

PROVIDING VALUE IN PRODUCTS AND SERVICES THAT
EMPOWER PEOPLE TO LEAD HEALTHIER LIVES.



Turbulence in the Retail Channel

UNPA 9th Annual Members Retreat



UNITED NATURAL
PRODUCTS ALLIANCE®

May 24, 2017

Jim Emme



Live Happy. Live Healthy. Live NOW.

Why is the CEO of a Branded Company presenting on Retail Issues?



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



We were a retailer before we were a Branded Manufacturer

**The Fruitful Yield was
Founded in 1962 by
Elwood Richard**

**NOW was Founded in
1968 by Elwood to be
the House Brand for
The Fruitful Yield**



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



Today: 13 Stores in the Chicagoland Area



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



These are Turbulent times for Traditional Brick and Mortar Retailers: Some are gone and others are in trouble. All are changing.



RadioShack®

sears



SUPPLEMENTS



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Bloomberg News April 24, 2017:

“Retailers are going Bankrupt at a record pace. Department stores, electronics sellers, and clothing shops are most at risk.”

- Kim Bhasin



SUPPLEMENTS



FOODS



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So what is Happening in the Natural Channel?

Our Experience....



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



So what is Happening in the Natural Channel?

Our Experience....

Competition is Fierce!



SUPPLEMENTS



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First....Where do we sell our Brand in North America and How are They Doing?

- >Independent Natural Retailers**
- >Natural Chains**
- >Practitioners**
- >Internet Retailers**



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



The “New Normal”?

Lower Operating Incomes ?

More Specialized Product Lines?

More Exclusive Brands or Products?

Amazon Private Label?



SUPPLEMENTS



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SPORTS



And More Big Box Retailers are Carrying Organic Products...

CostCo Wholesale

Kroger

WalMart

...with More Joining the Fray.

**Where will our North American Natural Retail
Channel Go from Here?**



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS



Discussion



SUPPLEMENTS



FOODS



PERSONAL CARE



SPORTS

