



## 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](mailto:sdavidson@ecrm.marketgate.com) (limited spots available)

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## 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.

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

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

#### Successful partnerships to win at retail

- 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

- 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

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

#### Food & Beverage as Medicine

- Discussion around the future of functional foods and beverage offerings

Shopper preferences from personalized experiences, technology, discounts, and more.

- Discussion around today's shopper, and how best to serve their needs and wants