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who developed a complete range of natural, dietetic  
and organic products. Our leading products are organic  
apple cider vinegars enriched with plant extracts. The  
combination of apple cider vinegar and plant extracts  
gives the Special Uberti and Four Thieves vinegars  
some amazing properties which allows its election as  
The Best Organic Product in 2015 and 2016 in France.
Dr Marilyn Glenville

The sugar debate: what’s good, what’s bad and what’s coming up. A well-researched insight into the rise of natural alternatives to sugar in the health food industry.

How is the consumption of sugar linked to the increased risk of heart disease, cancer (especially breast cancer), type 2 diabetes and Alzheimer’s? What natural alternatives to sugar are people looking for and how ‘natural’ are they? This talk will also look at new sweeteners coming on to the market.

Craig Sams, Organic Pioneer, Green & Blacks founder

The kingdom of bugs

A teaspoon of soil contains billions of souls – a conscious network of living organisms that are smarter than we think. This talk will give an insight into this invisible but powerful intelligence and how we can collaborate with it to produce more wholesome food, protect biodiversity and deal effectively with climate change.

Graham Keen, Executive Director, HFMA

Robert Taylor, Chairman HFMA & Senior Vice President of Vitabiotics

Shona Wilkinson, Nutritionist, Nutrition Know How

Andrew Thomas, Founder and Managing Director of BetterYou

Dr Robert Verkerk, Executive & Scientific Director, ANH International

Dr Marilyn Glenville

20:20 vision: Imagining the VHMS category in 2020

What does the future hold for the vitamin, mineral, herb and supplement category and what will a health food store supplements fixture look like in 2020? Will the supplements of the future take inspiration from Nature (might we even be growing our own)? Or will we embrace the techo-nature era and be bopping on a personalised vitamin patch, or downloading a supplement from iRemedy? And how might the political and regulatory landscape look like at the turn of the decade? These are some of the questions that will be put to our panel of industry experts (and occasional futurologists) for a lively, insightful and entertaining discussion.

Morten Moberg Nielsen, UK Managing Director, Netto

Organic in discount

Netto, the market leader in Denmark, has built a unique proposition among which Organic is one of the corner stones. Despite being a discount, Netto in Denmark gives the customers a wide choice of Organic. The Organic segment has been built over a number of years through close cooperation with associations and intensive marketing. One of the corner stones in the messaging has been, that “everyone must be able to afford Organic and this presentation will contain elements from the Netto journey.

Claire McDermott, Business Development Director, Soil Association Certification

Finn Cottele, Trade Consultant, Soil Association Certification


Soil Association Certification will share the most recent insights on the positive growth of the UK organic market: this will include a breakdown of the performance of the supermarket, independent and online retail channels as well as a look at the changing UK consumer and their motivations for purchasing organic. This session is ideal for brands and retailers considering their organic strategy and for overseas visitors who would like to keep up to date on UK market trends.

Peter Ailsis, CEO

Emma Cockerill, Director of sales and procurement

Lyns Hardy, Chief Commercial Officer

The innovation pitch LIVE to Holland & Barrett

Come and discover the latest innovative products being pitched live to the buyers of Holland & Barrett for the first time ever! Industry suppliers will pitch their latest product innovations from across the natural beauty and wellbeing sector to the Holland & Barrett Executive Team and you can hear first-hand why these products are potentially the next biggest seller for the health and wellbeing market.

Laura Jillmann, Communications and Business Relations Manager, IFOAM EU

Explore European organic production and retail data

Interested in organic farming trends for your sourcing needs? Which countries spend the most on organic per capita? What are the main product category groups and marketing channels for distribution in key markets? Attend this session to explore the latest data and trends for the European organic sector.

Always first with your industry news

Check out our relaunched website and sign up for our weekly e-newsletter at www.npnews.co.uk