A Boutique Agency Serving the Marketing, 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.

Learn How We Can Tell Your Story

303.807.1042 ▪ Info@CompassNatural.com ▪ 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.
PRESS RELEASES

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

A diverse portfolio of innovative products, including new Nosotros & Herbs, Moringa & Herbs, and Functional Flower, are designed to meet the needs of consumers who are seeking better health outcomes for themselves and their families.

“Gaia Herbs is excited to present our new Nosotros & Herbs, Moringa & Herbs, and Functional Flower lines at Expo West this year. These new product lines are not only beautiful, but they also provide health benefits that consumers can trust and rely on. Our team is dedicated to offering consumers products that are not only good for them, but also good for the planet,” said Randy Schmitz, Gaia Herbs CEO.

The new Nosotros & Herbs line is designed to offer consumers a new way to experience the health benefits of Moringa. The Moringa & Herbs line includes a variety of products featuring herbs and botanicals from around the world, while the Functional Flower line includes products that are designed to support specific health outcomes.

Dayya Delicately Delicious

Dayya, a brand of plant-based premium cheese, today announced the appointment of Terry Teran as CEO. The move is part of a broader leadership transition that will see Dayya tap into the strong executive leadership of company co-founders and cofounders. In addition to his role as CEO, Terry Teran will be responsible for overseeing the company’s overall strategy and operations.

Teran joins Dayya from Jvaneq, a leading global health and wellness company, where he served as EVP of Sales and Marketing. Prior to that, he was the president and CEO of Yeh Olden, a leading natural and organic food company.


Renee’s, a leading premium pork company, today announced the appointment of Randy Schmitz as CEO. Schmitz brings a wealth of experience in the pork industry, having served as president of Jvaneq, a leading global health and wellness company, for the past five years.

Schmitz will be responsible for overseeing the company’s overall strategy and operations, while also working closely with the company’s executive team to drive growth and innovation.

“Renee’s is a quickly growing premium pork company and I am excited to join the team and help drive the company’s continued success,” said Schmitz. “I look forward to working with the entire Renee’s team to continue delivering high-quality, premium pork products to consumers across the country.”

Teran previously served as EVP of Sales and Marketing at Yeh Olden, a leading natural and organic food company, where he was responsible for overseeing the company’s sales and marketing activities. Prior to that, he was the president and CEO of Jvaneq, a leading global health and wellness company.

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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.
E-BLASTS

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

THE SOUTHERN HEMP EXPO II
SEPT 6-7, 2019
FRANKLIN, TN USA

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, Presentations 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 exhibition 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

ARISE MUSIC FESTIVAL
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

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 - 6:00pm
Saturday, May 7: Tradeshow: 10:00am - 6:00pm

Navy Pier
600 E. Grand Avenue
Chicago, IL 60611

Communicated by:
Compass Natural

Register Now

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.
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.
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.
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.
EMAIL & PRINT ADVERTISING
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, managing director of Compass Natural, is the author of "Organic for Everyone: Making Organic More Accessible" which was published in 2010. The book is a how-to guide for ensuring that organic certification is accessible and affordable to consumers. Hoffman has also written for New Hope Network’s Idea Xchange, Presence Marketing, and other publications. His articles cover topics such as organic certification, sustainable agriculture, and the importance of local and regional food systems. Hoffman is also a regular contributor to the New Hope Network’s Idea Xchange, where he shares insights on the organic industry and its trends. His writing reflects his passion for making organic products and practices more accessible to all who seek to live healthier, more sustainable lives.
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

Figo! Means cool in Italian.

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