



UNPA @ 25 and Our New Future

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President, UNPA

2017 UNPA Members' Retreat
May 24, 2017



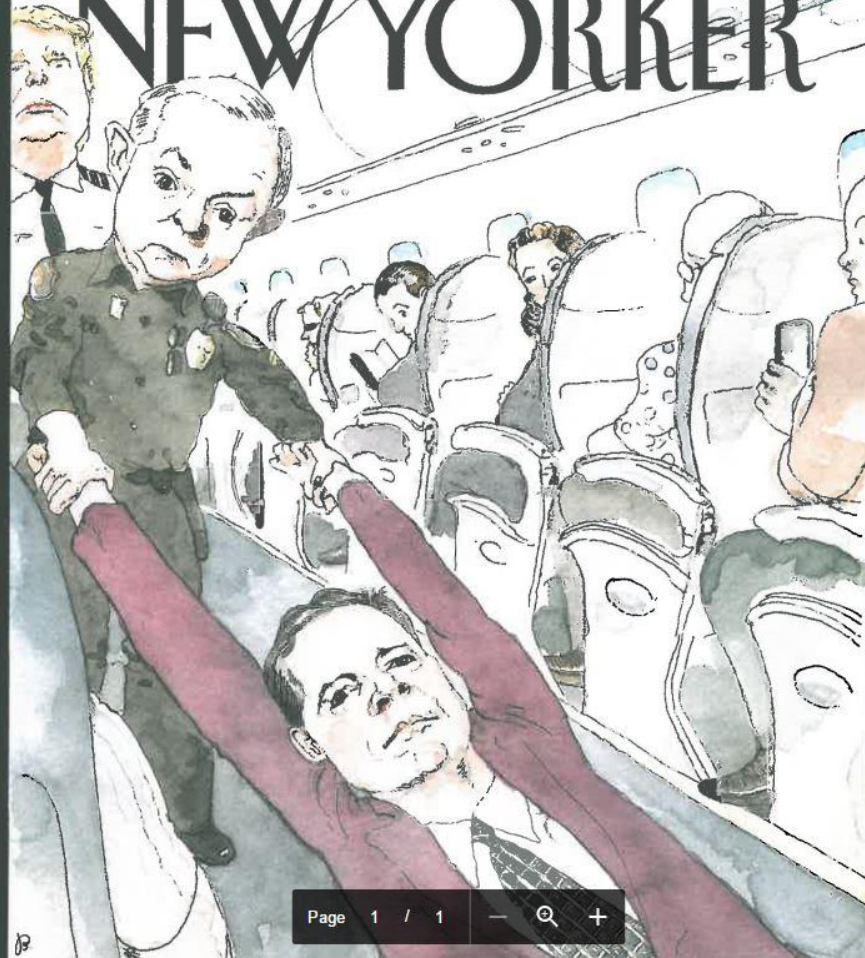


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Re: Attendee thoughts on UNPA
initiatives and priorities...
Let's go to the polling questions.

Things to Think About

- Politics
 - National
 - State
 - Local
 - International

- “Gen Delta”
 - The generational divide
- Natural v. synthetic
- Synthetic v. synthetic biology
- China: new cooperation

The China-U.S. Supplement Bridge

- 80% of supplement ingredients come from China
- DSHEA/FSMA supply side compliance, training issues
- Chinese investments/purchases/licensing with U.S. companies and facilities
- The China > U.S. food trend
- The China > U.S. > China supplement trend

Building the China Bridge

UNPA's 2017 MOU with
China Nutrition and Health Food Association



中国营养保健食品协会
China Nutrition and Health Food Association

签约仪式 SIGNING CEREMONY



中国营养保健食品协会
China Nutrition and Health Food Association



美国天然食品联合会
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U.S. Embassy
Beijing, China
March 21, 2017

Yet more things to think about

- Trade associations
- How we communicate
- How we understand
- The Blue Sheet
- Cannabis and CBD

- Amazon and technology
- Quality initiatives
- NDI / ODI lists / GRAS
- Retailer empowerment or pushback?
- State Attorneys General
- Channel turbulence
- DSHEA – Next Gen?

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization

The Value Pyramid



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal

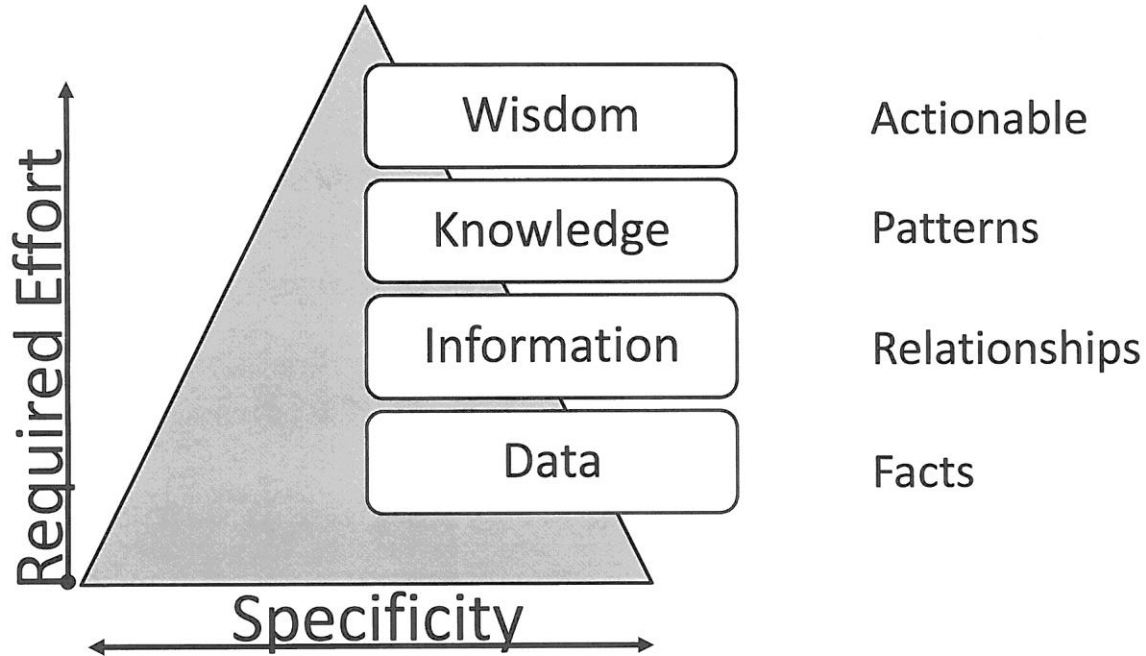


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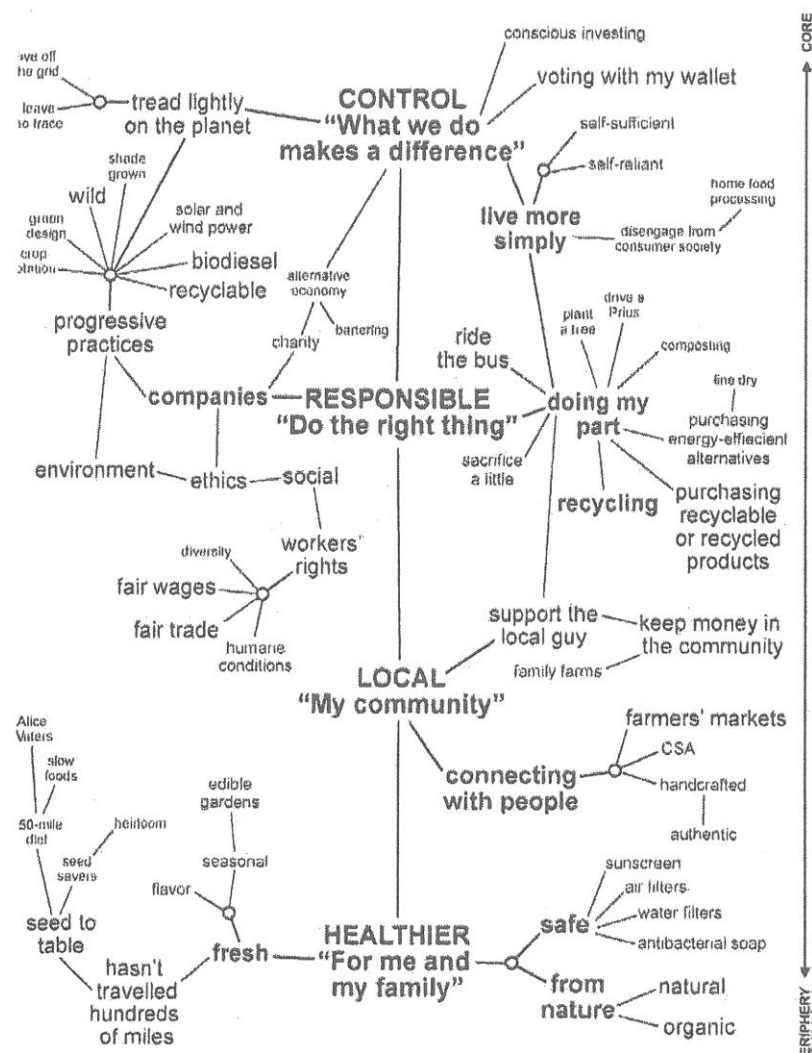
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Ackoff Model: Knowledge Management



Personal vs. collective values





Thank you!

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