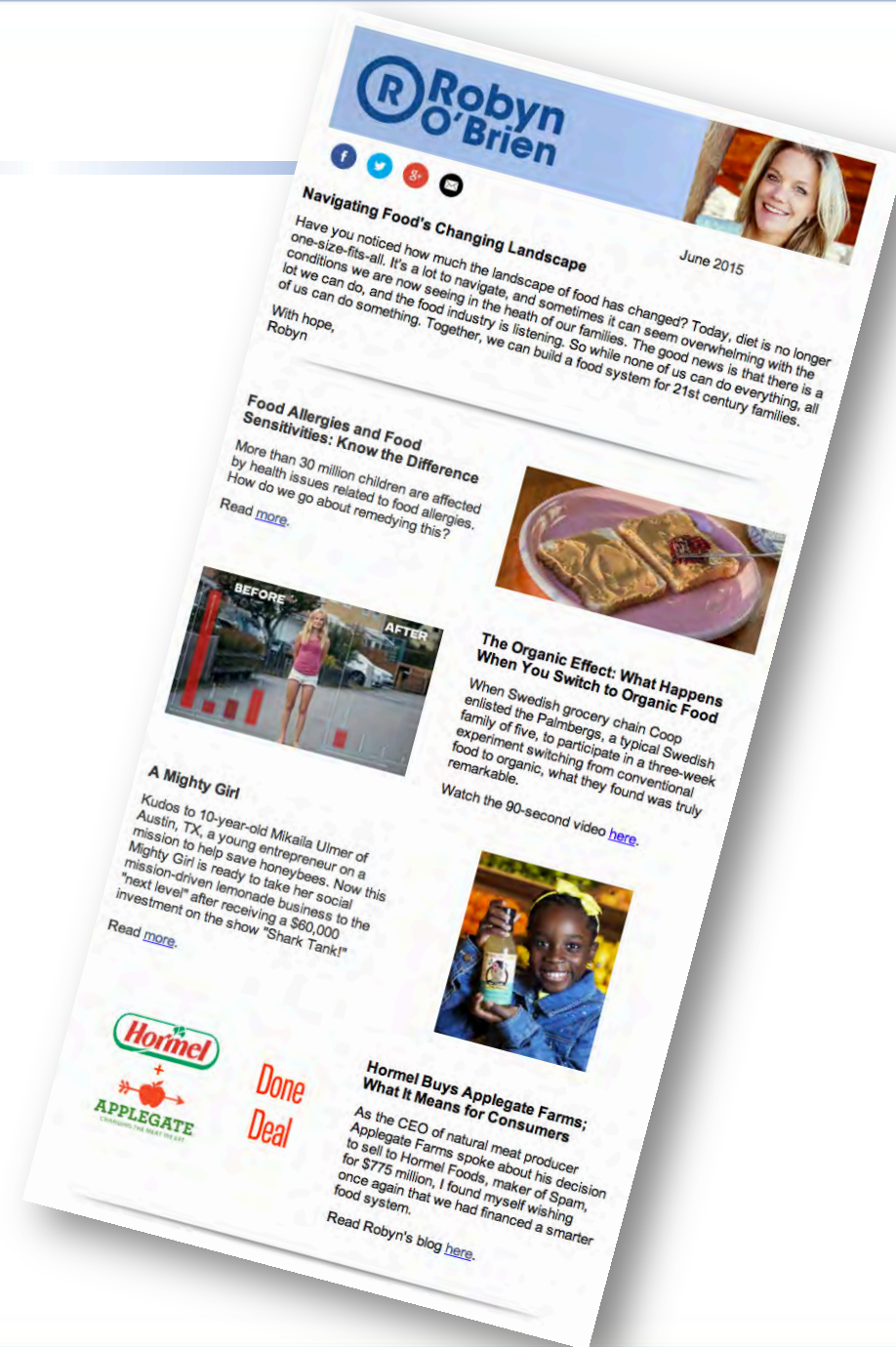
[f](#) [t](#) [e](#)



NEWSLETTERS


Best-selling author of *The Unhealthy Truth*, public speaker, and founder of Allergy Kids, **Robyn O'Brien**, a former Wall Street Analyst turned healthy food advocate, has been dubbed the “Erin Brockovich” of food.

Compass Natural helped Robyn develop, design, write and distribute her email newsletter, which ties in with Robyn’s website, blog and social media, and public speaking dates.



NEWSLETTERS

Summer Newsletter 2017



It's National Pet Month, Show Your Pets Some Love

Can CBD Help Our Canine Companions?
Cannabinoids, particularly cannabidiol (CBD), has the potential to treat various medical problems, in a non-toxic way.


You may wonder if you should consider giving CBD to your beloved dog, or family pet? Does it work? Is it really safe?
[Find Out Here.](#)

NEW! Certified Organic Coconut Oil Infused with Organically Grown Colorado Hemp Extract - 100mg

5 fl. oz. Jar of Certified Organic, Unrefined (Virgin) Coconut Oil that is infused with 100mg of Hemp Extract. [SHOP](#)

Certified Organic Hemp Seed Oil Infused with Organically Grown Colorado Hemp Extract - 250mg

250mg Hemp Tincture in 1oz Bottle with Full Spectrum Colorado Grown Hemp Oil Extract. [SHOP](#)




Reduce Your Promotional Goods Environmental Footprint

MetaWear produces certified-organic, custom screen-printed apparel for anyone looking for a stylish & sustainable way to promote their brand or message.



Hurry Now and Order Promotional T-Shirts for Expo West!

Orders must be received by 02/22/16

Save 10% with code: **COMPASS10**

Send us your design & we'll hook you up with the most eco-friendly screen-printed T-shirts you can find!

Contact us today!

Orders@metawearorganic.com

WHAT DO YOU SAVE WITH A METAWEAR ORGANIC T-SHIRT?

- 659 LITERS OF WATER
- 15 HOURS OF 60W LIGHTBULB
- 2 KM OF AVERAGE CAR

#cool&conscious



- 610 MG OF HAZARDOUS PESTICIDES
- 79 G OF CHEMICAL FERTILIZERS

compared with a conventional cotton t-shirt



About MetaWear


With a commitment to ethical closed-loop production, certified organic fibers, renewable energy and creating American jobs, MetaWear is the nation's foremost sustainable fashion manufacturer and turnkey solution for stylish "Made in USA," GOTS-certified, screen-printed and dyed T-shirts and other custom goods. To learn more about MetaWear and/or to inquire about placing orders, please visit www.metawearorganic.com or email orders@metawearorganic.com.

FINCA LUNA NUEVA

SUSTAINABLE RAINFOREST ECOLOGUE


MAKE MEMORIES AT ONE OF COSTA RICA'S BEST ECO-LODGES
Finca Luna Nueva is a recreational paradise and a living classroom. We offer a delicious "farm to table" experience of regenerative agriculture, together with miles of hiking trails through pristine rainforests, organic farmland, and herbal gardens.

[Watch the Video to Learn More About Finca Luna Nueva](#)




BE IMMERSSED IN A WORLD AWAY

[Reserve Now](#) [Discover More](#) [Contact Us](#)



Communications By



COMPASS NATURAL

Let's Talk Hemp
NEWS • EDUCATION • ENTERTAINMENT

June 13, 2019

Kroger to Carry CBD in Supermarkets Nationwide

By Steven Hoffman

As the hemp and CBD market continues to evolve at hyper-speed, the nation's largest supermarket chain, Kroger, announced it is joining Walgreens, CVS, Vitamin Shoppe, GNC, Nieman Marcus and other major retailers that have all started carrying CBD products in their stores.

Kroger, which made a "meaningful investment" in Boulder, CO-based natural foods chain Lucky's Market, which itself is a leading seller of CBD products, announced on June 11 that it will now sell hemp-derived CBD topical products, including creams, balms and oils, in 945 Kroger-owned stores across 17 states, reported [CNBC News](#), which referred to CBD as "one of the hottest consumer trends."

[Full Article Here](#)



Photo: Annie Rouse

Bill Murray Loves Hemp
Annie Rouse (left), Co-Founder of Anavim Market and Nature's Hemp Oil, recently invited comedian and actor Bill Murray (right) to Kentucky to learn about hemp. Mr. Murray toured a hemp field and got a taste of organic hemp CBD, grown and distributed by Jane Harrod (middle) of Early Bird CBD.

FREE HEMP
BUSINESS CARDS | FILTERS | POSTERS | BROCHURES
SHORT RUN PACKAGING | DESIGN SERVICES

PAPER FOR THE PLANET
NEWS BRIEFS



Hempcrete: Earth's Most Sustainable Building Material
by Cannabis Tech



Facebook Continues Ban on CBD and Hemp Advertising
by Green Flush Daily



COMPASS NATURAL

E-BLASTS

Consumer, trade and seasonal promotions, coupons and contests tied in with social media campaigns.

ALFALFA'S
Earth Day Celebration at Alfalfa's Markets -
Goat Yoga, Live Music, Chair Massage & More!

LOCAL VENDORS
ALFALFA'S
NINTH ANNUAL
EARTH DAY
CELEBRATION!
FREE COAT YOGA
FREE SAMPLES
ORGANIC

Alfalfa's Earth Day Festivities:
[Saturday, 4/27, Boulder, 1651 Broadway, 11am-3pm](#)
[Sunday, 4/28, Louisville, 785 S. Boulder Road, 11am-3pm](#)

Click [here](#) for more information

Our Earth Day Weekend Celebration will include:

- FREE Samples from more than 50 food vendors
- VIEW Goat yoga (All sessions are sold out!)
- Chair massage
- Live music
- Face painting
- Raffles

...and much more at both stores!

[Click here to view in your browser.](#)

LaLoo's
GOAT'S MILK ICE CREAM

HAPPY HOLIDAYS!
Buy One Pint, Have Another On Us.

LaLoo's Goat's Milk Ice Cream wishes you a happy, healthy and goat-ful New Year!

Please enjoy this delicious opportunity to buy One Pint, Get One Pint Free during the holiday season.

Please [click here to claim your coupon.](#)

Buy One Pint,
Get One Pint Free!
- Happy Holidays! -

ATTENTION GROCER: LaLoo's Goat's Milk Ice Cream will reimburse you the sale price of this item (enter sale price here \$ _____) up to \$7 plus 2 cents handling fee for coupons redeemed in accordance with this offer. Consumer must purchase at least one pint at full price to get the even price free. This coupon is non-transferable and may not be reproduced, copied, sold, purchased, altered, modified, or otherwise prohibited or restricted by law. Invoices that prove purchase of sufficient stock of product specified to cover coupons must be shown upon request. Cash value .0001 cent. Ship coupons to: Compass Natural Network, CMS #58507, One Fairview Drive, Del Rio, TX 78840

0858507003-021304

Expires: 1/1/14

Checkout for more goat goodness on our new website in January 2014
www.laloos.com

Communications by **Compass Natural Marketing**
info@compassnatural.com | tel 303.807.1042

Compass Natural
New Directions in Green Business

PRESS RELEASES and PUBLICITY

Compass Natural was engaged to conduct advance publicity and to represent leading socially conscious beverage company **RUNA** and actor **Channing Tatum** to media and major retail buyers onsite at Natural Products Expo West, the world's largest natural and organic products trade show.



RUNA®

For Immediate Release

Contact:

Tyler Gage, RUNA, tyler@runa.org, tel 401.426.9543

Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

Actor Channing Tatum to Appear at Amazonian Beverage Maker RUNA's Booth at Natural Products Expo West, World's Largest Natural and Organic Products Trade Show

Best known for his starring roles in 21 Jump Street, White House Down and Magic Mike, Actor Channing Tatum will join the RUNA team at Booth #3005 at Natural Products Expo West on Friday, March 6, at the Anaheim Convention Center in Anaheim, CA

Brooklyn, New York (February, 24, 2014) – So, how does Hollywood action star Channing Tatum stay energized through a grueling film schedule? By exercising, getting plenty of rest, and drinking RUNA beverages, made with Guayusa (pronounced "gwwhy-you-sa"), an Amazonian "super leaf" with a long tradition of use as a natural, healthy energy drink by the indigenous peoples of Ecuadorian Amazon. Speaking about the benefits of Guayusa, Tatum riffed to [Jimmy Fallon](#) on the Tonight Show that Guayusa gives him "the energy of the gods."

In fact, Tatum was so taken by the sustained energy he gets from Guayusa and the social mission behind RUNA that he befriended the owners, traveled last year to the Amazon with them, and invested in the company. From its roots as nothing more than a class project at Brown University, RUNA has emerged as one of the fastest-growing organic, ready-to-drink tea brands in the U.S.

Channing Tatum will join RUNA founders Tyler Gage and Dan MacCombie at their exhibit booth, #3005, on Friday, March 6, at Natural Products Expo West. Now in its 34th year, [Natural Products Expo West](#) is the world's largest natural and organic products trade exposition, drawing more than 70,000 trade visitors from over 100 countries.



PRESS RELEASES



FOR IMMEDIATE RELEASE

HUNGRY FOR MORE: Hudson River Foods Rounding Out Product Offerings with Acquisition of Dancing Deer Bakery and Hodgson Mill

Boston-based Kosher Gourmet Gift Basket Company and Illinois-based Whole-Grain Products Manufacturer Move to 100,000-Square-Foot Manufacturing Plant in the Hudson River Valley

Catskill, NY (May 21, 2019) – [Hudson River Foods](#), a family of organic, non-GMO, kosher, vegan and allergy-free food and beverages, has acquired Boston-based gourmet gift basket company [Dancing Deer Baking Co.](#) and Effingham, IL-based [Hodgson Mill](#), which produces flours, cereals, baking ingredients and baking mixes. Both companies' operations have moved to Hudson River Foods' headquarters in the Hudson River Valley, just south of Albany, NY.

"With these strategic acquisitions, Hudson River Foods continues to reinforce its leadership position in every aspect of the non-GMO, kosher and organic food and beverage market," said Donna Ratner, chief operating officer of Hudson River Foods. "We've come a long way since we first started selling green drinks in 2005 and made our first acquisition in 2008. We're absolutely thrilled to bring these cutting-edge brands into the fold."



[Dancing Deer](#) offers gourmet cookie and brownie gift baskets and homemade-style bakery items. Founded in 1994 in a former pizza parlor in West Roxbury, MA, DD made a name for itself selling baked-from-scratch gift baskets through grocery, direct-to-consumer, reseller and corporate channels. The company, which was started by a baker, a business strategist and an artist who have since moved on, offers dedicated allergen-free options in their lines.



For Immediate Release

Contact:
Michael Lynch, Daiya Foods, michael@daiyafoods.com, tel 778.383.1471
Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

Brand New Daiya – Non-Dairy Products Leader Daiya Foods Appoints Healthy Lifestyles, Consumer Products Industry Veteran Terry Tierney as CEO

Natural, organic and consumer packaged goods industry veteran Terry Tierney assumes CEO helm from Daiya Co-founder Greg Blake; new leadership set to propel company to next level of strategic growth.

Vancouver, British Columbia (June 26, 2014) – [Daiya Foods](#), creator of best-selling dairy-free, soy-free and gluten-free cheese alternative products, is pleased to announce the appointment of Terry Tierney as its CEO. Experiencing massive growth in the non-dairy, cheese alternative products market, the addition of Mr. Tierney to the team brings seasoned, professional leadership that will help propel the company to the next level of strategic growth, said company Co-founder Greg Blake.

The recent growth of Daiya Foods – founded in Vancouver in 2008 and based on an innovative, all natural recipe widely acclaimed for its remarkable cheese-like taste, consistency and melting properties – necessitated the addition of a seasoned executive to help realize the company's aggressive long-term growth plan. Mr. Tierney has served as a director of Daiya since 2011 and has been instrumental at a strategic level in the company's success to date.

Mr. Tierney's career in the natural, organic and conventional grocery industry spans 30 years, serving in previous roles as the President and CEO of MyChelle Dermaceuticals, a leading natural skin care company; President and CEO of Allegro Coffee, one of the nation's premier specialty and organic coffee brands; Chief Marketing Officer of Frontier Natural Brands, a pioneering natural and organic products company with such prominent brands as Simply Organic and Aura Cacia; and Founder, President and CEO of Rocky Mountain Natural Foods. He is, and has been, a board member for numerous natural products companies over the last 20 years. Mr. Tierney began his career in marketing and brand management at Kraft Foods.



FOR IMMEDIATE RELEASE

Sold Out!: 2019 NoCo Hemp Expo Expected to Draw Capacity Crowd of Hemp Industry Professionals to Denver

Featuring a special address from Colorado Governor Jared Polis, an Investor Forum, Business Conference, Farm Symposium, Exhibit Hall and an Impressive Lineup of Workshops and Education, the 6th Annual NoCo Hemp Expo is bringing a capacity crowd from throughout the U.S. and over 20 countries to Denver for its sold-out show.

DENVER, Colorado (March 28, 2019) – Hemp growers, producers, manufacturers, retailers, investors and others will be descending this week in Denver to convene at the Crowne Plaza DIA Convention Center on March 28-30 for the 6th Annual NoCo Hemp Expo. And while tickets are still available for certain events, NoCo6 is nearly sold out.

What began in 2014 as a modest meeting of intrepid Fort Collins-based hemp entrepreneurs has grown into the world's largest gathering of hemp industry professionals under one roof. Approximately 10,000 visitors are expected from throughout the U.S., as well as over 20 countries.

"We are very excited to welcome visitors from all over the world to this year's NoCo Hemp Expo," said Elizabeth (Elizzy) Knight, co-founder of Colorado Hemp Company/We Are for Better Alternatives (WAFBA), producer of NoCo Hemp Expo. "What our small team has created, along with the help of all our supporting exhibitors, sponsors, speakers and other partners, has never been done before. Together, from the ground up, we have created a world-class convention and conference that celebrates all things hemp – from botanicals and CBD to bioplastics and building materials – and that showcases Colorado as a center of the hemp marketplace."



Colorado Governor Jared Polis is a Keynote Speaker at NoCo6



SOCIAL MEDIA

Social Media – How Do You Like Me Now?

Through managing Facebook advertising, posts, coupons, and other social media, along with web and blog strategies, Compass Natural helped increase **Jolly Llama's** fan base from 750 Likes to more than 12,000 Likes in a six-month period, and the number of Likes continues to grow for the brand.



BLOGS


Blogging builds SEO and website and social media visitation, brand awareness and product sales, and can be used as original content in e-newsletters and more.

Natural, organic and specialty foods pioneer **Edward & Sons** engaged Compass Natural to conduct public relations and create, write and edit an ongoing blog, *Honest Food News*, covering news, trends, nutrition information, the latest research, recipes and more from the world of natural, organic, vegan and gluten free food.



INFO MARKETING

Compass Natural worked with healthy lifestyle consumer brand **I AM Enlightened Creations** on PR, email marketing and e-newsletters targeted to consumers and trade, including recruiting and working with guest authors. The articles linked back to I AM's e-commerce site and blog.



I AM ENLIGHTENED CREATIONS

Celebrity Beauty Tips We Love



Gabrielle Union is stunning. Her regimen includes a variety of products that make the newlywed glow from head to toe. In the *New York Times*' Fashion & Style Section, Ms. Union attributes a certain I AM ENLIGHTENED CREATION to her ability to stay calm under the pressure of being an actress. Calling it the "exclamation point to [her] beauty routine," Gabrielle uses [I AM Love Chakra Crystal Mist](#) to set her intention for the day.

Read more [here](#).

Open to Your Full Potential

Your soul essence is like that of the fresh spring flower. When you open to unconditionally loving in pure service to all that you come across, you are understood and seen not because of any sort of force, but because there is a kind of mysterious, magnetizing, deep-seeded fragrance about you.

Read more natural healing wisdom from Illup Gravengaard, I AM Director of Alchemy, [here](#).



PROPRIETARY EMAIL CONTACT LIST

When Compass Natural distributes a press release, e-newsletter or other email communications on behalf of a client, we employ the following proprietary email subscriber lists, comprising more than 15,000 industry and media contacts involved in natural and organic foods and healthy lifestyles.



CONSUMER MEDIA | Compass Natural reaches nearly 2,200 Healthy Lifestyles Consumer Media contacts, including editors, journalists, bloggers, podcasters, social media influencers, and related consumer media. In addition, we have researched and included nearly 1,400 mainstream media contacts in major U.S. markets who report on natural, organic, hemp-centric and eco-friendly products.

TRADE MEDIA | Compass Natural reaches more than 1,200 Business and Trade editors, journalists, bloggers, podcasters and others reporting on the natural, organic and sustainable products industry.

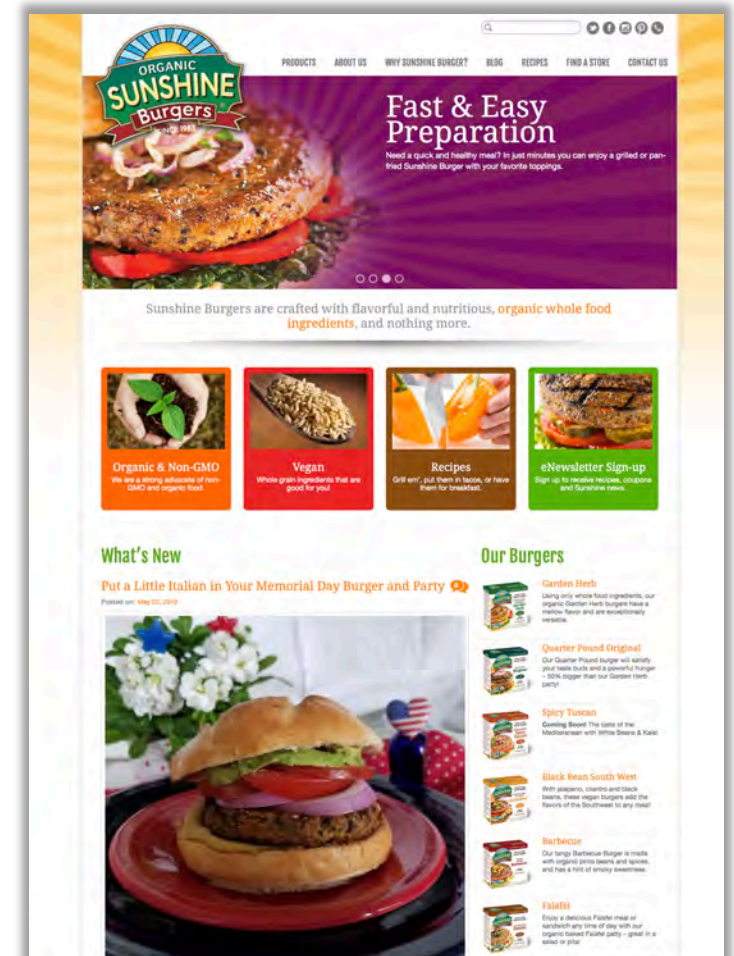
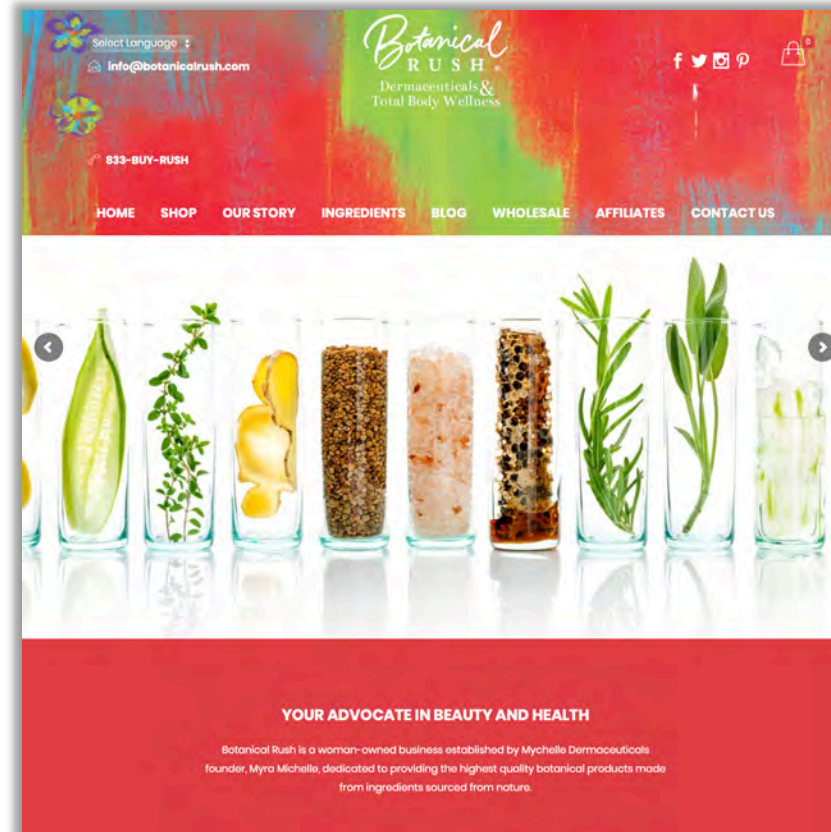
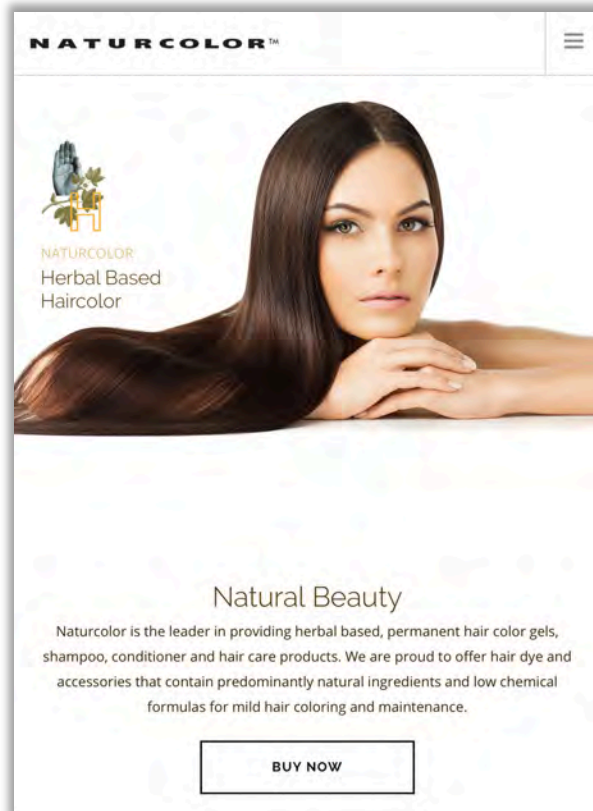
NATURAL, ORGANIC & LOHAS INDUSTRY | In addition to our media contacts, Compass Natural's proprietary B2B subscriber list comprises more than 10,500 industry contacts in the natural, organic, hemp/CBD and sustainable products market, including leading chain and independent retailers, distributors, brokers, manufacturers, service companies, and other decision makers in the Lifestyles of Health and Sustainability (LOHAS) market.

HEALTHY LIFESTYLES CONSUMERS | In addition, Compass Natural has more than 1,300 active consumer subscribers—who we refer to as on the ground influencers who speak of brands via word of mouth and through social media.



WEBSITES

We develop easy-to-navigate websites that accelerate your Brand Image.



EVENT MARKETING

Compass Natural produced and promoted a day-long symposium on behalf of **Whole Foods Market** Rocky Mountain Region for more than 200 local vendors. The event featured workshops, “speed dates” with Whole Foods grocery buyers, and vendor exhibits.



I'm a LOCAL

Show Us Your Local Products!
Whole Foods Market's Rocky Mountain Regional Grocery Team Invites You To...

Local Producer Meet & Greet
Wednesday, May 11, 2011, 10 am - 3 pm (lunch provided)
Whole Foods Market Rocky Mountain Regional Office, Boulder, CO

Are you a local producer of natural & organic products based in the Rocky Mountain Region? If your products meet Whole Foods Market quality standards, then our Rocky Mountain Regional Grocery Team would like to meet you!

Meet with Key Regional Grocery Buyers
Join us for a daylong opportunity for local producers to meet with Whole Foods Market Rocky Mountain Regional grocery team leaders. Show your product, get valuable feedback, and learn about all the programs that support local natural & organic producers in the Rocky Mountain Region.

Open to Local Producers of:

- Packaged grocery items
- Beverages (excluding specialty coffee & tea)
- Frozen foods
- Dairy products
- Bulk items

It's Easy to Participate
Whole Foods Market's Local Producer Meet & Greet is open to natural & organic producers in the Rocky Mountain Region, including Colorado, Idaho, Kansas, Montana, New Mexico, Utah and Wyoming.

It's easy to apply, however, please note that space is limited.

Please provide the following:

- 25-50 word product description
- Photo (.jpg) of your product(s)
- Complete contact info
- Copy or complete description of ingredient panel

Email to:
local.symposium@wholefoods.com

Or mail to:
Whole Foods Market
Rocky Mountain Region
Attn: Grocery Coordinator
1821 30th St., Unit A
Boulder, CO 80301

Information must be received by May 7, 2011



Glennise Humphrey and Scott Roy of Boulder Ice



EVENT MARKETING



It's "Hempening" in the South!

Join us for the
Second Annual Southern Hemp Expo
September 6-7, 2019, Franklin, TN

Southern Hemp Expo, set for Sept. 6-7, 2019, at the Williamson County Ag Expo Park in Franklin, TN, to Offer Full-scale Exhibit Hall, Networking Opportunities and Workshops by Pioneers, Innovators and Advocates in the Rapidly Growing Hemp Industry.

Colorado Hemp Company, producer of [NoCo Hemp Expo](#), the world's largest industrial hemp exposition held each Spring in Colorado, is excited to bring the momentum South with the second annual [Southern Hemp Expo](#) (SHE), set for this September in Franklin, TN.

Exhibit Space and Sponsor Opportunities Now Available

Exhibit space and sponsorship opportunities for the Southern Hemp Expo are filling up quickly. Apply online at www.southernhempexpo.com.



Take part in the **best B2B trade show**, business conference and agriculture symposium in the commercial hemp industry, held Sept. 6-7 at the Williamson County Ag Expo Park in Franklin, TN. Plus, the **Southern Hemp Expo** provides an opportunity to interact directly with consumers.



[Click here to view in your browser](#)

SUNRISE RANCH



LOVELAND, CO



AUGUST 14-18



www.ARISEFESTIVAL.com

STAND UP AND BE COUNTED!

Arise Music Festival invites your eco-friendly, natural, organic & sustainable brand to exhibit and sponsor at an enlightening three-day camping festival featuring:

MUSIC * YOGA * FILM * ECO-PRESENTATIONS
HEMP VILLAGE * ART * KIDS VILLAGE

MICHAEL FRANTI AND SPEARHEAD

JULIA BUTTERFLY HILL - DARYL HANNAH - LEILANI MÜNTER - MARTINA HOFFMAN

XAVIER RUDD - KELLER & THE KEELS

ZAP MAMA - MICHAL MENERT - GREENSKY BLUEGRASS

MIDNITE - FREELANCE WHALES - GREGORY ALAN ISAKOV

KAN'NAL - CHALI 2NA - THE MOTET - LUNAR FIRE - QUIXOTIC

NAHKO AND MEDICINE FOR THE PEOPLE - TOUBAB KREWE

RANDOM RAB - DAVID STARFIRE - DESERT DWELLERS

SEA STARS - TIERRA - PROJECT ASPECT - OMEGA

MIRAJA - MAGIC BEANS - OCTOPUS NEBULA - TWIDDLE

PLUS OVER 75 MORE ACTS ON 5 STAGES!

SIGN UP TO BE AN EXHIBITOR & SPONSOR!

To be an exhibitor & sponsor of the Arise Music Festival, please email Steve Hoffman, steve@compassnatural.com.

THE HEALTHY & Natural SHOW

MAY 5-7 2016, NAVY PIER, CHICAGO

Attend the Midwest's largest natural, organic and healthy lifestyle products tradeshow for three days of innovation, inspiration and education.

THE HEALTHY & NATURAL SHOW

Where Emerging Brands and Hungry Retailers Meet

Thursday, May 5: Education: 10:00am -5:00pm

Friday, May 6: Tradeshow: 10:00am- 5:00pm

Saturday, May 7: Tradeshow: 10:00am- 5:00pm

[Navy Pier](#)

600 E. Grand Avenue
Chicago, IL 60611



All channels of retail are invited to attend: from the local, independent stores to large retail chains. With Healthy & Natural products among the fastest growing categories across the entire marketplace, the Healthy & Natural Show creates an opportunity for retailers to better understand this high growth potential.

The show provides a needed venue where retailers have direct and intimate contact with manufacturers' products and expertise. The goal is to empower the retail community by giving them access to an exhibitor base filled with leaders and disrupters while also enabling retailers to meet one-on-one with exhibitors.

Register Now

Communications by:



CONSUMER EVENTS



Boulder Green Streets | Event marketing and production.

Compass Natural for three years produced and promoted the **Organic Alley Pavilion** at Boulder Green Streets, attracting local, regional and national exhibitors and 20,000 core healthy lifestyle consumers.



UNDER THE CANOPY®
UNDER THE CANOPY

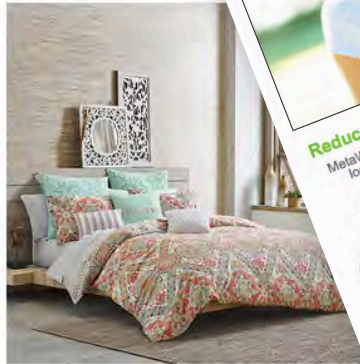
style. quality. unity

Indulge your senses while satisfying your soul

Under the Canopy embraces the planet with style. We offer fabulous bed and bath products that make a difference to human health, the environment, social justice and future generations.

- Certified organic cotton
- Low-impact dyes
- RPET (recycled bottle) "EcoPure"
- GOTS and Fair Trade Certified
- Made in the USA

Join the eco-chic revolution.



For a limited time receive 11% off your purchase. Use code **IAMUTC11** at checkout. Valid through Valentine's Day, February 14th.

Explore



"Knowing others is wisdom, knowing yourself is enlightenment." - Lao Tzu

Reduce Your Promotional Goods Environmental Footprint
MetaWear produces certified-organic, custom screen-printed apparel for anyone looking for a stylish & sustainable way to promote their brand or message.

Hurry Now and Order Promotional T-Shirts for Expo West!
Orders must be received by 02/22/16
Save 10% with code: **COMPASS10**
Send us your design & we'll hook you up with the most eco-friendly screen-printed T-shirts you can find!
Contact us today!
Orders@metawearorganic.com

WHAT DO YOU SAVE WITH A METAWEAR ORGANIC T-SHIRT?
#cool&conscious

- 659 LITERS OF WATER
- 15 HOURS OF 60W LIGHTBULB
- 2 KM OF AVERAGE CAR
- 610 MG OF HAZARDOUS PESTICIDES
- 79 G OF CHEMICAL FERTILIZERS

compared with a conventional cotton t-shirt

MetaWear mindful apparel
in partnership with **TextileExchange**

About MetaWear
With a commitment to ethical closed-loop production, certified organic fibers, renewable energy and creating American jobs, MetaWear is the nation's foremost sustainable fashion manufacturer and turnkey solution for stylish "Made in the USA," GOTS-certified, screen-printed and dyed T-shirts and other custom goods. To learn more about MetaWear and/or to inquire about placing orders, please visit www.metawearorganic.com or email orders@metawearorganic.com.

ECO-CHIC

Compass Natural was engaged by eco-fashion brand **Under the Canopy** in a campaign to promote its new Spring organic bed & bath collection, and also by **MetaWear**, maker of U.S. made organic T-shirts.



FINANCIAL & GREEN INVESTMENT NEWS

This press release, developed and circulated by Compass Natural on behalf of **Metabrand Capital**, announced a \$5.75 million investment in “healthy energy” organic beverage company RUNA. The press release generated nationwide news coverage for RUNA and MetaBrand Capital, a recently formed private equity “conscious capital” investment firm.



MetaBrand
Co-Creating a Better Future

For Immediate Release

Contact:

Eric Schnell, MetaBrand, info@metabrandcorp.com, tel 888.611.5573
Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

New “Conscious Capital” Fund, MetaBrand Capital, Invests \$5.75 Million in Organic, “Healthy Energy” Beverage Maker Runa

MetaBrand Capital – a new “conscious capital” private equity fund and the investment pillar of MetaBrand – selects Brooklyn-based organic, fair trade and non-GMO Amazonian beverage maker Runa as its first major investment.

Edison, New Jersey (October 7, 2014) – MetaBrand Capital, a “conscious capital” private equity fund and the new investment pillar of MetaBrand - a full service firm providing product formulation, outsourced operations, and sales and marketing services to natural, organic and nutritional food and beverage brands – announces today a \$5.75 million investment in Brooklyn, NY-based **Runa LLC**, supporting the growth of the natural, “healthy energy” food and beverage category utilizing the Amazonian guayusa tree-leaf.

Taking the Triple-Bottom Line approach to corporate social responsibility one step further, MetaBrand founder and longtime natural products entrepreneur Eric Schnell embraces the “Quadruple Bottom-Line,” a socially and environmentally aware business philosophy dedicated to People, Planet, Profit – and Purpose. Through the MetaBrand Capital fund, the company will primarily focus on growth capital investments in the food, beverage, nutrition and natural and organic product industries with strategic partners that embody and embrace a similar socially conscious business approach.



NEW MARKETS: HEMP & CBD

From helping launch market research, publications, trade shows and conferences in hemp to promoting CBD and hemp food brands, Compass Natural has worked with a number of entrepreneurs to help them succeed in the rapidly growing hemp food, industrial hemp, and CBD products market. In addition, Compass Natural founder Steven Hoffman serves on CHAMP, the state of Colorado's public-private management initiative for hemp.

Hemp Biz Journal
STRATEGIC INFORMATION AND DATA FOR THE HEMP INDUSTRY

America's Favorite Comeback Plant is Here to Stay
New Hemp Biz Journal report details market data, opportunities and growth in the industrial hemp market.

At its core, the Hemp Biz Journal is the result of an ambitious mission to inform titans of industry, entrepreneurs, investors and political leaders about hemp. In the [State of the Hemp Industry Report](#) you will learn about the economic and commercial applications of hemp as well as the market research you need to make informed business decisions in this high-growth sector.

Special Gift for You
As a special gift to you we'd like to share an article from the report about hemp being used for green building and to sequester carbon. Get a taste of the quality of data and content contained the entire report by [downloading it here](#).

When you purchase the [State of the Hemp Industry Report](#) you are not only getting one of the best business minds in the space, but you are also supporting an industry where knowledge is power, and a superior understanding of market dynamics can separate success from failure.

Become a hemp industry insider and learn about this exploding, sustainable market.

NuLeaf
Naturals

FOR IMMEDIATE RELEASE

NuLeaf Naturals, Leading Provider of CBD Wellness Products, Expands Nationally to 1,600+ Retail Locations; Will Feature Brand at Natural Products Expo West

NuLeaf Naturals at Booth N1735, North Hall, in the Hot Products section at Natural Products Expo West, March 6-8, 2019, at the Anaheim Convention Center in Anaheim, California.

tempti
DO THE HEMP THING

FOR IMMEDIATE RELEASE

Hemp Never Tasted So Good!
Hemp Milk Meets Coconut Cream + 2 Pioneering Products Take the Seed to New Heights

tempti introduces coconut-hemp milk blend, hemp milk yogurt and hemp tofu "temptu," all soy free and Non-GMO Project Verified at Natural Products Expo West.

Norwalk, CT (March 3, 2018) – tempti offers a few more reasons to believe hemp truly is a miracle food. In addition to non-dairy milk, the innovative company adds two hemp-features line extensions and a new hemp-coconut milk blend all rich in omegas, protein and flavor. As with all tempti products, the new SKUs are 100-percent plant based, 100-percent soy free, carrageenan free, gluten free, certified Kosher and Non-GMO Project Verified.

"Our mission is to promote healthy, holistic living," said Donna Ratner, COO, CMO and co-owner of tempti. "For us, that means being free of common allergens including soy which is often hard to avoid when looking for non-dairy alternatives. We're here to make eating well easy."

Coconut Cream + Hemp Milk = Yes, Please
Rich coconut cream combines with nutritious hemp milk to make the best non-dairy beverage even better. tempti Coconut Hemp Milk is loaded with vitamins, minerals and all essential amino acids, omega 3s and medium chain fatty acids (MCFAs), which support brain health. Look for tempti Coconut Hemp Milk in Unsweetened flavors.

Don't forget about the hemp milks that started it all! tempti Hemp Milk is available in shelf-stable tetrapaks in 5 flavors: Original, Unsweetened Original, Unsweetened Vanilla and Chocolate.

Introducing tempti Hemp Yogurt
Your taste buds won't believe tempti's Hemp Yogurt is 100-percent dairy free. This lower-in-sugar dairy alternative contains essential amino acids, live probiotic cultures to promote digestive health, and all the creamy, tangy richness of full dairy options.

"We're excited! After test marketing last year, the flavor and texture has continued to improve. We're confident that yogurt lovers and the dairy-free crowd alike will swoon for this first-of-its-kind non-dairy alternative. It's just that good," Ratner said.

Stock up on all 4 classic flavors: Original, Blueberry, Strawberry and Raspberry.

in 2014 and has more than 1,600 retail locations in the United States including Oregon, Westery New York, Jungle Jim's in Colorado, and many natural products stores. All locations, visit [here](#).

at popular CBD product," said Organic Food Depot Manager Jim Hoffman. "Westerly Market located in the heart of New York City echoed NuLeaf is our best-selling CBD oil brand." According to New York, "Customers love that the product is highly concentrated and contains a high amount of CBD."

retailers are welcome. Please contact **NuLeaf Naturals**, tel [720.372.4842](tel:720.372.4842), or visit nuleafnaturals.com.

NuLeaf Naturals and sample its full line of CBD wellness products and dietary supplements at Booth N1735, North Hall, in the Hot Products section at Natural Products Expo West, March 6-8, 2019, at the Anaheim Convention Center in Anaheim, California.



ECO-TOURISM

Compass Natural is the marketing & public relations agent for Finca Luna Nueva, a 300-acre eco-resort, biodynamic farm and nature preserve in the heart of the Costa Rica rainforest.



SUSTAINABLE RAINFOREST ECOLOGUE
CERTIFIED ORGANIC BIODYNAMIC FARM

For Immediate Release

Contact:
Steven Hoffman, Compass Natural, 303.807.1042, steve@compassnatural.com
Ernesto Sanchez, Group Coordinator, Finca Luna Nueva Lodge, grupos@fincalunanuevalodge.com

Announcing Costa Rica's Most Sustainable Gastronomic Retreat...Chocolate included!

Finca La Nueva Lodge, voted one of Costa Rica's 10 best eco-lodges, invites conscious epicures and nature lovers to celebrate the rich biodiversity of the Costa Rican rainforest, chocolate, enchanting local foods, eco-tours, and biodynamic agriculture during an exclusive retreat taking place Sept. 2-9, 2016.

San José, Costa Rica (May 10, 2016) — Join Finca La Nueva Lodge in the heart of the Costa Rican rainforest for an exclusive six-day retreat celebrating the robust biodiversity and sustainable foodways of the "Rich Coast."

Make chocolate using the same ingredients and methods as the ancient Mayans; enjoy organic meals and cooking demonstrations by farm to table chef Donna Prizgintas; visit a sacred seed sanctuary and medicinal herb garden described as one of the finest in the world, and more!

"This unique, organic gourmet retreat is a celebration of the flavors of the rainforest at their freshest," said Tom Newmark, co-owner at [Finca La Nueva](#). "We're thrilled to have Donna share her lifetime of culinary experience at our biodynamic eco-lodge. The rich offerings available here provide some of the best food in the world. We can't wait to share our lodge with people who will appreciate what's being created here."



Upon arriving in San Jose on August 26th, attendees will stay at [Hotel Grano De Oro](#), a historic landmark hotel centrally located in the capital's cultural district. The next morning board a bus for [Feria Verde de Aranjuez](#), a neighborhood district in San Jose that offers one of the most spectacular farmers' markets in Latin America, featuring many local organic producers. Here, guests will experience the small producer community of Costa Rica and may find local specialties including organic coffee, artisanal chocolate, leather goods, jewelry and more. The market has been described as a "can't miss" by the travel guide [Lonely Planet](#).



LET NATURE TOUCH YOU
JOHN'S STEVEN FOSTER IN COSTA RICA FOR AN UNFORGETTABLE HERBAL PHOTOGRAPHY WORKSHOP

Join acclaimed botanical photographer and herbalist **Steven Foster** at [Finca Luna Nueva Lodge](#) in Costa Rica for an unforgettable six day photography workshop.

April 9 - 15 | [Finca Luna Nueva](#) | Costa Rica
Contact grupos@fincalunanuevalodge.com for reservations and questions.



Spend six nights at the beautiful eco-lodge and Certified Biodynamic herb farm that's just miles from one of the world's most active volcanoes and is nestled in the heart of the country's most pristine rainforest.

The workshop will focus on techniques for improving plant and nature photography while exploring tropical beauty and attaining a deeper understanding of how to relate to plants.

The fee is \$1300 (double occupancy) and \$1600 (single room) that includes six nights accommodation, all meals and airport transfer. Round trip airfare from your originating airport to San Jose Costa Rica (SJO) is additional.

[Learn More](#)



MISSION BASED BRANDING

Compass Natural specializes in serving businesses and brands committed to natural health, local economies, fair trade, regenerative organic agriculture, social issues and the environment. Working with Natural Habitats, we helped develop Palm Done Right Month, a cause-marketing campaign to educate industry and consumers about the benefits of organic palm oil.

FOCUS ON FARMERS
Plantation 'El Palmar de Mompiche'



Air pollution comes from many sources, for instance from livestock and the burning of agricultural waste. Another source of pollution is the use of spray chemicals in plantations, which directly affects the people who apply it or live in the neighboring communities of these agricultural production sites.

Since Palm Done Right palm oil is 100% organic, chemical pesticides, herbicides, and inputs are eradicated and replaced by natural alternatives. When farmers transition from conventional to organic practices, they will need to adapt to using natural fertilization and natural pest control.



PROVING THAT PALM OIL CAN BE GROWN FOR GOOD

Farm Workers Day, celebrated earlier this month on June 13th, recognizes the dedication farmers have in growing and maintaining crops. Palm Done Right is grateful in honoring farmers worldwide, who work hard every day to make sure we can all enjoy quality and safe products. To raise awareness for the work farmers are doing, we are spotlighting two dedicated PDR farmers, and what it means to them, to be an organic palm oil farmer. Join us this month in gratitude, thanking all the workers who work the land.

Our reSOLUTION for Farm Workers Day: Mindful Eating Habits



This month's reSOLUTION is to be mindful of where and how our food is grown, and the importance of knowing that farm workers are treated fairly. Farmers greatly impact our economy, social well-being and our environment. We commit to living a life full of vibrancy and health through the support of the local farmer, on a global scale.

Newsletter Highlights - be sure to read on for the full stories!

- SEPTEMBER is National Palm Done Right™ Month!
- New Brand and Retail Partners - Ever'man & Sogni Dolci
- Focus on Farmers - Learn about the hardworking PDR farmers who are dedicated to organic agriculture and food production.
- What are we currently reading?
- Social Media Campaign and mentions

JOIN THE MOVEMENT



TRADE SHOWS

BE THE COOLEST MOM (OR DAD) EVER!

INTRODUCING
Missy J's®
carob cups

100% YUMMY 0% REGRET | **50% LESS SUGAR** THAN THE LEADING PEANUT BUTTER CUP | **0% REFINED SUGAR** | **0% CAFFEINE** | **NON-DAIRY NON-GMO**

EXPO WEST MARCH 7-9
Missy J's®
CAROB CONFECTIONS
CHOCOLATE HAS MET ITS MATCH

HALL E BOOTH 5360

MISSY J'S®
CAROB CONFECTIONS
CHOCOLATE HAS MET ITS MATCH

emmy's

Come visit us at Expo West || ALL products now USDA Certified Organic!

USDA ORGANIC Join us at Expo West, Booth #5385 to celebrate our new Organic certification!

A Certified B Corporation based in Ithaca, NY, Emmy's macaroons, cereals and chocolate sauce made from premium raw ingredients, are now 100% USDA Certified Organic!

Made with delicious, raw, organic whole food ingredients.

- **4 Super Cereal flavors:** Apricot Vanilla, Blueberry Cashew, Cacao Coconut, Sweet Buckwheat
- **7 Macaroon flavors:** Chai Spice, Chocolate Chip, Coconut Vanilla, Lemon Ginger, Mint Chip, Dark Cacao, and Raspberry
- **1 Chocolate Sauce:** Original Chocolate

Gluten Free. Dairy Free. Soy Free. Amazingly Delicious.

Visit us at Booth #5385 at [Natural Products Expo West](#)
March 9-13, 2016, Anaheim Convention Center, Anaheim, CA

www.emmysorganics.com

Trade show and event planning and promotion in advance of key trade shows, consumer fairs, and other events. Helping clients in advance and onsite to schedule VIP meetings, interviews, seminars, press conferences and related events.



MARKET RESEARCH

We specialize in monitoring consumer, product and industry trends, and can compile your market research needs for business plans, presentations, white papers and reports.

Additionally, we help other leading market research firms, such as **Pure Branding** and **SPINS**, reach key decision makers in the \$300-billion market for natural, nutritional, organic and healthy lifestyles products.



Get the Best Bang for Your Marketing Buck

SPINS/Pure Branding Report Provides ROI Essentials for Natural Products Marketers

How do you determine where to spend your marketing dollars for the greatest impact?

The information you need is now available in a new report from SPINS and Pure Branding. The [Natural Products Marketing Benchmark Report 2015](#) provides marketers with exclusive industry data and tools for best practices and greatest ROI.



Natural Products Marketing Benchmark Report 2015



Determine which marketing tactics are most effective for your business and brand, compare strategies used by differently sized companies across different sectors of the market, develop annual budgets, and implement successful, well-integrated campaigns.

Key findings include:

- How companies overcome marketing challenges
- What makes rapid growth companies different from others
- Which channels present the best growth opportunities
- The top online and traditional marketing tactics, both in terms of use and ROI
- The growing importance of social media in the natural products industry
- Marketing budgets for small, medium and large sized companies
- How the industry creates messaging around key issues including GMOs, the local food movement, the North American food system, and regulating the word "natural"

[Download Your Copy Today](#)

Act now and take advantage of the pre-Expo West special of \$100 off the list price of \$495 by entering the promo code: [NPEW15](#). Get it before this offer ends March 5.

A free excerpt of the report is also available. To purchase or download a free excerpt of the Natural Products Marketing Benchmark Report 2015, visit: www.purebranding.com/benchmark.

All inquiries please contact:
Gina Lisella, tel 413-548-9900 x302, gina@purebranding.com

Communications by
Compass Natural Marketing, Boulder, CO, USA
www.compassnatural.com | info@compassnatural.com



PUBLISHED WORKS

We are often invited to author feature articles in leading publications and blogs to educate and inform consumers, business leaders, media, and health advocates about issues, trends, products and authentic brands.

The Movement Towards Natural & Organic Food and Healthy Lifestyles
By Steven Hoffman, Managing Director, Compass Natural

» Back to June 2019

Sales of Natural and Organic Products Outpace Conventional Food and Beverage as Consumers Get the Message About the Relationship Between Diet and Health

COMPASS NATURAL

Launching natural products and organic companies, as well as investing in them, is a challenge in today's competitive retail and consumer products marketplace. Yet, consumer demand for healthier products continues to grow. With concerns ranging from the cost of healthcare to the effects of food and agriculture on climate change, consumers of all ages are opting for natural, organic and functional foods and beverages, nutritional supplements, natural medicines and other eco-friendly products from mission-based companies that share their values and address their concerns.

And, with conventionally grown apples at the top of the Environmental Working Group's infamous "Dirty Dozen" contaminated fruits and vegetables list (Each conventional apple contains on average 4.4 toxic, synthetic pesticide residues.), people are realizing that it's the organic apple a day that keeps the doctor away. By choosing organic, regenerative and other healthful and eco-friendly products, people are investing directly in their family's health, the health of the planet, and the health of family farms and local communities. And it's translating into sustained business growth in the natural and organic products sector.



ORGANIC for Everyone!
Making Organic More Accessible
By Steven Hoffman and Kurt Schwedt

"Organic food should not be seen as a luxury. It's not a 48-inch flat-screen television that you splurge on. It is something that is integral to the health of each of us and the planet. We need to all be working toward a food system where organic is available to everyone no matter what income or geography."
—Mark Winne, author of Closing the Food Gap

None would argue with the fact that everyone deserves access to food that is not exposed to toxic chemicals linked to cancer and myriad other maladies. Most of those in the organic industry joined this movement to create a healthier world—not just for those who have a Whole Foods Market around the corner from their home—but a better world for all.

While we have made tremendous progress in the past few decades, we still have many, many more challenges to overcome. The real challenge is to get organic products into the areas in "food deserts" and urban areas.

health & nutrition
NEWS YOU CAN USE
On the Plate
What You Need to Know About GMOs
By Steven Hoffman

GMOs—you've probably heard of them. But what you may not have heard is that, according to industry estimates, GMOs are in 80 percent of the food products sold in conventional supermarkets, organic products that have been modified through the gene-splicing techniques of biotechnology. Also called genetic engineering, GE or GM, this relatively new science allows DNA from one species to be injected into another species in a laboratory, creating combinations of plant, animal, bacterial, and viral genes that do not occur in nature or through traditional crossbreeding methods.

In the 15 years since the FDA first approved the use of GMOs in commercial food production—without requiring any labeling at all—nearly 90 percent of all the corn, soy, sugar beets and cotton grown in the United States is GMO, according to data from nonprofit research organizations including the Institute for Responsible Technology (the IRTO Project), and The Organic Center. Since corn and soy are used as an ingredient in one form or another in so many foods, nearly all of our conventional food products contain genetically engineered ingredients. Proponents claim that GMO crops are more sustainable in that they require less pesticides. However, recent data from The Organic Center shows that while herbicide usage decreased when GMO agriculture was first introduced, the use of toxic synthetic herbicides actually increased by 280 million pounds from 1996 to 2009 as a result of GMO agriculture. Additionally, research has shown that the emergence of one particular herbicide, Roundup, marketed by Monsanto in tandem with its GMO seeds, is leading to increased weed resistance, thus significantly lowering yield estimates also promised by proponents of GMO crops. Although there have been some benefits to GMO crops, the risks are significant.

the company that owns the GE salmon technology assures the public that its genetically engineered salmon will never escape into the wild and that it is perfectly safe, while opponents cite that no long-term safety or environmental impact studies have been conducted. One way to avoid GMOs is to choose organic. GMOs are prohibited under certified organic standards. When you choose organic, you can significantly minimize your dietary exposure to GMOs and toxic pesticides residues. You also support a system of sustainable agriculture and food production that supports local economies, health, and the environment. ☺

Hoffman is the co-founder of the LORAS Firm and has been instrumental in sustainable food and agriculture for more than 20 years. Compass Natural, is dedicated to serving natural, organic, and sustainable business. compassnatural.com

to learn more
Institute for Responsible Technology
responsibilitytechnology.org
The Organic Center
organic-center.org
Non-GMO Project
nongmoproject.org

On the organic trail: Organic Week focuses on sales trends, hemp

Hemp offers great potential for organic, as almost all is grown conventionally, but some states are more open to the product than others.

Steven Hoffman | Jun 04, 2019



STORYTELLING:

We are often published in our own right. Here, Compass Natural principal Steven Hoffman penned a feature article on coffee in Whole Foods Market's popular holiday magazine.



PARTIAL CLIENT LIST



BUILDING COMMUNITY

Compass Natural is giving back by providing Pro Bono services to select social and environmental causes, such as supporting **Winona LaDuke's** Hemp and the Anishinaabe Agricultural Institute which is working to restore foodways, rematriate seeds and make a new economy; one based on local food, energy and fiber. Winona's Hemp Heritage Farm is currently fundraising to build a processing mill to produce organic hemp fiber. WinonasHemp.com



TEAM COMPASS NATURAL



STEVEN HOFFMAN
Director

With a commitment to natural health and the environment, Steve has dedicated his career to natural, organic and eco-friendly products, socially responsible business, and building mission-based brands. Experience: Co-founder of *LOHAS Journal*, Education Director Natural Products Expos, Editorial Director of *Natural Foods Merchandiser*, Managing Director, The Organic Center.



SHOSHANA KRESSLER
Account Manager

Shoshana has devoted her career to innovative natural products and sustainability, and her belief that the story and people behind a product is as important as the product itself. She has spent 15 years working with brands & companies in the food, environmental, healthcare and import textiles sectors, from start-up stage to Fortune 500.



ALLEN HAEGER
Art Director

Al has been on the ground floor of the natural products industry through excellence in branding, package design, product support and advertising. His comprehensive marketing and branding knowledge has supported the substantial sales growth of a number of the most progressive natural, organic and sustainable technology companies.



EVAN TOMPROS
Account Manager

Evan attended the Leeds School of Business at CU, Boulder. With a passion for developing marketing strategies, primary research, and creating business & client relationships, Evan excels at creating press releases, conducting high touch PR communications, and managing subscribers and media contacts.



HEATHER COLLINS
Account Manager

Food has been a cornerstone of Heather Collins' 20+ year career in communications and marketing. Fueled by heart-healthy, gluten-free and organic products, Collins helps tell the story of food brands and manages media/public relations, events, crisis communication, social media and community relations for clients in the natural products industry.