

# **SupplySide<sup>®</sup>** **Fresh** **Food & Beverage**

- 30 education sessions
- 30+ industry experts
- 13 insight documents
- 14 networking events



## Module 1: Welcome



**Welcome session**  
**Sonja Thompson**  
Community content manager  
SupplySide

→ [SupplySide Fresh Food & Beverage overview - PDF](#)

## Module 2: Industry resources



**Trade shows and conferences: Differentiating their value propositions**  
**Jon Benninger**  
VP and market leader  
SupplySide

→ [Trade shows and conferences in the food and beverage industry: Directory - PDF](#)



**Trade media: How to keep current in the industry**  
**Sandy Almendarez**  
VP content  
SupplySide

### Trade associations and charitable organizations: What, why and how?



**Jon Benninger**  
VP and market leader  
SupplySide



**Karin VanSlyke**  
Strategic partnerships manager  
SupplySide

→ [Trade associations and charitable organizations in the food and beverage industry: Directory - PDF](#)

## Module 2: Industry resources



**Working with mentors and sponsors**  
**Katrina Tolentino**  
Executive director  
Naturally Network



**Pet food formulation: Information for newcomers**  
**Austin Therrell**  
Executive director  
Association of American  
Feed Control Officials  
(AAFCO)



**Where to find mentors and sponsors in the food and beverage industry – PDF**



**Colors and flavors in the food and beverage industry**  
**Kristen Sparkman**  
Culinologist  
CuliNEX



**Continued learning for food science and innovation**  
**Randy Kreienbrink, CFS**  
VP sales & marketing  
Artemis International -  
Berryceuticals

**Food and beverage industry acronyms and initialisms – PDF**

**Certifications in the food and beverage industry – PDF**

## Module 3: Running a business



**Supply chain processes and considerations**  
**Brandon Hernandez**  
Senior partner  
Whole Brain Consulting



**Marketing: Tips and best practices**  
**Todd Pauli**  
Managing director  
24 Stories

### Amazon and e-commerce in the natural products industry



**Haley Palmer**  
Brand strategist  
MarketPlace Branding



**Nicole Hill**  
Executive director, strategy  
MarketPlace Branding



**SEO primer for business**  
**Jane Phelps**  
CEO and founder  
Know Agency



**Insurance and risk management: Who, what, when and why**  
**Chris Morey**  
Senior VP  
IMA Financial Group, Inc.



**Business management: Overview of functions and activities**  
**Eric Schnell**  
Founder  
BeyondBrands



**Accelerator programs: How to boost your startup**  
**Jon Benninger**  
VP and market leader  
SupplySide

## Module 3: Running a business

### Important partnerships: Regulatory and contract manufacturers



**Jon Benninger**  
VP and market leader  
SupplySide



**Sonja Thompson**  
Community content manager  
SupplySide



**The big debate: Co-man or no co-man**  
**Scott Miller**  
Staff writer, Food & Beverage Journal  
SupplySide



**Self-manufacture or hire a contract manufacturer?**  
**A quick pro/con comparison - PDF**

## Module 4: Due diligence



**Identifying adulteration risks in the food and beverage industry**  
**Angela Anandappa**  
CEO and president  
Alliance for Advanced Sanitation



**The role of food testing labs**  
**Kantha Shelke, Ph.D., CFS**  
Sr. lecturer, Johns Hopkins University  
Founder/principal, Corvus Blue



**Identifying adulteration risks:**  
**Checklist – PDF**



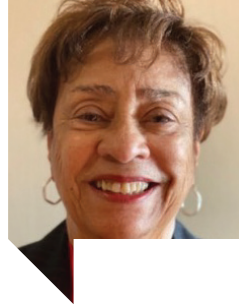
**Foreign Supplier Verification Program (FSVP) - PDF**  
**Larisa Pavlick**  
Regulatory manager  
Informa Markets

**Food lab directories: Innovation, research and testing – PDF**  
**Market research sources for the food and beverage industry – PDF**

## Module 5: Legal and regulatory



**FDA, USDA, FTC and other considerations**  
**Justin Prochnow**  
Shareholder  
Greenberg Traurig LLP



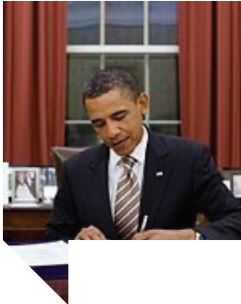
**cGMP and HARPC**  
**Joy A. Joeseeph**  
President  
JOYS Quality  
Management Systems



**Ingredient safety: GRAS and other considerations**  
**Ashish Talati**  
Founding member  
Talati Law Firm



**Food labeling and allowable claims**  
**Ivan Wasserman**  
Managing partner  
Amin Wasserman  
Gurnani LLP



**Food Safety  
Modernization  
Act (FSMA): Overview -  
Video**

## Module 6: Looking ahead



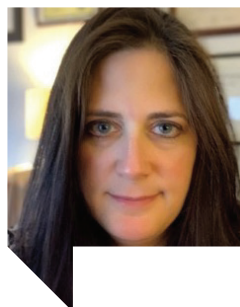
**Trends in food and beverage**  
**Julie Johnson**  
President  
HealthFocus International



**Sustainability in the food and beverage industry**  
**Udi Lazemy**  
Principal  
Lazimy Regenerative Impact Partners



**Key political figures and thought-leaders in the food and beverage industry**  
**Jaclyn Bowen, MPH, MS**  
Executive director  
Clean Label Project



**Technology in the food and beverage industry**  
**Hillary Hughes**  
Attorney | partner  
Foster Garvey



**Key political figures and thought-leaders in the food and beverage industry - PDF**



**Past, present and future:  
Functional foods and beverages in the U.S. – video**

## Module 7: Networking events (virtual)

### Who's who? SupplySide Rockstars

Meet three different SupplySide Rockstars of the food and beverage industry.



### Network with SupplySide Fresh peers

Meet other new professionals from the food and beverage and dietary supplement industries.

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### Meet the researcher

Meet professional researchers who are excited to share about current projects.

## Module 7: Networking events (in person)

### Network with SupplySide Fresh peers: IRL



**SupplySide®**  
**Connect**  
**New Jersey**

**April 8-9, 2025**  
Secaucus, NJ



**SupplySide®**  
**Global**

**Oct. 27-30, 2025**  
Las Vegas, NV

## Module 8: Reflection and recognition

- Feedback about the course
- Session and industry expert evaluation
- Certificate of completion