



2024 Natural, Organic & Healthy Foods Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, August 20, 2024

Store Tours

150 minutes

Tuesday, August 20th | 2:30 PM - 5:00 PM

Join us to check out some local and regional retail stores while at the session. These are self guided tours with transportation provided during the times below.

Vons
Stater Bros. Markets
Sprouts Farmers Market
Ralphs Fresh Fare

To participate please contact Sarah Davidson
at sdavidson@ecrm.marketgate.com (limited spots available)

Unveiling the Values-Oriented Consumer: Trends in the Natural, Organic, and Healthy Food Market

60 minutes

Tuesday, August 20th | 5:30 PM - 6:30 PM

Join us for an insightful session featuring Edricco Reina, Managing Director and Head of Retail and Strategic Partnerships at SPINS, as we delve into the dynamic landscape of the natural, organic, and healthy food market. With a focus on understanding the Values-Oriented Consumer, this session aims to uncover the driving forces behind consumer behavior and the top trends shaping the industry.

With a rich background spanning two decades, Edricco Reina is a proactive expert in business development and transformation. His prowess lies in data analytics, SaaS, and go-to-market strategies, fostering enduring growth for tech-enabled ventures. Presently, as the Managing Director, Head of Financial and Innovation Services at SPINS, Edricco spearheads a division dedicated to working with investors, professional services firms, and CPG companies, leveraging technology, services, product intelligence and strategic alliances to expedite growth.

Edricco Reina, Managing Director and Head of Retail and Strategic Partnerships
SPINS



Roundtables

40 minutes

Wednesday, August 21st | 12:40 PM - 1:20 PM

This is a great networking event giving participants the opportunity to discuss relevant industry topics in a round table format with fellow industry professionals sitting at the table.

Conscious Consumers: **Abby Massey, Senior Business Development Manager, Fairtrade America**

- Discussion around today's shopper focused on sustainable solutions and offerings

Successful partnerships to win at retail: **Nancy Trent, President, Trent & Company**

- Discuss examples of buyer and seller partnerships that help everyone win
- Explore ways to achieve success through industry relationships and partners

Driving excitement for wellness products at Retail: **Heather Wainer, VP of Media, Whole Foods Magazine**

- Discuss innovative concepts, best practices, and ideas
- Examples of how suppliers or retailers have built excitement around better for you in-store.

Trends in wellness today & coming tomorrow: **Steven Flood, Business Development, NielsenIQ**

- What are the growing trends in today's market and how will these impact the future

Food & Beverage as Medicine: **Edricco Reina, Managing Director | SPINS, LLC**

- Discussion around the future of functional foods and beverage offerings