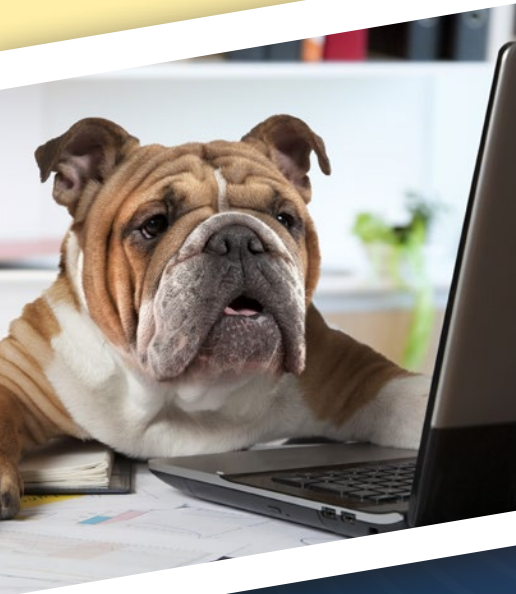


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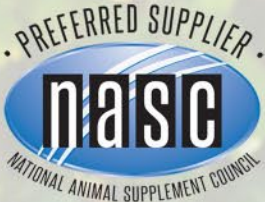
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- Ixoreal is the only ashwagandha maker in the world that is vertically integrated with its own farms, manufacturing, research and distribution, ensuring a steady supply and batch-to-batch consistency



On behalf of the NASC team and the board of directors, we want to extend a warm “virtual welcome” to all NASC members and attendees of our 2020 annual conference. It was our sincere hope that we would be able to welcome you to the beautiful Chase Park Plaza Royal Sonesta Hotel in St. Louis this year, as we always look forward to our annual event, but fate had other plans for 2020. But as they say in the entertainment business, “The show must go on!”

At each annual conference I cannot help but reflect on how far NASC has come and how proud I continue to be of our collective accomplishments. Even in the face of the tough challenges of recent events, we saw membership growth. I am thankful we are in an industry that was deemed “essential” by the U.S. government.

We continue to bolster our working relationships with federal and state regulators, as well as associations like AAFCO, and are expanding our reach internationally with our initiatives in China. You will hear more about each of these topics in the presentations during the conference, however our goal, which is becoming more of a reality each day, is to have the NASC Quality Seal be a key deciding factor as retail partners choose which products to bring in, and ultimately in boosting consumer confidence in our industry. Not to over-promise, but the NASC Quality Seal, as well as the Preferred Supplier Quality Mark, have been approved as registered marks in China. You will hear more about our initiatives with strategic partners to help implement systems of continuous vigilance and monitoring, which we hope will open new markets, as well as expand their recognition internationally.

Each Friday the NASC team has a conference call, and in our most recent call I asked the team to tell me why NASC exists and what difference we make. What do we stand for and why do we continue to be successful? We talked about leadership and why cross-functional teams are so important.

Any confident leader surrounds himself or herself with people who make up for their weaknesses, who are critical thinkers, who are unselfish in their approach and who embrace a philosophy of “a rising tide floats all boats.” From the NASC team, the board of directors, and every single member of our organization, I am proud that we operate with these principles in mind.

Every NASC member is contributing to a cause far greater than their own individual company’s self-interest, and I believe this, in no small way, is the reason we have grown to be the global leader in helping shape our collective path forward.

When I say it is an honor and a privilege to serve as president of NASC, I mean this from the bottom of my heart. Personally, I continue to be fueled by the difference we make for our industry, our stakeholders, and most importantly, the animals that benefit from the products our members provide.

I look forward to continuing our success and the difference we make together.

Very Sincerely,

Bill Bookout

NASC TEAM



Bill Bookout

President & Board Chairman
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Tuesday June 9

THEME: SCIENCE & COMPLIANCE

9AM

9:00-9:55am (PST)

THE IMPORTANCE OF THE MICROBIOME IN ANIMAL HEALTH

presented by Maria Regina Cattai De Godoy, Assistant Professor, Department of Animal Sciences & Division of Nutritional Sciences College of Agricultural, Consumer and Environmental Sciences Administration, University of Illinois at Urbana-Champaign

10AM

10:00-10:40am (PST)

NEW DEVELOPMENTS IN ASHWAGANDHA RESEARCH AND APPLICATIONS

presented by Chris Kilham, The Medicine Hunter | Sponsored by KSM-66 Ashwagandha, Title Sponsor of the 2020 NASC Virtual Conference

11AM

10:45-11:15am (PST)

THE ROLE OF ASTAXANTHIN IN PREVENTATIVE HEALTH IN AGING DOGS

presented by Karen Hecht, Ph.D., Scientific Affairs Manager, AstaReal, Inc.

12PM

11:30am-12:00pm (PST)

OVERVIEW OF THE AAFCO ONLINE DATABASE OF INGREDIENTS

presented by Jennifer Gornert, Director, New Hampshire Department of Agriculture, Markets & Food

12:05-12:45pm (PST)

WHAT'S THE STRAIGHT STORY ABOUT DILATED CARDIOMYOPATHY (DCM) IN CANINES?

presented by George Collings, Ph.D., President & General Manager of Nutrition Solutions

1PM

12:50-1:35pm (PST)

BEST PRACTICES IN ADVERSE EVENT REPORTING

presented by Ahna Brutlag, DVM, MS, DABT, DABVT, Director, Veterinary Services & Senior Veterinary Toxicologist, SafetyCall International

2PM

PACIFIC



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Wednesday June 10

THEME: BUSINESS OPPORTUNITIES

9AM

9:00-9:30am (PST)

CHINA, AN EMERGING MARKET: REGULATIONS AND MARKET DATA, TRADE SHOWS, BUSINESS CONSIDERATIONS AND POTENTIAL PARTNERSHIPS

presented by Daniel Mabey, Asia Region President, United Natural Products Alliance

10AM

9:35-10:05am (PST)

EXCITING DEVELOPMENTS IN CHINA PARTNERSHIPS

presented by Loren Israelsen, President, United Natural Products Alliance; Daniel Mabey, Asia Region President, United Natural Products Alliance; Bill Bookout, President, NASC

10:10-10:40am (PST)

PROGRAM ACTIONS AND OVERVIEW FROM CHINA JOINT COLLABORATION

presented by Daniel Mabey, Asia Region President, United Natural Products Alliance; Mr. Xia Yang, Secretary General, China Society of Inspection and Testing; Sebastian Gruenert, Director, Eurofins China; Bill Bookout, President, NASC

11AM

10:45-11:15am (PST)

TO EXPORT, OR NOT TO EXPORT? THAT IS THE QUESTION!

presented by Nick Hartog, President & Co-Owner, Grand Meadows Nutritional Supplements, Inc.

12PM

11:30am-12:30pm (PST)

CANNABIS AND CANNABIS DERIVATIVES, INCLUDING CBD: KEY LEGAL ISSUES YOU NEED TO FOLLOW, DEVELOPMENTS FROM FDA AND EXPOSURE & RISK FOR CLASS-ACTION LAWSUITS

presented by Todd Harrison, Partner, Venable LLP and Bill Bookout, President, NASC

1PM

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Thursday June 11

THEME: SALES & MARKETING

9AM

9:00-9:30am (PST)

WHAT SHOPPERS SEEK IN PET SUPPLEMENTS

presented by Nicole Hill, Group Strategy Director, Marketplace

10AM

9:35-10:05am (PST)

GOOGLE ALGORITHM UPDATES TO YOUR WEBSITE AND HOW TO AVOID GETTING HIT

presented by Jane Phelps, CEO of SEO Strategy, Know Agency

10:10-10:40am (PST)

BOOST YOUR MARGINS AND YOUR BRAND REACH: UTILIZE AMAZON'S PLATFORM TO DELIVER YOUR PRODUCTS DIRECTLY TO PET OWNERS

presented by Jeff Schick, Partner, Rafelson Schick – eComAttorneys.com

11AM

10:45-11:30am (PST)

MARKET TRENDS REPORTS & NASC SUPPLEMENT GUIDES

presented by Ryan Cargo and Jeni Rector

11:30-11:45am (PST)

CONFERENCE WRAP-UP: CLOSING COMMENTS, TAKEAWAYS & HOUSEKEEPING ITEMS

12PM



11:50am-12:45pm (PST)

NASC VIRTUAL HAPPY HOUR: GRAB A REFRESHING DRINK AND JOIN US FOR FELLOWSHIP, ENTERTAINMENT, GAMES & PRIZES!

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1PM

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RAW MATERIAL SUPPLIERS		
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AIDP, Inc.	Thomas Tritt	818-326-5136
Alaska Naturals Pet Products/Trident	Jeff Hermanson	206-297-6501
AlaskaOmega & PrairieOX (Wiley Companies)	Julie Carlson	252-619-6394
Alltech	Juan Gomez	859-885-9613
American Laboraties	John Garcia	402-835-5887
Arcadia Bioscience	Lisa Chambers	530-554-0851
AstraReal, Inc	Michael Kosaka	609-614-6904
Berg Nutrition	Elias Chiatas	734-253-2231
Bergstrom Nutrition	Tim Hammond	360-693-1883
Biova, LLC	Amanda Orloske	913-815-4043
Chemi Nutra	Braxton Wright	512-993-3948
Cypress Ingredients	Roland Geiger	559-229-7850
Deerland Probiotics & Enzymes	Sam Michini	770-919-8907
Diana Pet Food (SPF N. America)	Sean Niland	715-533-3885
DuPont Nutrition & Health	Amy Smith	904-249-7444
Evolva	David Tetzlaff	727-940-3831
FarmaSino USA LLC	Lei Cebin	626-696-6990
HealthTech BioActives	Mar Serra	+34 935 044 420
Horn	Greg Roop	800-442-4676
Indena USA	Brandon Stolar	440-364-0665
Ingredientsonline.com	Ambrosia Rocque	480-710-8278
Kemin Nutrisurance	Barb Howe	970-988-9931
KND Labs	Courtland Pennell	833-563-4223
KSM-66 Ashwegandha	K. Kavita	310-424-5535
Lallemand Animal Nutrition	Bart Dunsford	414-464-6440
Lonza	Kevin Owen	806-655-8002
Meck Pharmachem LLC	Sharva Mehta	714-512-6517
Metabolic Technologies, LLC	John Fuller Jr.	515-296-9916
Mid-West Nutrition	Seth McGinn	402-721-7347
Neptune Wellness Solutions	Marc Vaugeois	800-371-9668
Nutraceuticals International Group, LLC	Jamie Spell	201-399-2333

PREFERRED SUPPLIERS

COMPANY	CONTACT	PHONE
Nutralliance	April Martin	844-410-1400
Pharmore Ingredients, Inc	Allen Gritton	801-446-8188
RIBUS, Inc	Karen Hanson	314-727-4287
Ridley, Inc	Jan Sorensen	507-261-1046
Shanghai Freeman	Christine Balediata	714-345-2315
Specialty Enzymes and Probiotics	Don Bloch	909-613-1660
Stratum Nutrition	Chris Haynes	417-358-4822
Super Beta Glucan	Sherwin Chen	949-264-2888
Treehouse	Hillary Dell	303-550-5601
Trouw Nutrition	Ryan Hicks	800365-1357
TSI USA LLC	Alisan Sullivan	406-541-9754
Valensa International	Stephen Hill	352-357-2004
Verdure Science	Dan Krupa	317-776-3600
Vidya Herbs	Nikki Piraquive	732-784-1587
Wacker Biosolutions	Debbie Schultz	517-920-9454
Wantuming Biological Products (Joys SunnY Health)	Phil Xu	626-923-9197
Zinpro	Brent Kirn	952-983-4000

CONTRACT MANUFACTURERS

Capsugel	Barri Sigverstsen	862-242-1646
Custom Veterinary Service, Inc	Ruben Martinez	305-255-1910
FoodScience Corporation	Sara Phillips	802-872-1971
Garmon Corporation	Tim Lockwood	562-400-8406
Green Mountain Animal	Chelsea Tomat	877-590-8406
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International Vitamin Corporation	Nora Dowell	951-749-4416
Kansas City Treats	Jim Tyler	913-627-1226
Lonza	Kevin Owen	806-655-8002
Peak Performance Nutrients	Seth Hungerford	561-266-1038 x 225
PetIQ Mfg, Springville Utah	Carey Carter	801-489-3815
Pet Tech Labs	Paul Jojak	402269-3195
Presicion Science	Bryan Vincent	602-332-6306
Ridley Inc	Jan Sorenson	507-261-1046
Sentry Manufacturing, Inc	Vijay Gokarn	786-264-3000

PREFERRED SUPPLIERS

COMPANY	CONTACT	PHONE
The Peterson Company	Ryan Boldt	269-993-9329
Trividia Manufacturing Solutions, Inc	Jennifer Cusick	603-707-5117
UAS Labs	Jeremy Moore	417-351-0951
Uckele Health & Nutrition, Inc	Kevin Isley	800-248-0330
Vetio Animal Health	Mike Smith	314-397-1352
Vets Plus, Inc	Anita Sinha	715-231-1234

LABORATORIES AND RESEARCH

Alkemist Labs	Elan Sudberg	714-754-4372
Dyad Labs	Liza Smith	801-973-8824
Eurofins	Kari Nichols	707-792-7300
Midwest Labs	Kayla Simms	402-334-7770

SERVICE PROVIDERS

All-Tek Labelling Systems	Michelle Ferrari	718-608-9800
Amin Talati Upadhye LLP	Rakesh Amin	312-466-1033
Arnall Golden Gregory	Kevin Bell	202-677-4906
Burdock Group	Johnel Lagabon	407-802-1400
Garner Group	Ginni Garner	440-893-9408
JR Hill Copywriting	Jennifer Hilliard	610-220-2817
Pineapple Payments	Matt Mancine	800234-7106
ProFromGo Internet Marketing	Chris Vendilli	412-530-5027
Rafelson Schick LLP	Jeff Schick	561-345-5901
Redstone Media Group	Tim Hockley	866-764-1212
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BILL BOOKOUT

President & Board Chairman, National Animal Supplement Council (NASC)

Bill Bookout is president, board chairman, and a founding member of the National Animal Supplement Council. Mr. Bookout has been an ambassador for the industry for over 20 years and was selected to serve on the Health Canada Expert Advisory Committee for Veterinary Natural Health Products. He is recognized as a leading expert on regulatory issues surrounding animal health and nutritional supplements, has testified on behalf of the industry at FDA public meetings, and has participated in countless educational programs, legal forums, regulatory trainings, trade events and other professional meetings. Mr. Bookout is deeply committed to philanthropy, both personally and professionally. Each year, NASC selects an organization to support through fundraising efforts at the NASC Annual Conference. Past organizations NASC has supported include Best Friends Animal Sanctuary, Big Cat Rescue, REINS Therapeutic Horsemanship Program, the Warrior Dog Foundation, Heroes and Horses, and Vested Interest in K9s. Mr. Bookout received his bachelor's degree in physical sciences from the University of Wyoming and his MBA from the Pepperdine University Presidents and Key Executives program. He resides in Arizona with his wife, Mary. The couple formerly had four Akita rescue dogs, whose names were Yin, Yang, Hannah, and Akiko. Bill and Mary were recently adopted by a feral cat that they named Marmalade.



AHNA BRUTLAG, DVM, MS, DABT, DABVT

Director, Veterinary Services & Senior Veterinary Toxicologist, SafetyCall International & Pet Poison Helpline

Dr. Ahna Brutlag is the Director of Veterinary Services and a partner at SafetyCall International/Pet Poison Helpline, a 24/7 animal and human poison control center that serves the public and also partners with industry for medical and adverse event management services, regulatory compliance, and product safety consultation to more than 200 pharmaceutical (human and veterinary), dietary supplement, personal care product, agricultural/chemical product and animal health companies. She is also a Diplomate of both the American Board of Toxicology (ABT) and the American Board of Veterinary Toxicology (ABVT). In addition, she holds an adjunct assistant professor appointment at the University of Minnesota's College of Veterinary Medicine where she teaches veterinary toxicology.

She received her veterinary degree from the University of Minnesota's College of Veterinary Medicine and subsequently practiced small animal medicine in the Minneapolis metro before pursuing specialty training in veterinary toxicology. She received a Master of Science degree in toxicology at the University of Minnesota and completed a professional externship at the world's largest veterinary toxicology lab, the California Animal Health and Food Safety (CAHFS) Laboratory at the University of California, Davis, School of Veterinary Medicine.

Dr. Brutlag has personally managed over 30,000 cases involving potentially poisoned pets, authored dozens of textbook chapters and scientific articles, edited two scientific textbooks, and has given more than 100 lectures nationwide on the subject of small animal clinical toxicology. Her areas of expertise include clinical toxicology, adverse event management, post-market product/drug safety, and regulatory compliance.



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MARIA REGINA CATTAI DE GODOY

*Assistant Professor, Department of Animal Sciences & Division of Nutritional Sciences
College of Agricultural, Consumer and Environmental Sciences Administration,
University of Illinois at Urbana-Champaign*

Dr. Maria R. C. de Godoy is an Assistant Professor of Companion Animal and Comparative Nutrition at the University of Illinois. The overarching goals of her research focused on 3 main areas: 1. analytical methods and animal models for evaluation of nutritional adequacy of novel ingredients; 2. the effects of processing on pet food quality, nutritional value, and safety; and 3. the role of nutraceuticals in health and wellness of pets.

Dr. Godoy has an internationally recognized program highlighted by over \$ 5.5 million in extramural funding, internal grants, and donations to support research, 35 invited lectures nationally and internationally, and near 50 peer-reviewed publications. She has an outstanding teaching record and has been consistently named to the University of Illinois “List of Teachers Ranked as Excellent by Their Students”. Dr. Godoy’s academic program showcases her innovative approach to science that further advances the pet food industry and the nutritional sciences community.



RYAN CARGO

NASC Senior Compliance & Executive Officer, Secretary-Treasurer

Since coming on board with the NASC in 2004, Ryan has been the project manager and supervisor of the NASC Adverse Event Reporting System, designing and integrating updates, new software infrastructures, features and data integrity, as well as currently revamping the NAERS. He chairs the Audit Committee and helped to create and establish the auditing program. Ryan is responsible for conducting quality audits for NASC member companies in the western United States and Canada. He also helped develop the regulatory guidance documents and consults on regulatory issues including websites, labels, marketing collateral and quality control manuals. Companion animals have always been a part of Ryan’s life and he is particularly passionate about homeless pets. He has helped foster 12 rescue Akitas and helped to develop fundraising videos for the Escondido Humane Society, and frequently contributes to animal rescue organizations.



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GEORGE COLLINGS, Ph.D., P.A.S., C.N.S., C.F.S., D.A.C.A.N.

President & General Manager of Nutrition Solutions

Dr. George Collings has a Ph.D. in Nutritional Sciences from Michigan State University and is board-certified in nutrition and food science. His 40+ year career has built over 3,000 retail nutrition and health products for many animals. He has led several companies and business initiatives of many well-known brands and new brands that have changed the marketplace. Nutrition Solutions and Ingredient Solutions help to build new products, ingredients and technologies. His new company (Mo Knows) is a direct communication to pet consumers to provide nutritional information. Dr. Collings has written many articles and taught worldwide being known for honesty and integrity.



JENNIFER GORNERT

Director, New Hampshire Department of Agriculture, Markets & Food; AAFCO NASC Liaison

Jennifer Z. Gornert is the Director of the Division of Regulatory Services for the New Hampshire Department of Agriculture, Markets & Food. She administers multiple programs, from pet food to maple syrup, and three federal programs including the USDA organic certification program. She takes pride in supporting NH farmers, as well as protecting consumers, through her pragmatic approach in enforcing program regulations. Her passion for agriculture can be traced back to her time at Penn State University where she graduated with a Bachelor of Science degree in Horticulture. After a successful career in the turf industry as a sales representative in New Jersey, Jennifer decided to change careers to teach high school agricultural education. Soon after graduating from Rutgers University, Jennifer and her husband relocated to New Hampshire. For 6 years Jennifer taught various agricultural disciplines and was a FFA Advisor at the Winnisquam Agricultural Center. Jennifer is an outdoor enthusiast, supporter of local food, hobbyist photographer, seeks new experiences rather than new stuff, and enjoys time spent with her husband and their Black Mouth Cur rescue, Maebly.



SEBASTIAN GRUENERT

Director, International Business Development, Eurofins China

Mr. Sebastian Gruenert is International Business Development Director in Eurofins China. He owns a broad international experience and is in frequent contact with multinational corporations, food/feed producers, regulation advisors and researchers worldwide. With more than 10 years of experience involved in food and feed analyses business, Sebastian developed expertise knowledge in the field of contaminants (organic and inorganic) tests, risk controls and nutrients analyses, and set up a solid collaboration with experts in Eurofins Competence Centers.

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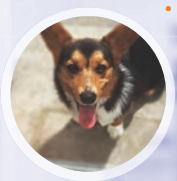
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TODD HARRISON, ESQ.

Partner, Venable LLP; Legal Counsel to NASC

Todd focuses his practice on federal, state, and international consumer protection agencies governing rules and regulations related to drugs, foods, dietary supplements, homeopathic remedies, medical devices, medical foods and cosmetics. Mr. Harrison works extensively in the areas of food and dietary supplement safety, labeling and advertising claims. He drafts opinion letters regarding the status of food ingredients in the United States and assisted in the preparation of food additive petitions, GRAS notifications, and new dietary ingredient notifications. He also assists companies in developing self-determined GRAS positions for food ingredients. Mr. Harrison advises clients on issues related to FDA and FSIS's labeling requirements as well as on organic products and genetically modified organisms. Additionally, he advises clients on international food issues.



NICK HARTOG

*President & Co-Owner, Grand Meadows Nutritional Supplements, Inc.;
NASC Board of Directors*

Nick Hartog is a founding member of the National Animal Supplement Council Board of Directors. Prior to his involvement with NASC, Mr. Hartog was the founder and president of the National Association of Equine Supplement Manufacturers, a nonprofit group formed in 1999 with the goal of raising standards in the equine supplement industry. The NAESM combined with NASC in 2003. Mr. Hartog is currently president and co-owner of Grand Meadows Nutritional Supplements, Inc., a company he joined in 1997. A fierce advocate for improving standards, Mr. Hartog is a frequent source for articles about the equine supplement industry and has written for magazines such as *Equus*, *The Northwest Horse Source*, and *The Horse*. Prior to joining Grand Meadows, Mr. Hartog was a distributor for Rio Vista Equine Products on the east coast. Born in London, he earned his degree in economics at Balliol College in Oxford, England.



KAREN HECHT, Ph.D.

Scientific Affairs Manager, AstaReal, Inc.

Dr. Karen Hecht is the Scientific Affairs Manager at AstaReal Inc., producer and purveyor the most studied brand of natural astaxanthin. Dr. Hecht studied algal molecular biology as a postdoctoral associate at the Pacific Northwest National Laboratory. She earned her Ph.D. in Biological Sciences at the University of Pittsburgh, and a B.Sc. in Biochemistry from the University of Toronto. Dr. Hecht has spoken at conferences, on radio shows, and podcasts on the subject of natural astaxanthin as an ingredient for human health.

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Lallemand Animal Nutrition's pet portfolio focuses on four key pillars to improve overall well-being in dogs and cats. The product range targets optimization of micro flora in the mouth, reinforcement of natural defenses to support a strong immune system, promote positive gut flora and support stool quality for optimal performance and life longevity.



NICOLE HILL

Group Strategy Director, Marketplace

As Group Strategy Director for MarketPlace, Nicole Hill partners with both B2B and consumer companies in the pet category to define strategies, develop brands, and nurture selling relationships. Most recently, Nicole has helped a globally recognized B2B ingredient company launch its first ever consumer product, a chewable supplement for companion animals; has consulted on product reformulation and packaging redesign for a successful pet treat company looking to increase market share; and has led the development of a supplement line for a well-established brand in the pet dental category.

In addition to her work within the animal products market, Nicole has helped companies in the human food and ingredients space develop strategies and expand portfolios to enter the pet category. Researching functional jerkies, marketing trace minerals, or promoting oral care, Nicole considers it a privilege to help companies improve the health and wellbeing of all types of animals across several markets.

Nicole is a proud dog mom to her family's two rescues: Gunner, a 13-year-old Weimaraner, and Omar, a 7-year-old German Shepherd mix.



LOREN ISRAELSEN

President, United Natural Products Alliance

Mr. Israelsen has been deeply involved in the commercial, political and regulatory issues facing the global dietary supplement industry since 1980. On the commercial side, he served as general counsel and president of Nature's Way Products Inc. Much of his career has involved creating and supporting efforts to allow broad access to dietary supplements, together with the systems to assure product quality, safety and benefit.

He has authored more than 150 articles and/or book chapters and has lectured in over 30 countries on dietary supplement and functional food issues. Currently, his greatest areas of interest are the growing presence of synthetic biology in the natural products industry, personalized nutrition, preservation of the cultural knowledge on which the natural products industry is founded, and securing seat upgrades on Delta Airlines.



CHRIS KILHAM

The Medicine Hunter, Author, Educator

Chris Kilham is a medicine hunter, author and educator with decades of field research investigating medicinal plants all over the globe. The founder of Medicine Hunter Inc., Chris helps to develop sustainable chains of botanical trade, promote traditional cultures and preserve the natural environment. He has investigated the health properties of Ashwagandha since the early 1970's and has conducted numerous field missions on ashwagandha in India. Chris has appeared on hundreds of TV and radio programs worldwide. The New York Times calls Chris "part David Attenborough, part Indiana Jones."

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Astaxanthin
Cistanche Tubulosa
Alpha Lipoic Acid
Turmeric

MISSION AND QUALITY STATEMENT

Mid-West Nutrition has built a reputation over the last two decades as a leading manufacturer and supplier of raw materials in the nutraceutical, pharmaceutical, cosmetic, animal health, food and food ingredient industries. Recognized for our outstanding quality and competitive prices, MWN and its dedicated sales and customer service professionals are committed to meeting and exceeding customer expectations.

We are committed to being aggressive in our attitude towards quality and customer service, primarily since we want to be ranked as the "best" in our business. Quality is not just another goal, it is our basic strategy for survival and future growth.

CERTIFICATIONS



MID-WESTNUTRITION

MID-WESTNUTRITION.COM

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 www.Pettechlabs.com

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DANIEL MABEY

Asia Region President, United Natural Products Alliance

Based in Beijing, China, Daniel Mabey serves as UNPA's Asia General Manager. He primarily coordinates the association's relationship with its Memorandum of Understanding (MOU) Partner, the China Nutrition and Health Food Association (CNHFA), and works with China-based UNPA members. Daniel also provides UNPA members with market research, regulatory support and other services. He has more than 10 years of experience working in China and also speaks fluent Mandarin Chinese. Daniel earned his B.A. from the University of Pennsylvania and also studied abroad at Peking University. When not working, Daniel likes to ski, run, read, cook and travel.



JANE PHELPS

CEO of SEO Strategy, Know Agency

Working in the supplement industry for over 10 years, Jane Phelps is the CEO/Partner at Know Agency. Jane heads SEO strategy for clients and handles all aspects of in-house SEO demands. This includes providing SEO training, competitive analysis, keyword research, algorithm analysis and the review of all new content to ensure SEO best-practices are followed. Jane holds a master's Certificate in Online Marketing from the University of San Francisco, is BrightEdge Certified and is the head of the BrightEdge User Group in Atlanta.



JENI RECTOR

NASC Marketing Manager

Jeni plans and executes all NASC marketing efforts, provides one-on-one member support, and promotes the NASC, its members, and the Quality Seal program through targeted marketing campaigns and attendance at key trade shows. Jeni has over 25 years of experience in marketing and communications, with nearly 10 in the animal health industry. She is a talented copywriter who enjoys creating engaging content and beautiful graphics. Jeni earned her B.S. in mass communications from Northwest Missouri State University. She is mom to three amazing humans and dog mom to three hilarious rescue dogs. Jeni lives with her family in Des Moines, Iowa.

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JEFF SCHICK

Partner, Rafelson Schick – eComAttorneys.com

Jeff Schick's experience selling on Amazon began in 2011, when he starting building what ended up being a multi-million-dollar eCommerce business, selling products both as an Amazon Seller and Amazon Vendor. Since then, Schick has had the opportunity to help Brand Owners and Private Label Sellers of all sizes develop and execute effective forward-thinking eCommerce strategies to protect their online presence. Practice areas include eCommerce Strategy, IP Protection, Amazon suspensions, Amazon listing hijacking prevention and enforcement, counterfeit protection, and Amazon strategy.



MR. XIA YANG

Secretary General of the China Society of Inspection and Testing

Mr. Xia Yang is originally from Shenyang, Liaoning Province, China. He graduated from the Department of Plant Protection (Entomology, Pathology) of Shenyang Agricultural University in 1990. After graduation, he worked in the Beijing Import and Export Animal and Plant Quarantine Bureau under the Ministry of Agriculture. In 1999, he worked at the Beijing Entry-Exit Inspection and Quarantine Bureau under the General Administration of Quality Supervision, Inspection and Quarantine and was mainly engaged in the inspection of cargo containers. Starting in 2005, he was responsible for the inspection and quarantine supervision of imported food, agricultural products, and cosmetics at the Beijing Chaoyang Port. In 2016, he served as the Director of the Food Supervision Department of the Beijing Entry-Exit Inspection and Quarantine Bureau. In 2017, he became the Secretary General of the China Society of Inspection and Testing under the General Administration of Quality Supervision, Inspection and Quarantine. He also worked for the Beijing Olympic Organizing Committee for two years (2006-2008). His professional background is mainly in the field of bio-ecological control and management of import and export of food and cosmetics. He is also currently an expert reviewing TBT organic products for the WTO.



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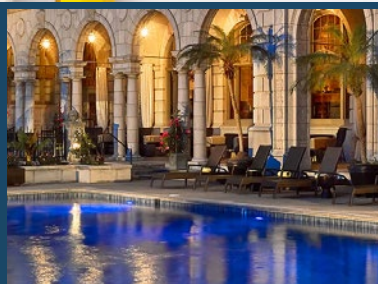


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Zinpro Quality Promise

Our patented mineral technology and manufacturing process ensure that our products are produced to the highest standards for purity and safety. Our commitment to quality allows Zinpro to stand alone in the marketplace and ensure that our customers receive the highest quality products for their pets health and wellness.

Quality

- Robust Food Safety plan that is FSMA compliant
- Good Manufacturing Practices (GMP)-based on pharmaceutical standards that meet the rigorous FMSA compliance guidelines
- Rigorous supplier approval and monitoring program for all ingredients
- Complete ingredient and finished-product testing for potency, uniformity, heavy metals and dioxin
- Centralized staging of ingredient and separate finished-product storage to ensure only approved quality tested material is shipped to our customer

Traceability

- Complete production and process control of Zinpro-owned, US-based plants
- Electronic, integrated production and process system (SAP) that ensures quality and safety through unique ingredient, batch, and finished good identification and testing
- Bar coding and Lot ID of all ingredients and finished products for ease of identification and to ensure full traceability
- Laboratory Information Management System (LIMS) that captures and communicates finished good testing and provides seamless tracking and traceability.

Production

- USA-based and family-owned production plants
- Continuous manufacturing process monitoring and testing protocol that ensures product consistency, safety and uniformity.
- On-site analytical testing laboratory and quality control team at every plant

Sustainability

- Zinpro's corporate sustainability goal is to improve animal wellness while reducing demands on our planet's natural resources.
- We have a corporate mandate to focus on sustainability initiatives for reducing our environmental footprint, promoting scientific advancements in nutrition and animal wellness, and a social responsibility as a global corporate citizen.
 - The Anderson Foundation empowers young women through education in impoverished communities around the world
 - Corporate matching program to support charities important to Zinpro employees
- 2018 Sustainability Accomplishments:
 - 11% reduction in energy use at the Zinpro manufacturing plants through innovation
 - 50% less water use in production processes due to investments in new equipment and technology

CERTIFICATIONS



To learn more about Zinpro Performance Minerals®, visit zinpro.com

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SP-8042





VETS PLUS, Inc.®

Global Animal Health



Our Mission is to bring value to our strategic partners, producers and pet parents, and improve the well-being of animals around the world

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- NASC MVP Award Winner 2015-2018
- AAFCO Compliant
- Current Good Manufacturing Practices (cGMPs) in place
- In-house analytical laboratory for microbial, analytical, active water and stability testing

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- Expertise in veterinary medicine, nutrition, pharmacology, toxicology, microbiology, immunology and biochemistry
- Ongoing development of novel ingredients and manufacturing approaches to meet evolving animal nutrition needs

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At Trouw Nutrition USA, we recognize that the supplement industry has different needs than pet food. That's why we offer a wide variety of ingredients that can be blended or sold individually to meet your business needs. We will collaborate with your team to understand your unique business requirements and align testing and production accordingly.

Our four-legged friends are more than just pets; they are members of the family. Trouw Nutrition is dedicated to providing these family members with the optimal vitamins and minerals formulated for their well-being.

Our mission is: "As a nutrition-focused company, we provide the safest, highest-quality blends and ingredients to the pet food industry giving pets a healthier, happier life."

Contact us today to learn more about safer, higher-quality ingredients for your unique supplement.

