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**Natural Health Products &  
Functional Ingredients -Building Success**

October 21 & 22, 2015

Alberta Innovates Technology Futures (AITF)

250 Karl Clark Road NW

Edmonton AB

Detailed speaker bios and other information posted on [www.afdp.ualberta.ca](http://www.afdp.ualberta.ca)

Day 1 October 21 2015		
Time	Activity	Speakers
7:30 -8:30 am	Registration & Networking Breakfast	
8:30–9:00 am	Welcome	Bob Rimes, Executive Director, Agri-Food Discovery Place
9:00–10:00 am	Consumer Demands & Trends	Lindsay Sutton, Agriculture & Forestry
10:00–10:15 am Energy Break		
10:15 –11:00 am	The Canadian Perceptions of Healthy Foods & Ingredients	Bev Stangeland, Ag-West Bio
11:00–11:45 am	Sales & Marketing of Functional Ingredients	Lisa Rodwin, American International Chemical (AIC)
11:45-12:00 pm	Q & A with speakers	<u>Host:</u> Nicola McFarlane, BioAlberta
12:00-1:00 pm Networking Lunch		

Day 1 October 21, 2015		
Time	Activity	Speakers
1:15 –2:00 pm	Entering the Global Market Place— International Relations & Marketing Branch Panel	Aarij Bahir, Dusan Rnjak & Albert Eringfeld, Agriculture & Forestry
2:00 –2:15 pm	Q & A with panel speakers	<u>Host:</u> Anita Dyrbye, FTEN
2:15 –2:25 pm	Buyer Showcase	TBA
2:25–2:35 pm	GrainFrac Showcase	Nicole Suteau
2:35–2:45 pm	From The Earth Naturally Showcase	Anita Dyrbye
2:45–3:00 pm Energy Break Sponsored by AFSC		
3:00–4:15 pm	Financing for Success Panel	RJ Pant, AFSC Randy Thompson, VA Angel Warren Bergen, AVAC
4:15 –4:30 pm	Q & A with panel speakers	<u>Host:</u> Denis Taschuk, Radient Technologies
4:30–5:30 pm	AFC Annual General Meeting	
4:30–7:00 pm	NHP/FI Welcome Reception	Dr. Stan Blade, Dean Faculty of Agricultural, Life & Environmental Sciences
4:30 –7:00 pm	Ingredient Showcase	Maynard Kolskog, NAIT Kevin Swallow, AF David Fielder, AF

## ORGANIZING PARTNERS

Agri-Food Discovery Place	Alberta Agriculture and Forestry
Agriculture and Food Council	BioNeutra
Radient Technologies	BioAlberta
Agriculture and Agri-Food Canada	Afinity Life Sciences
From the Earth Naturally	

**Day 2                      October 22, 2015**

Time	Activity	Speakers
8:00—8:45 am	Networking Breakfast	Bob Rimes, Executive Director, Agri-Food Discovery Place
8:45—9:00 am	Welcome & Greetings from Minister of Agriculture and Forestry (AF)	John Brown, Assistant Deputy Minister, AF
9:00—10:45 am	Business Development with Canada’s Food Regulations (Mini Workshop)	Carol T. Culhane, International Food Focus Ltd.
<b>10:45 –11:00 am Energy Break</b>		
11:00-11:30 am	Challenges of meeting the regulations	Brenna Boonstra, NHP Consulting Inc.
11:30—11:55 am	Q & A with the regulation speakers	<u>Host</u> : Bryanna Kumpula, AFC
<b>12:00—1:00 pm Networking Lunch</b>		
1:00—1:45 pm	Getting to the market with distribution	Matthew James, Purity Life
1:45—2:45 pm	Getting into the Market	Henrik Lauridsen, DVS Air & Sea, Barry Charnay, BioNeutra, Jacqueline Shan, Afinity Life Sciences Karina Birch, Rocky Mountain Soap
2:45—3:00 pm	<i>Wrap Up</i> -Keys to Selling	Lindsay Sutton
3:00—3:15 pm	Q & A with the market speakers	<u>Host</u> : Lindsay Sutton
3:15—3:30 pm	Closing Remarks	Bob Rimes

**ORGANIZING PARTNERS**

<b>Agri-Food Discovery Place</b>	<b>From the Earth Naturally</b>
<b>Agriculture and Food Council</b>	<b>Alberta Agriculture and Forestry</b>
<b>Radiant Technologies</b>	<b>BioNeutra</b>
<b>Agriculture and Agri-Food Canada</b>	<b>BioAlberta</b>



Alberta Innovates Bio Solutions leads science and innovation to grow prosperity in Alberta's agriculture, food, and forestry sectors.

Alberta Innovates Bio Solutions (AI Bio) is a publicly funded, board-governed corporation that works with partners to identify, coordinate and fund research projects designed to help solve industry challenges with solutions that deliver economic, environmental, and social benefits. Through this investment in research and innovation, AI Bio aims to help create new knowledge, technologies, and products that will grow Alberta's **agriculture, food, and forest sectors** in the following areas:

- Sustainable production
- Bioindustrial innovation
- Food innovation
- Ecosystem services and biodiversity
- Biological greenhouse gas management program
- Alberta Prion Research Institute

FOR MORE INFORMATION

Call 780-427-1956 or email [BIO@albertainnovates.ca](mailto:BIO@albertainnovates.ca)

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Funded by the Government of Alberta

BioNeutra North America provides isomalto-oligosaccharide products that are a combination dietary fiber, sweetener and prebiotic.

BioNeutra's VitaFiber™ IMO isomalto-oligosaccharide products have approvals which are specific and exclusive to BioNeutra's products that are USA FDA GRAS, Health Canada *Novel Food Ingredient and Dietary Fiber* and European Food Standards Authority (EFSA) *Novel Food Ingredient*. The health benefit claims for BioNeutra's VitaFiber™ IMO are mainly based on the scientific data from BioNeutra's animal study and human clinical trial study; and are specific and exclusive to BioNeutra's VitaFiber™ IMO.

**VitaFiber™**

VitaFiber™ is a sweet natural fiber providing low calorie and soluble prebiotic fiber for human digestive health. VitaFiber™ is non-GMO, sugar-free and gluten-free.

VitaFiber™ is available as a syrup or powder. On a dry basis, VitaFiber™ is greater than 90% soluble fiber. Based on published studies, the caloric value of VitaFiber™ is 2.0kcal/g. All VitaFiber™ products are Kosher and **Halal**. In addition to being Kosher and Halal, all VitaFiber™ products are USA FDA GRAS and approved by Health Canada and European Food Safety Authority (EFSA).



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## Speakers



**Lindsay Sutton**

Market Development Specialist at Alberta Agriculture and Forestry (AF) where she uses her varied industry experience to coach Alberta food makers in driving profitable and sustainable growth for their business. With over a decade of experience in the food and biotech industry, she has become a resource for new global developments and emerging trends. Before joining AF, she leveraged her technical and marketing skills to assist in bringing an ingredient from start-up to a multi-million dollar success story. She has a passion and the expertise in food trends, food science, commercialization, worldwide regulations, food marketing and has been a speaker at a variety of events throughout North America.



**Bev Stangeland**

Bev works in international business development with Ag-West Bio in Saskatoon, SK. Ag-West is Saskatchewan's bioscience industry association helping to move research to market and grow bio-business in the province.

She was formerly the Executive Director of the BioAccess Commercialization Centre, an organization that provided business assistance to small and medium sized enterprises (SME's) in the functional foods and natural health product (FFNHP) industry across western Canada.



**Lisa Rodwin**

Lisa is the sales and product manager of nutritional ingredients at American International Chemical (AIC). Lisa has spent over 11 years in various sale and marketing roles in the ingredient distribution sector. Prior to AIC, Lisa held a senior marketing position with a consumer product distribution company. After graduating from Sheridan College in Business Administration with an accounting major, Lisa initially worked in the finance industry. She soon realized that marketing was more exciting and she had a passion for helping manufacturers launch new products in North American markets.

She currently resides in Burlington Ontario with her husband Gord and son Connor.



**Dusan Rnjak**

Dusan is a Trade Relations Officer at Alberta Agriculture and Forestry (AF). In his current role Dusan works in advancing Alberta's agricultural interests internationally with a strong focus on the markets of Americas and Europe. Prior to joining the Government of Alberta, Dusan spent over twelve years working for the Italian Chamber of Commerce in Western Canada and he is the founding member of the European Chamber of Commerce in Canada –West.

## Speakers



**Aarij Bashir**

Aarij is a Trade & Relations Officer with a focus on Middle East, Central Asia and Turkey. He works with industry and governments to promote trade and develop strong working relationships. Aarij has a Bachelors in Economics from Lahore University of Management Sciences and Masters in International Development from Simon Fraser University. Aarij was born in Pakistan and has experience working overseas on international development projects. He is fluent in English, Urdu and Hindi. He has also been an active participant in numerous international conferences focusing on diplomacy and international relations and has travelled to Europe, Asia, Central and North America.



**Albert Eringfeld**

Albert is the Manager of Trade and International Relations for the East Asia and Oceania Team in the International Relations and Marketing Branch at Alberta Agriculture and Forestry. In this role Albert assists Alberta agri-businesses to help identify opportunities and assist in expanding their export sales into the East Asian and Oceania markets including Korea, Japan, Greater China, Southeast Asia, Australia and New Zealand.



**Randy Stewart  
Thompson**

Randy is a leader of Canada's most active angel group. Randy has been working in the start-up venture space for 20+ years. Randy is the Founder and CEO of VA Angels, which has led him to be named Angel of the Year in Canada by Start-up Canada 2014. VA Angels recently celebrated their 100th company funded for over \$38M in total investments, which includes deals in the US, UK and Africa. Randy currently works internationally with companies in Puerto Rico and the UK.



**Warren Bergen**

Warren is an entrepreneur, investor, corporate advisor and has directly raised or assisted in the raising of capital for many growing businesses. Warren has participated directly with early stage ventures for over 20 years and has raised growth capital from venture capitalists, accredited investors, private equity groups and public markets. He is currently President, AVAC Ltd., a company that has invested over \$100Million in venture capital funds and directly into promising early-stage businesses in agri-value, ICT, life science, and other industrial technology sectors.

## Speakers



**RJ Pant**

RJ has over 10 years' experience in lending and business risk management at Agriculture Financial Services Corp, (AFSC). He is currently working as a Product Specialist - Lending for AFSC in High River, managing a \$50 million portfolio with 10-15% growth expectation every year. Over 20 years of Sales, Administration and Leadership experience on the job. Former Director, Rotary Club of Olds – International Service. Served clients throughout the province of Alberta out of Lacombe, Drumheller, La Crete, Olds, Calgary and High River AFSC offices.



**Carol T. Culhane**

Carol is the President of International Food Focus Ltd. a food industry analysis and business development firm that provides marketplace validation and regulatory compliance services to the food and allied industries. The firm's clients are located in Canada, the US and the EU and comprise both large and small organizations within government, private industry, academic, healthcare, media, not-for-profit organizations, and the legal and judicial sectors. In addition to providing organizations with path-finding insight and strategic recommendations, Carol serves as an active member for associations at the trade, professional and community levels.



**Brenna Boonstra**

Brenna is a Regulatory Affairs Manager with NHP Consulting. She collaborates with Health Canada's Natural and Non-Prescription Health Products Directorate (NNHPD) and Food Directorate (FD), to achieve Health Canada approvals for natural health products, functional foods, cosmetics, drugs, and veterinary products. NHP Consulting has a 99% success rate for Health Canada product licensing, and the company also coordinates regulatory submissions for products in the US and other foreign markets including Australia, New Zealand, Hong Kong, Brazil, and the EU. Brenna has over 10 years of experience in scientific research and industry.



**Matthew James**

Matthew has 23 years of experience in the natural health industry. Matthew's experience spans all aspects of the supply chain including manufacturing, distribution, brand marketing and export. He is currently the President and CEO at Purity Life Health products a national distributor of natural health products. Purity distributes over 200 natural health brands to Health Food, Grocery/Chain Drug and Mass retailers across Canada.

Matthew has also been a board member of the Canadian Health Food Association (CHFA) for the past 5 years.

## Speakers



**Karina Birch**

Co-owner of Rocky Mountain Soap Company., Karina and her husband, Cam, nurtured the company from its days as a 300 square foot shop in Canmore to the now 11 retail stores, over 700 wholesale accounts and 16,000 square foot workshop. Rocky Mountain Soap has been on the Profit 100 and Alberta Ventures "Fastest Growing Companies". The company is on a mission to remove toxins from the bath & body industry and makes a serious commitment to their 100% natural products. Karina has been honored as a female entrepreneur on the 'W100' list; a 'Fierce Woman of Influence' and sits on the board for Calgary Entrepreneurs Organization.



**Dr. Jacqueline Shan**

Jacqueline has led the way in bringing natural medicine into the mainstream over the last 20 years. Her innovative evidence-based approach to natural health products, has set the standard for quality and efficacy in the industry. She is the founder and CSO of Afinity Life Sciences, co-founder and CSO of Trusted Health Group and co-founder of COLD-FX, the best-selling natural cold and flu remedy in Canada. Afinity launched their newest product, Allergy-FX, a proprietary blend of quail eggs for combating seasonal and environmental allergies in August 2015. Dr. Shan has received over 25 national and international business and science awards, made the Women's Executive Network's list of Canada's 100 Most Powerful Women, and was inducted into the Canadian Pharmaceutical Industry Hall of Fame.



**Henrik Lauridsen**

In 2006, Henrik completed logistics training in Vienna, Austria at LKW Walter School of Business before joining DSV Air & Sea Inc. at the headquarters team in Denmark. DSV sent Henrik to Toronto to develop the transatlantic trade lanes. After 2 years in Eastern Canada he headed to Vancouver in 2014 to oversee the sales department for Western Canada. During these past 9 years in logistics, Henrik has supported several companies in their international trade growth by sharing his experience within ocean, air freight and customs. When not in his office, there is a good chance of finding him at the soccer fields or enjoying a walk in the city with a latte.



Barry has over 30 years experience in the agribusiness, manufacturing, food/beverage and energy industries. His experiences spans the globe from Canada, USA, Mexico, South America, Asia-Pacific, China, Europe, Eastern Europe, Middle East and South Africa. Barry provides advise on strategic planning, investment and operations to investors, owners and financiers in private and public enterprise, including government agencies for effective business development, investment due diligence, turn around management and restructuring. He leads and directs BioNeutra's domestic and international manufacturing, marketing and sales interests.

## Showcase Highlights



Nicole Suteau

**GrainFrac** is a vertically integrated company that operates out of the affiliated Sunny Boy Foods mill in Camrose, Alberta. The company produces and sells a natural barley beta-glucan concentrated fiber called Cerabeta™ to the food ingredient and nutraceutical industries. The Cerabeta™ barley beta-glucan concentrate is produced using the company's own innovative, patent pending dry process. The company is 100% Canadian owned by a group that includes key members from the farming, academic, and processing communities. They collaborate to produce, mill, extract, process, and package our products in their fully accredited, solely Canadian facilities.



Anita Dyrbye

**From the Earth Naturally (FTEN)** is an Alberta based company focused on research, development and manufacturing of natural health products by using a Canadian based value-chain with traceability to ensure high quality from seed to finished product. FTEN's team of qualified professionals proudly present the line of VIVACA® products beginning with VIVACA®, for menopause, the first Canadian-made full spectrum liquid concentrate formulation of its kind consumed in a beverage form for menopausal symptoms. This journey was made possible through the collaboration and support of local processing and top-notch Alberta research facilities. The Value-chain is now in place with additional products in the works.

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## Ingredient Showcase

The **Ingredient Showcase** takes place between 4:00 to 7:00 p.m. at the Welcome Reception on October 21st. Maynard has worked with students from NAIT, along with Keven Swallow and David Fielder from Agriculture and Forestry to provide a demonstration and display to highlight the utilization of various functional food and cosmetic ingredients. Their demonstration will showcase ideas for how you can use these ingredients to prepare finished products, as well as feature some Alberta products.

Some of the ingredients include: quick cooking pulses like Kabuli chickpeas, pinto beans, & black beans; high β-glucan hullless barley flour; Faba bean flour; extruded breakfast cereal; high β-glucan barley flour– Cerebeta; Faba bean protein; encapsulated cinnamon and garlic powder; French lentils, vegetarian mixed beans with jalapenos and to taste lasagna made with pea flour pasta. Cosmetic ingredients such as olesomes and innovative green materials,

Come celebrate and learn more about these ingredients!



**Chef Maynard Kolskog** is the evening dining instructor at NAIT's commercial cooking program and believes in raising diners' sensory experiences with the food and the dining room atmosphere at Ernests. He teaches a full range of apprentice cook and culinary arts courses and feels privileged to share his experience and knowledge with aspiring culinary arts students.

## Booths and Displays

- |                                    |   |
|------------------------------------|---|
| Alberta Agriculture and Forestry   | Agri-Food Discovery Place                           |
| Agriculture and Food Council (AFC) | Advanced Orthomolecular Research (AOR)              |
| BioNeutra                          | AI Bio Solutions                                    |
| Ross Benefits                      | BioAlberta (Alberta Biotechnology Association)      |
| Afinity Life Sciences              | Alberta Rhodiola Rosea Growers Organization (ARRGO) |