



**COMPASS  
NATURAL**



## Connecting Media and Markets in Natural & Organic Products

**A Boutique Agency Serving the Public Relations, Brand Marketing, 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

**Learn How We Can Tell Your Story**

**303.807.1042 ■ [Info@CompassNatural.com](mailto:Info@CompassNatural.com) ■ [CompassNatural.com](http://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 and public affairs dedicated to advancing the market for natural, organic, nutritional 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.



# WHO WE REACH

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



**CONSUMER MEDIA** | Compass Natural reaches nearly 3,500+ Healthy Lifestyles Consumer Media contacts in major media markets, as well as niche healthy lifestyles media, including editors, journalists, bloggers, podcasters, social media influencers, radio and TV broadcasters, and related consumer media who report on natural, organic, hemp-centric, sustainable, regenerative and eco-friendly products.

**TRADE MEDIA** | Compass Natural reaches more than 1,700 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 9,500+ industry contacts in the natural, organic, hemp and CBD, sustainable products, and regenerative food and agriculture 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** | Compass Natural has more than 900+ active consumer subscribers—who we refer to as on-the-ground influencers who speak of brands via word of mouth and social media.



PARTIAL CLIENT LIST



# PRESS RELEASES



FOR IMMEDIATE RELEASE

## Gaia Herbs Unveils Modern New Look and Three Innovative Product Lines at Natural Products Expo West 2019

Premium Herbal Supplements Leader Launches Hemp, Nootropics and Mushrooms & Herbs Functional Powder Lines; Reveals New Modern Consumer-Tested Packaging Design



BREVARD, N.C. (March 7, 2019) – Gaia Herbs, the leading herbal brand in North America, will unveil its new, modern packaging and three new product lines: Hemp, Nootropics, and Mushroom & Herbs Functional Powders, at Natural Products Expo West on March 7 – 9. Expo West attendees will be among the first to experience these exciting new innovations and are invited to visit Gaia Herbs booth #4139 for samples and additional information.

"As a brand that has been a pioneer in the herbal industry for more than three decades, we are excited to reveal our new packaging at Expo West. Our new design further reinforces our mission of connecting plants and people with beautiful close-up images of the heroes of our supplements—the herbs. We are proud to have developed the design completely in-house, leveraging the talent of Gaia Herbs' visionary Brand Experience team. In addition to our new look, we will also be introducing our latest innovative products that will help people on their wellness journeys," said Elana Licub, Executive Vice President of Sales and Marketing at Gaia Herbs. "We are particularly excited about our new Hemp line. Due to the recent passage of the Agriculture Improvement Act of 2018 (also known as the 2018 Farm Bill), which removed all parts of the Hemp plant from being categorized as a Schedule I substance under the Controlled Substances Act in the United States, the marketplace is seeing an influx of Hemp products of varying quality. As the leading herbal brand, Gaia Herbs is proud to be bringing a new Hemp line to the market of the quality that consumers have come to expect from our brand, that is fully traceable to the source at [mexowestherbs.com](http://mexowestherbs.com), our comprehensive transparency program. In addition to that, Gaia Hemp extract is made from sun-grown American Hemp flowers, ensuring that people can feel confident buying Hemp from a brand they love and trust. We will also be debuting our new Nootropics line, featuring Gaia-grown™ Bacopa, and three new functional blends of Mushrooms & Herbs, providing support for cognitive, energy, and immune health."



For Immediate Release

Contact:  
Michael Lynch, Daiya Foods, [michael@daiyafoods.com](mailto:michael@daiyafoods.com), tel 778.383.1471  
Steven Hoffman, Compass Natural, [steve@compassnatural.com](mailto: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](http://DaiyaFoods.com), 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

Contact:  
Donna Rathner, Tempt, 888.417.9343, [donna@healthybrandco.com](mailto:donna@healthybrandco.com)  
Steven Hoffman, Compass Natural, 303.807.1042, [steve@compassnatural.com](mailto:steve@compassnatural.com)

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

Tempt 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, 2016) – Tempt 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 Tempt 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 Rathner, COO, CMO and co-owner of Tempt. "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. Tempt 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 Tempt Coconut Hemp Milk in gable cartons in the refrigerated section. Available in Original and Unsweetened flavors.

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

### Introducing Tempt Hemp Yogurt

Your taste buds won't believe Tempt'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," Rathner said.

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



FOR IMMEDIATE RELEASE

## Colorado Gov. Jared Polis to Provide State Hemp Update at 8th Annual NoCo Hemp Expo

NoCo Hemp Expo Business Conference and Investment Summit March 24 at Gaylord Rockies includes new pitch slam event and awards banquet. Sponsored by Boulder Creek Technologies, Colorado Extraction Systems and Global Hemp Association.

What: Gov. Jared Polis will give the keynote address at the NoCo Hemp Expo Business Conference and Investment Summit at 1:30pm.

Where: Gaylord Rockies Resort & Convention Center  
8700 North Gaylord Rockies Boulevard, Aurora, CO 80019  
720-462-8800

When: Thursday, March 24

- Governor's Remarks: 1:30pm
- Business Conference and Investment Summit / B2B Industry Trade Show 10:00am-5:00pm
- WAFBA Awards of Excellence Banquet 7:00pm

Tickets Available [HERE](https://www.nocohempexpo.com)  
Apply for Press Passes [HERE](https://www.nocohempexpo.com)

AURORA, CO (March 8, 2022) – Colorado Gov. Jared Polis will deliver an update on the state's hemp industry at the 8th Annual NoCo Hemp Expo's Business Conference and Investment Summit on Thursday, March 24, at the Gaylord Rockies Resort and Convention Center.



Gov. Jared Polis holds a hemp bag that flew over the Denver Capitol Building during Hemp Week in June, 2021. Courtesy of Colorado Governor's Office.



# PRESS RELEASES

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](mailto:tyler@runa.org), tel 401.426.9543

Steven Hoffman, Compass Natural, [steve@compassnatural.com](mailto: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 "gwhy-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 MacComble 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.



# E-BLASTS

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

**blk.**  
BLACK WATER. CLEAR BENEFITS. DRINK DIFFERENT

Discover blk. at Natural Products Expo West!

blk. International will showcase its nutrient-rich, alkaline functional water made with trace fulvic minerals at the largest natural products trade show in the world.

Join us in Anaheim, March 9-11, 2022, Booth #N909, Hot Products Hall, at Natural Products Expo West and learn more about blk.'s flavorful line of functional waters.

**FROM THE EARTH'S CORE TO YOURS.**

**blk.**  
Discover the Benefits of Fulvic Enhanced Alkaline Natural Water  
77+ Trace Minerals • Electrolytes  
Antioxidants • Amino Acids  
BOOTH N909

- Zero Calories
- Yogurt
- pH 8.5+
- Alkaline Free
- Zero Preservatives
- Zero Sugar
- Zero BPA
- Zero Plastic
- Micro-Bubbles
- Electrolytes
- Anti-Oxidants

**ALFALFAS**

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

**NINTH ANNUAL EARTH DAY CELEBRATION!**

LOCAL VENDORS FREE SAMPLES FREE GOAT YOGA

**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!

**LaLoo's**  
GOAT'S MILK ICE CREAM

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

Goat's Milk Ice Cream wishes you a healthy and goat-ful New Year!  
Enjoy this delicious opportunity to get One Pint Free during the holiday season.

Click [here to view all your benefits.](#)

Click [here to claim your coupon.](#)

**Pint Free!**  
Happy Holidays!

MEMORANDUM: LALOO'S GOAT'S MILK ICE CREAM will reimburse you the full price of one pint (not cash) for one (1) pint of any flavor of LALOO'S GOAT'S MILK ICE CREAM purchased at any participating retailer during the holiday season. This coupon is non-transferable, non-refundable, and cannot be cashed in. This coupon is valid for one (1) use only and may not be combined with other offers. Coupon must be presented at the time of purchase of regular priced or marked down LALOO'S GOAT'S MILK ICE CREAM. Some restrictions may apply. Cash value .001¢. Void where prohibited. © 2014 LALOO'S GOAT'S MILK ICE CREAM. Network CSR #18921, One Laurel Drive, Deer Park, TX 78842

Expires: 1/1/14

...that goodness on our new website in January 2014  
[www.laloes.com](http://www.laloes.com)

Communications by Compass Natural Marketing  
info@compassnatural.com | Tel: 303.807.1042

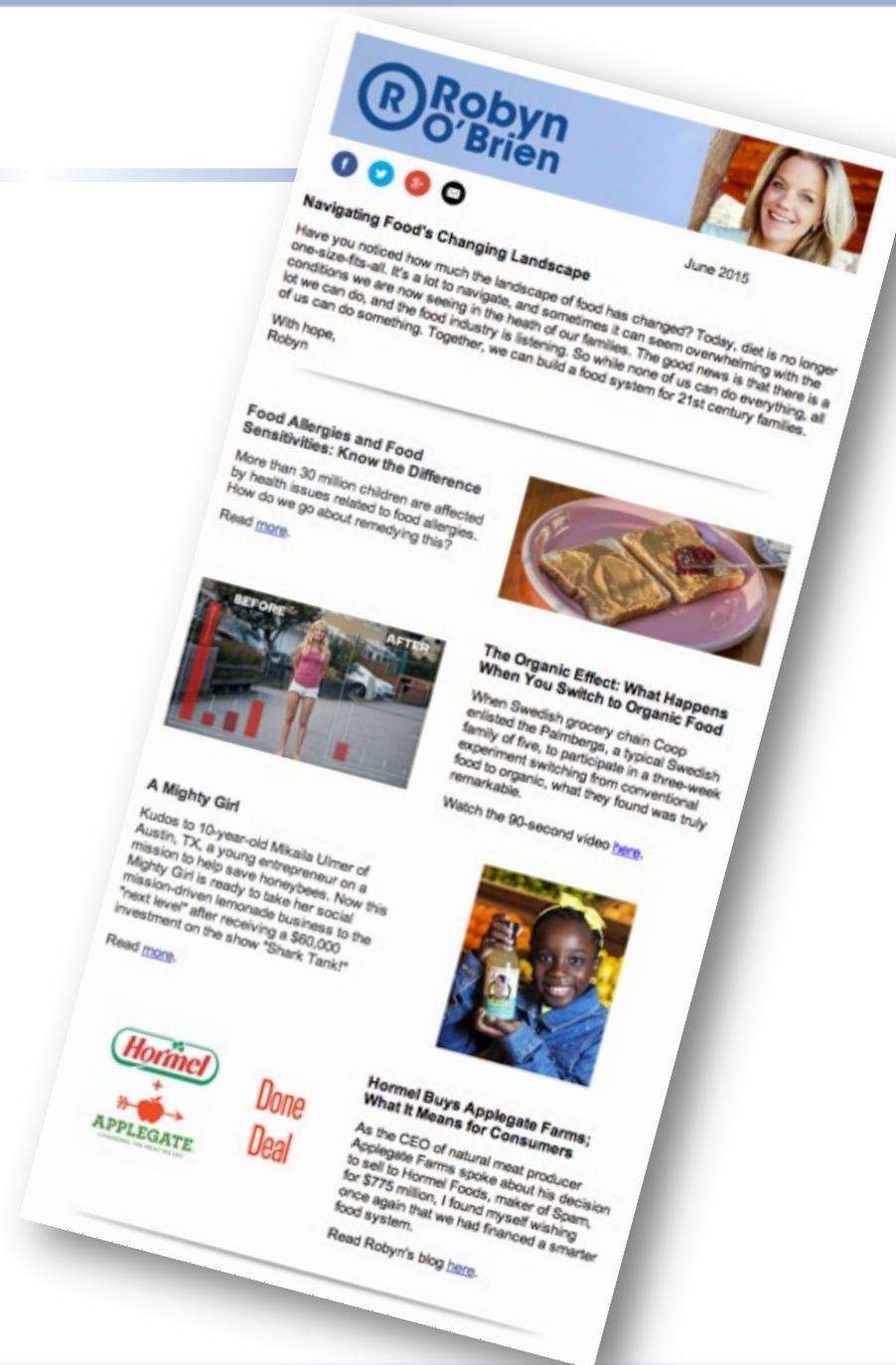
**Compass Natural**  
The Heart of Great Business



# 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, 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**  
5.8 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](mailto: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

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

compared with a conventional cotton t-shirt



#cool&conscious  
MetaWear  
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](http://www.metawearorganic.com) or email [orders@metawearorganic.com](mailto:orders@metawearorganic.com).

## FINCA LUNA NUEVA

### SUSTAINABLE RAINFOREST ECOLOGUE

**MAKE MEMORIES AT ONE OF COSTA RICA'S BEST ECO-LOGGES**  
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



**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, Niman 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 949 Kroger-owned stores across 17 states, reported [CNBC News](#), which referred to CBD as "one of the hottest consumer trends."

[Full Article Here](#)



**Bill Murray Loves Hemp**  
Anne Rouse (left), Co-Founder of Anavii 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 Harold (middle) of Early Bird CBD.

**FREE HEMP PAPER FOR THE PLANET**  
BUSINESS CARDS | FLYERS | POSTERS | BROCHURES | SHORT RUN PACKAGING | DESIGN SERVICES

**NEWS BRIEFS**

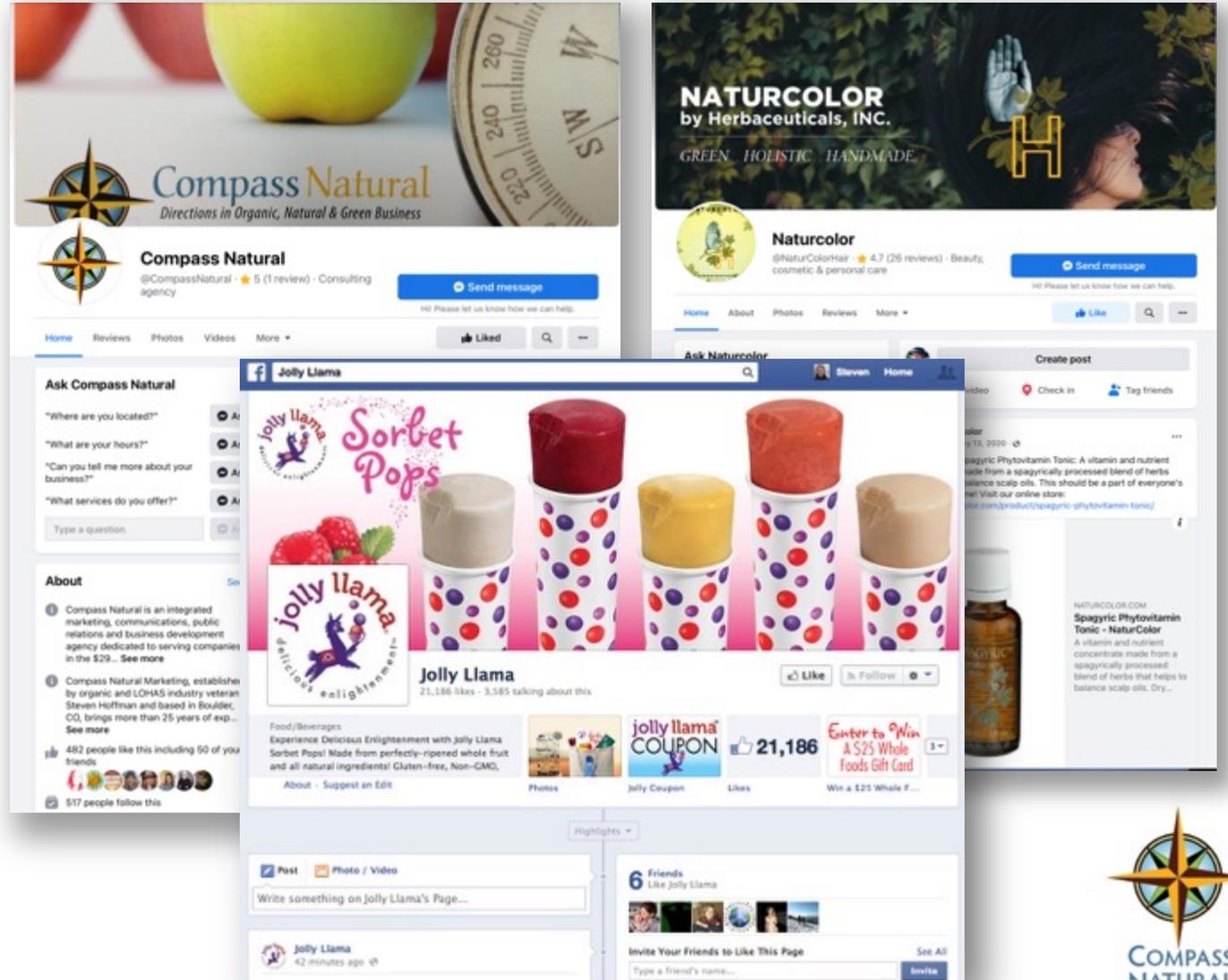
- Hempcrete, Earth's Most Sustainable Building Material by Compass Tech
- Facebook Continues Bet on CBD and Hemp Advertising by Green Rush Daily



# SOCIAL MEDIA

## Social Media – How Do You Like Me Now?

Compass Natural coordinates content with the client's social media team. We're also adept at managing social media content curation and administration on behalf of clients, including posting and advertising on Facebook, LinkedIn and other social media pages, along with integrating social media with Internet, blog, e-newsletter and other marketing campaigns and strategies, and also monitoring and reporting on metrics.



# INFO MARKETING

Compass Natural worked with healthy lifestyle consumer brand **I AM Enlightened Creations** on email marketing and e-newsletters targeted to consumers and trade (the articles lead back to I AM's e-commerce site and blog).



### 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](#).*



# EVENT MARKETING

Compass Natural has significant experience in producing and promoting consumer and trade shows, conferences, meetings, and related events. In this example, we were hired to produce and promote a full-day 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



Glennise Humphrey and Scott Roy of Boulder Ice

**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](mailto:local.symposium@wholefoods.com)

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

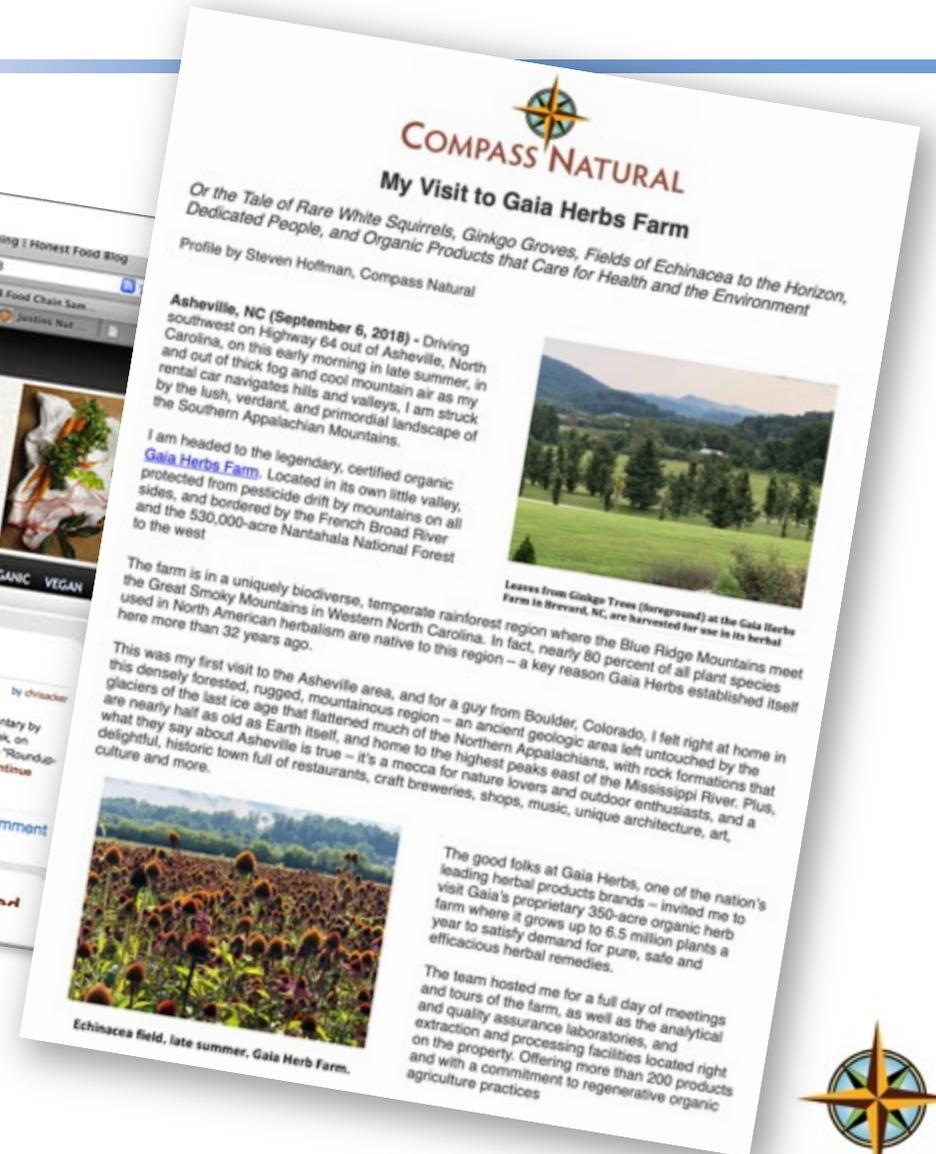
Information must be received by May 7, 2011.



# BLOGS

Blogging builds website and social media visitation, brand awareness and product sales.

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



# 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](http://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](http://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](mailto:steve@compassnatural.com).



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

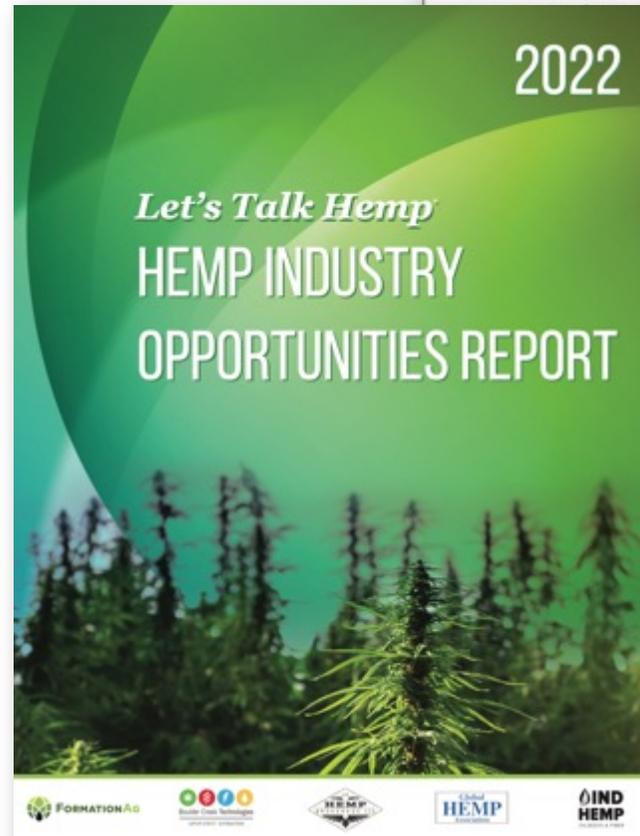
Communications by:



# 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 publishers and market research firms, such as **Let's Talk Hemp**, **Pure Branding** and **SPINS**, reach key decision makers in the \$300-billion market for natural, nutritional, organic and healthy lifestyles products with market data and analysis.



**2022**

*Let's Talk Hemp*  
**HEMP INDUSTRY OPPORTUNITIES REPORT**

FOBNATION AG  
Hemp Council  
HEMP  
Global HEMP  
IND HEMP



**HempBiz 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.

the result of an ambitious entrepreneurs, investors in the *State of the Hemp* report the economic and social impact of hemp as well as the market and business decisions in the hemp industry.

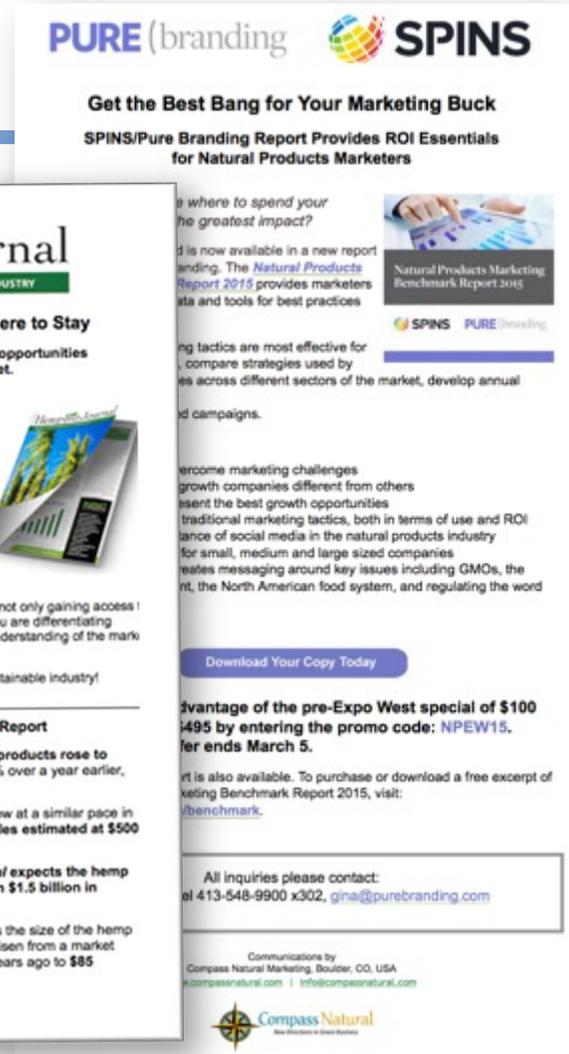
share an article from the green building and to the quality of data and by [downloading it here](#).

the *Hemp Industry Report* you are not only gaining access to business minds in the space, but you are differentiating your edge in power, and a superior understanding of the market from failure.

and learn about this exploding, sustainable industry!

**in the 2016 Hemp Industry Report**

- Consumer sales of hemp products rose to **\$400 million in 2014**, up 26% over a year earlier, reports *Hemp Biz Journal*.
- The market continued to grow at a similar pace in 2015 with industrial hemp sales estimated at **\$500 million**.
- By 2020, *Hemp Biz Journal* expects the hemp industry in the U.S. to reach **\$1.5 billion** in consumer sales.
- *Hemp Biz Journal* estimates the size of the hemp **CBD market alone** to have risen from a market that didn't exist a few short years ago to **\$85 million** in 2015.



**PURE (branding) SPINS**

**Get the Best Bang for Your Marketing Buck**  
SPINS/Pure Branding Report Provides ROI Essentials for Natural Products Marketers

where to spend your marketing budget for the greatest impact?

is now available in a new report and landing. The *Natural Products Marketing Report 2015* provides marketers with data and tools for best practices.

**Natural Products Marketing Benchmark Report 2015**

SPINS PURE (branding)

ing tactics are most effective for . compare strategies used by others across different sectors of the market, develop annual marketing campaigns.

ercome marketing challenges and growth companies different from others. Present the best growth opportunities. traditional marketing tactics, both in terms of use and ROI. Influence of social media in the natural products industry for small, medium and large sized companies. Create messaging around key issues including GMOs, the environment, the North American food system, and regulating the word.

**Download Your Copy Today**

**Advantage of the pre-Expo West special of \$100 for \$495 by entering the promo code: NPEW15. Offer ends March 5.**

it is also available. To purchase or download a free excerpt of the Marketing Benchmark Report 2015, visit: [benchmark](#).

All inquiries please contact:  
at 413-548-9900 x302, [gina@purebranding.com](mailto:gina@purebranding.com)

Communications by  
Compass Natural Marketing, Boulder, CO, USA  
[compassnatural.com](http://compassnatural.com) | [info@compassnatural.com](mailto:info@compassnatural.com)

**Compass Natural**  
New Products in Green Business



# 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.



## For Immediate Release

### Contact:

Eric Schnell, MetaBrand, [info@metabrandcorp.com](mailto:info@metabrandcorp.com), tel 888.611.5573  
Steven Hoffman, Compass Natural, [steve@compassnatural.com](mailto: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.



# COFFEE TALK

**Compass Coffee Talk™** features lively interactive conversations with industry leaders and experts designed to help guide entrepreneurs and businesses of all sizes to succeed in the marketplace. Hosted by natural and organic products industry veterans Bill Capsalis and Steven Hoffman, Compass Coffee Talk is produced by Compass Natural Marketing, a leading PR, branding, and business development agency serving the natural and organic products industry. Recorded live, all episodes appear on [YouTube](#).



## Compass Coffee Talk™

Episode 20  
Jan 12, 2022  
11:30am EDT

“Family for Change:  
Tom Newmark and  
Sara Newmark  
Talk Regenerative Ag”



<b>Tom Newmark</b> Co-Founder & Chair The Carbon Underground	<b>Sara Newmark</b> COO True Grace
--	--

SPONSORED BY:



# 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 / 1g FIBER	Garden Herb
WHOLE FOOD PLANT BASED	Original
CHICKEN & SAUSAGE	Barbecue
ORIGINAL	Falafel
Garden Herb	Shiitake Mushroom
3	Black Bean South West
Indulgently	Spicy Tuscan
Vegetarian	

Visit us at [SunshineBurger.com](http://SunshineBurger.com)

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[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

**FOR COMPLETE DETAILS VISIT: [AHPA.org](http://AHPA.org)**

**AHPA**  
AMERICAN HERBAL PRODUCTS ASSOCIATION

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

REGISTER NOW!  
Early-bird discount code:  
*EarlyBird*

EARLY-BIRD DISCOUNT  
ENDS JULY 1

## Cooling a warming world.

A night to benefit:



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

All net proceeds will be donated to Regeneration International.

[www.regenerationinternational.org](http://www.regenerationinternational.org)

## WE PROCESS & PACKAGE

# Organic Grains

60 Years of Quality, Integrity & Tradition.

Call us for growing opportunities

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




NON GMO Project VERIFIED  
[nongmoproject.org](http://nongmoproject.org)

USDA ORGANIC

PAREVE

Organic Since 1953

[GrainPlaceFoods.com](http://GrainPlaceFoods.com) • 888-714-7246



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.



# PUBLISHED WORKS

We are often invited to author feature articles in leading publications and blogs to educate and inform consumers, business leaders, media, and others about issues, trends, products and brands. Compass Natural's principal Steven Hoffman also is a regular contributor to such publications as **New Hope Network's Idea Xchange**, **Presence Marketing** and others.



**Steven Hoffman**  
Compass Natural

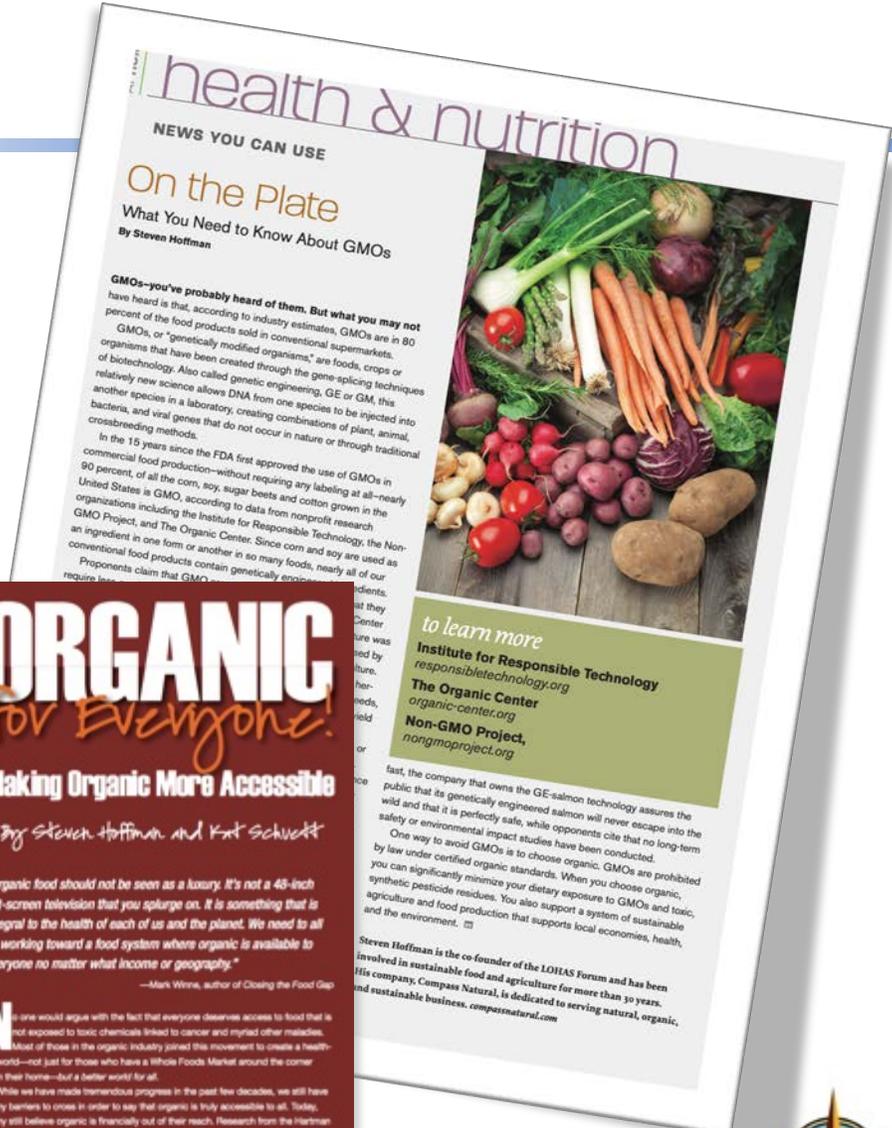
Steven Hoffman is managing director of **Compass Natural**, providing brand marketing, PR, social media and strategic business development services to natural, organic and sustainable products businesses. He also helps direct fundraising efforts on behalf of Regeneration International. Previously, he served as marketing director for the Arrowhead Mills organic brand, as the former editorial director of *Natural Foods Merchandiser* magazine, former education director of Natural Products Expo East and West and co-founder of LOHAS Journal. Contact [info@compassnatural.com](mailto:info@compassnatural.com).

Compass Natural

**STEVEN'S RECENT ACTIVITY**

 **Butter-label battle builds up in Wisconsin**  
JUL 02, 2019  
Dairy producers in the Midwestern state don't want plant-based spreads to identify their products as butter.

 **On the organic trail: Organic Week focuses on sales trends, hemp**  
JUN 04, 2019  
Hemp offers great potential for organic, as almost all is grown conventionally, but some states are more open to the product than others.



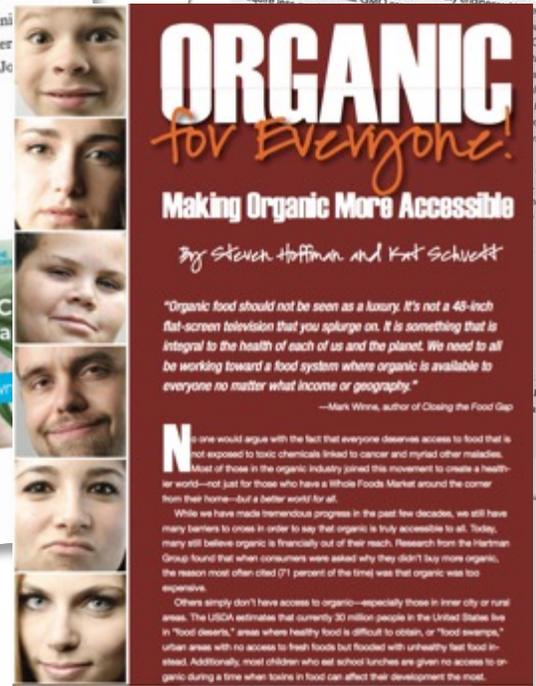
**health & nutrition**  
NEWS YOU CAN USE  
**On the Plate**  
What You Need to Know About GMOs  
By Steven Hoffman

**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. GMOs, or "genetically modified organisms," are foods, crops or organisms that have been created 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, bacteria, 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 Non-GMO 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 GMOs are safe and that they require no additional safety testing. However, some scientists are concerned that they may have unintended effects. The Organic Center has been instrumental in the development of labeling legislation. The Organic Center was created by the Organic Center, a nonprofit organization that provides information, research, and advocacy on organic, natural, and non-GMO products. [responsibletechnology.org](http://www.responsibletechnology.org)  
**The Organic Center**  
[organic-center.org](http://www.organic-center.org)  
**Non-GMO Project**  
[nongmoproject.org](http://www.nongmoproject.org)

fast, 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 by law under certified organic standards. When you choose organic, you can significantly minimize your dietary exposure to GMOs and toxic, synthetic pesticide residues. You also support a system of sustainable agriculture and food production that supports local economies, health, and the environment. ☐

Steven Hoffman is the co-founder of the LOHAS Forum and has been involved in sustainable food and agriculture for more than 30 years. His company, **Compass Natural**, is dedicated to serving natural, organic, and sustainable business. [compassnatural.com](http://compassnatural.com)



**ORGANIC**  
*for Everyone!*  
**Making Organic More Accessible**  
By Steven Hoffman and Kat Schuett

"Organic food should not be seen as a luxury. It's not a 45-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*

**N**ature 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 barriers to cross in order to say that organic is truly accessible to all. Today, many still believe organic is financially out of their reach. Research from the Hartman Group found that when consumers were asked why they didn't buy more organic, the reason most often cited (71 percent of the time) was that organic was too expensive.

Others simply don't have access to organic—especially those in inner city or rural areas. The USDA estimates that currently 30 million people in the United States live in "food deserts," areas where healthy food is difficult to obtain, or "food swamps," urban areas with no access to fresh foods but flooded with unhealthy fast food instead. Additionally, most children who eat school lunches are given no access to organic during a time when toxins in food can affect their development the most.

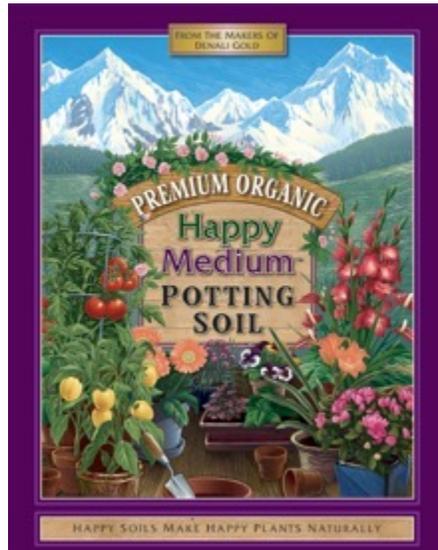


# INNOVATION IN BRAND MARKETING

Brand Creation  
Packaging Design  
Integrated Marketing  
Brand Communication  
Sales Collateral  
Email & Print Advertising  
Websites



# 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.



# 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

## Figio! Means cool in Italian.

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

figio! means cool in Italian!



**Introducing Figio! 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](mailto: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



figio! ORGANIC GELATO

ALWAYS ORGANIC ALWAYS COOL.



**For Immediate Release**

Contact:  
Shoshana Romer, Compass Natural Marketing, tel 303.499.6742, [shoshana@compassnatural.com](mailto:shoshana@compassnatural.com).  
Glennise Humphrey, Boulder Homemade Inc., tel 800.891.5002, [glennise@bouldericecream.com](mailto:glennise@bouldericecream.com).

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

*Super premium, Figio! 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)** – Figio! 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, Figio! 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, Figio!, 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.

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



# 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.

HEY, WHIRTS UP DUDE.

**svol. games**  
AT THE YMCA 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!

[Facebook](#) [Twitter](#) [Email](#)



# 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, a jar of Betsy's Best Seed Butter in the foreground, and various ingredients like chia seeds and honey.



**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

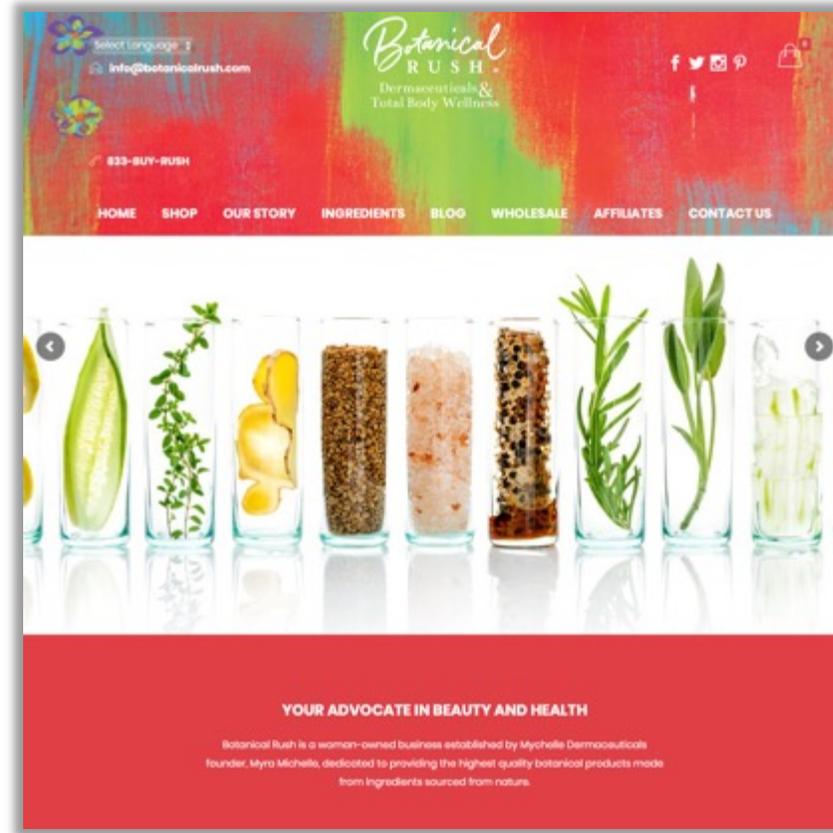
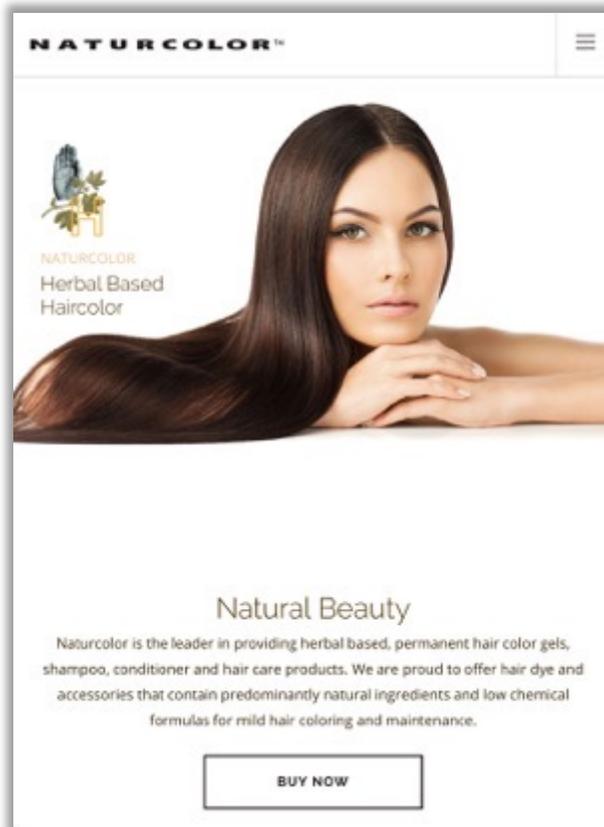
Herbaceuticals  
NATURCOLOR  
Herbal Based Haircolor Gel To Cover Gray Hair  
4.2oz 120ml  
All Over Shampoo

COMPASS NATURAL

The advertisement features a woman with long, dark hair, a box of NaturColor hair color, and a hand holding a leafy branch.

# WEBSITES

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



# 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 - Everman & 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



# 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.

**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 **IAM1** checkout. Valid through Valentine's Day, February 14th.

Explore

*"Knowing others is wisdom, knowing yourself is enlightenment."*

**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 02/22/18

Send us your most eco-friendly idea



**WHAT DO YOU A METAWEAR OF?**

- 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



**About MetaWear**  
 With a commitment to ethical closed-loop production and creating American jobs, MetaWear is a manufacturer and turnkey solution for stylish, screen-printed and dyed T-shirts and other custom goods. Inquire about placing orders, please visit [www.metawear.com](http://www.metawear.com).

**yes and™**

**Sustainable Fashion Brand YES AND Commits to Being Carbon Net Zero by 11.11.22**

FOR IMMEDIATE RELEASE

The digitally-native, modern, sustainable fashion brand has launched their first full collection along with some big promises to help transform the fashion industry into a force for positive change.

**NEW YORK, NY (November 16, 2020)** – Founded by ECOstyle pioneer and **ECOfashion Corp** CEO, Marci Zeroff, **YES AND** was created to banish the stigma that sustainable fashion has to sacrifice style, quality, fit, color, comfort or price. With an edgy, balancing, and fun vibe, **YES AND** allows consumers to look good, feel good and do good in the world. Certified organic, low-impact, dyed and ethically made, **YES AND** introduces responsible, high-quality fashion to direct-to-consumer retail at an accessible price point.

According to the Textile Exchange, the fashion industry is one of the largest global air and water polluters, representing 20% of Earth's industrial fresh water pollution. Fashion makes a sizeable contribution to climate change. McKinsey research shows that the fashion industry was responsible for some 2.1 billion metric tons of greenhouse-gas (GHG) emissions in 2018, about 4 percent of the global total. **ECOfashion Corp's** mission is to revolutionize the fashion industry, providing accessible, no-compromise apparel and home fashions that consider human and planetary health, farmer and worker welfare, and future generations. One way that mission is playing out is in **YES AND's** commitment to being carbon net zero by 11.11.22.

**YES AND** believes in co-creation and collaboration with like-minded, strong role models, like **Aiyala Reiner, Role Models Management** and the **Lenzing Group**. Each **YES AND** style is named after a unique, strong, influential woman who shares common values with the brand. By doing so, **YES AND** hopes to extend their reach beyond their networks and help educate humanity on climate change solutions. **YES AND** is not just a fashion brand, they're dedicated to uniting value and values in order to make a smart and stylish fashion statement. Through creative, cool and conscious tie dyes, trendy-yet-timeless camouflage and animal prints, and statement graphics such as "Make Earth Cool Again," "Optimist," and "IT'S REAL: Climate Change", **YES AND** offers a way for individuals to "wear the change" they wish to see in the world.

**"YES, I've built my whole career on win-win business models,"** says Founder/CEO, Marci Zeroff. **"AND I truly believe that 1+1 = 11 because we are exponentially stronger together than we are apart. It's time for an ECOfaissance built on unity and the manifestation of infinite possibilities."**



# TRADE SHOW MARKETING

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.

BE THE COOLEST MOM (OR DAD) EVER!

INTRODUCING **Missy J's<sup>®</sup> 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<sup>®</sup> CAROB CONFECTIONS**  
CHOCOLATE HAS MET ITS MATCH

HALL E BOOTH 5360

-BITES -TRUFFLEY TREATS -CUPS

**Missy J's<sup>®</sup>**  
**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 ingredients are now 100% USDA Certified!

emmy's  
SUPER CEREAL  
DARK CACAO

Made with delicious, raw, organic whole grains

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

Gluten Free. Dairy Free. Soy Free. A

Visit us at Booth #5385 at Natural Products Expo West  
March 9-13, 2016, Anaheim Convention Center

[www.emmysorganics.com](http://www.emmysorganics.com)

**blk.**

BLACK WATER. CLEAR BENEFITS. DRINK DIFFERENT

Discover blk. at Natural Products Expo West!

blk. International will showcase its nutrient-rich, alkaline functional water made with trace fulvic minerals at the largest natural products trade show in the world.

Join us in Anaheim, March 9-11, 2022, Booth #N909, Hot Products Hall, at Natural Products Expo West and learn more about blk.'s flavorful line of functional waters.

FROM THE EARTH'S CORE TO YOURS.

blk. blk. blk. blk. blk. blk. blk. blk.

Discover the Benefits of Fulvic Enhanced Alkaline Water

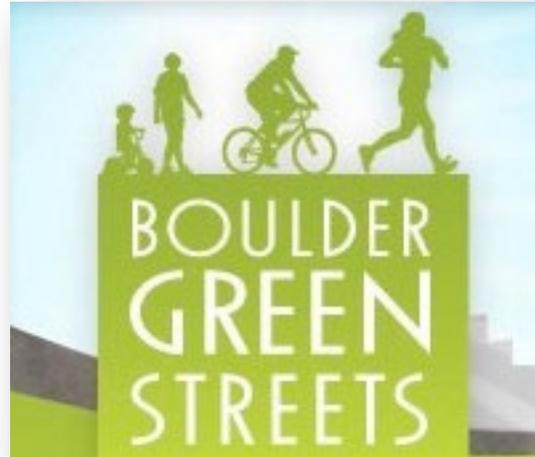
- 17 Trace Minerals • Electrolytes
- Antioxidants • Amino Acids

BOOTH N909

- Zero Calories
- Vegan
- pH 8.0+
- Gluten Free
- Soy Free
- Keto Friendly
- Low Glycemic
- Non-GMO
- Kosher
- Micro-Bubble
- Electrolytes
- 100% Carbonated



# CONSUMER EVENTS



## Boulder Green Streets | Event marketing and production.

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



# 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.



**For Immediate Release**

Contact:  
Steven Hoffman, Compass Natural, 303.807.1042, [steve@compassnatural.com](mailto:steve@compassnatural.com)  
Ernesto Sanchez, Group Coordinator, Finca Luna Nueva Lodge, [grupos@fincalunanuevalodge.com](mailto: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.*

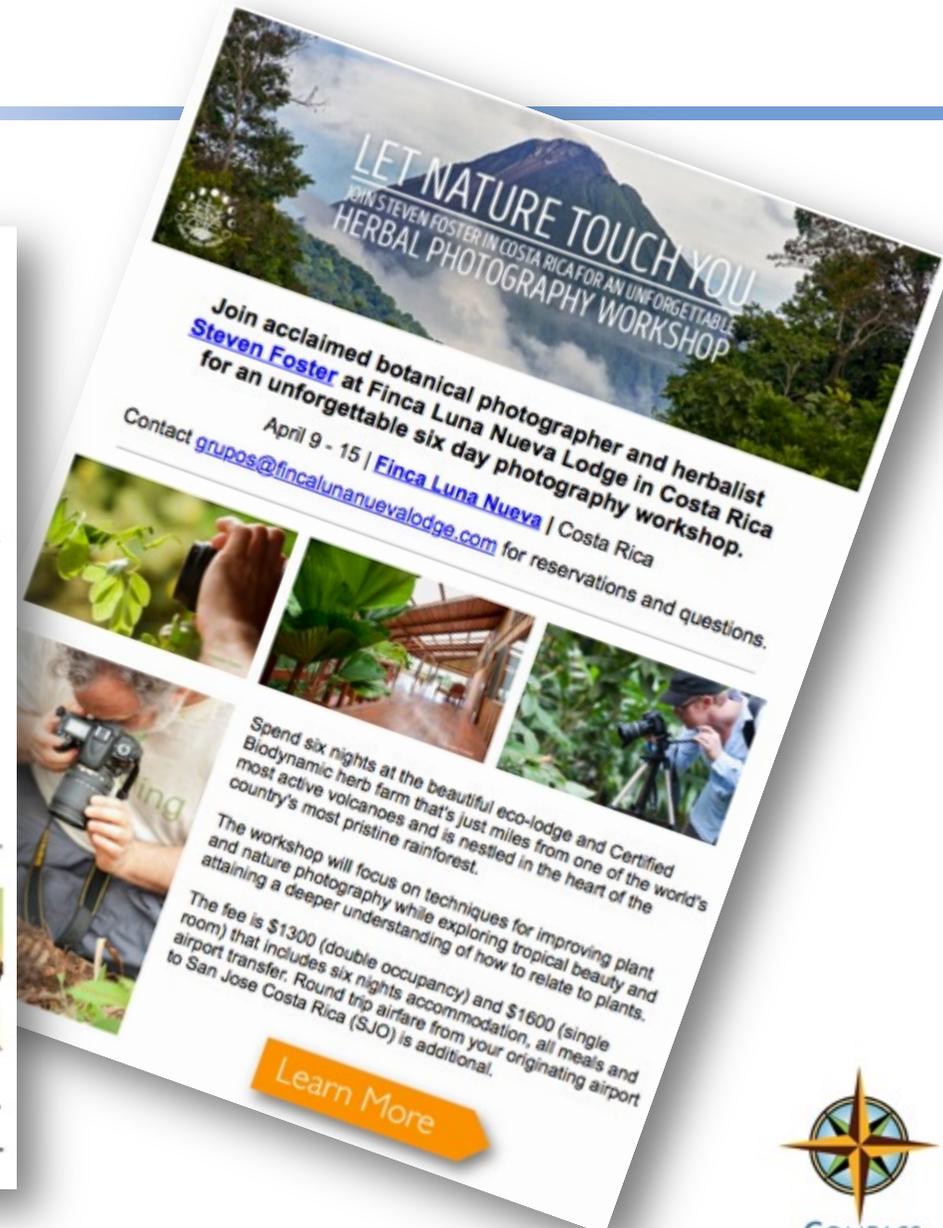
**San José, Costa Rica (May 10, 2016)** — Join Finca La Nueva Lodge in the heart of the Costa Rican rainforest for an exclusive six-day retreat celebrating the robust biodiversity and sustainable foodways of the "Rich Coast."

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**  
WITH 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](mailto: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](#)

# 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](http://WinonasHemp.com)



# TEAM COMPASS



**STEVEN HOFFMAN**  
**Director**

With a deep 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 of The Organic Center



**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,



**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 knowledge has supported the substantial sales growth of a number of the most progressive natural, organic & sustainable technology companies.



**JEAN LOTUS**  
**Content Creator**

Jean Lotus is a Colorado-based award-winning journalist and hempeneur who writes about the American West and sustainable food and technologies. A former journalist with United Press International (UPI), Jean also is Founder, Editor and Publisher of HempBuild Magazine.

# COMPASS NATURAL ADVISORY BOARD



## **BILL CAPSALIS**

As an avid healthy lifestyle expert, Bill works with emerging brands as well as mid-sized companies on everything from brand & sales channel strategy, finance, operational challenges and product innovation. He also serves as Director of Naturally Boulder.



## **MIKE SCHALL**

Former Senior Principal of Business Development for Whole Foods Market, Mike also served as CEO for Manischewitz and Guiltless Gourmet. His current role is Managing Director at FocalPoint Partners, a leading investment banking firm, where he serves as co-leader of the firm's food & beverage practice.



## **MARK RETZLOF**

Mark Retzloff is a true pioneer in natural, organic and regenerative food and agriculture, with a 50-year career in starting and managing a number of successful natural products companies. He is Co-founder of Horizon Organic Dairy and Aurora Organic Dairy, and former Chair of Alfalfa's Markets.



## **ARI ADAMS**

Ari Adams is a parenting and lifestyle blogger and CEO of ShiftCon Media, producer of the annual ShiftCon Eco-Wellness Influencer Conference for eco-friendly and health-conscious bloggers and influencers. Ari also serves as Adjunct Professor of Digital Marketing at Clayton State University.