Welcome to Global Food Forums, Inc.’s 2018 Clean Label Conference

Tuesday, March 27 Welcome Opening
Claudia O’Donnell, Co-owner/Moderator
Of Hashtags & Handles

Recommended hashtag: #cleanlabel

Hashtags in tweets enable the tweet to be indexed by keywords/ topics. People can follow topics of interest...a twitter account is not needed. Google #cleanlabel or #natural or #foodscience and so on

Username (aka handle) @globalfoodforum

Global Food Forums: Exclusive use of “globalfoodforum” A tweet with @{username} is a way to mention that person, link to their profile and sends them a message. (I get a text message notification).
# Technology Snapshot Jury Process

https://goo.gl/jKpgKe

## CLC Technology Snapshot Rating Spreadsheet with Criteria

Rate the following ingredients on a scale of 1 to 10 on the strength of the following factors/characteristics.

1 = weak trait / less desirable; 10 = strong trait / most desirable

### Newness:
When was it first marketed? Older ingredients with new applications also have strength. (Old = 1; New = 10)

### Uniqueness:
Does it have characteristics that differentiate it in the marketplace? (No = 1; Yes = 10)

### Focused Information:
Can useful, "how-to-use" information be provided in in 15 minutes. General overviews undesirable. (Overview = 1; Focused=10)

### Functional/Technical Benefit Details:
Does the Submission Form provide useful technical details to help you make a decision? (No = 1; Yes = 10)

Sales brochures with little to no technical information on the ingredient are not helpful.

### Ingredient Legend Impact:
Does it contribute to a shorter and/or more consumer- and export-friendly ingredient list?

How would/could be listed on a finished food's ingredient statement? (Longer, complex listing = 1; simplified name=10)

### Program Contribution:
Will the presence of the ingredient on the program help draw R&D attendees?

Does it contribute to a well rounded program where a variety of functional ingredients are offered? For example, as the Technology Snapshot program is filled, a natural coloring would be rated as weaker if 50% of the presentations are already on colors and there are no preservatives, flavorings, sweeteners, gelling agents, stabilizers, dough conditions, shelf-life extenders, etc. (There are up to 15 speaker slots maximum.)

### Impact on food industry:
An ingredient may have a limited impact due to a very limited supply, very high cost (as may happen with a hand-crafted, highly specialized component or lack of FDA notification for GRAS) (Limited impact = 1; High impact = 10)

### Table

<table>
<thead>
<tr>
<th>Company &amp; Ingredient</th>
<th>Newness</th>
<th>Uniqueness in Marketplace</th>
<th>Focused Information</th>
<th>Functional/Technical Benefit Details</th>
<th>Ingredient Legend Impact</th>
<th>Program Contribution</th>
<th>Impact on Food Industry</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acme Ingredient's Color Pro</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>6</td>
<td>8</td>
<td>2</td>
<td>3</td>
<td>39.00</td>
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<tr>
<td>Sensate Sweetener</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>2</td>
<td>46.00</td>
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<tr>
<td>Nature Source's Emulsifier X</td>
<td>4</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td>38.00</td>
</tr>
</tbody>
</table>
Images & Aspects of Clean Label

Observations from NPEW 2018

MASON JAR DISPLAYS

Some used for on-trend pickled foods, but also for dry ingredients
Images & Aspects of Clean Label

Observations from NPEW 2018

BIG FOOD VS. US

Display Case for New Products – FlapJacked vs. Duncan Hines & Betty Crocker Brands
Images & Aspects of Clean Label

Observations from NPEW 2018

REGENERATIVE AGRICULTURE

“With organic label losing value, this [Regenerative Agriculture] is vying to replace it.”

www.regenerationinternational.org
Images & Aspects of Clean Label

Observations from NPEW 2018

BACK TO THE FARM

“Rethinking our food system”
“Fixing a broken food system”
Welcome to Global Food Forums, Inc.’s 2018 Clean Label Conference

Wednesday, March 28 Welcome Opening

#cleanlabel
@globalfoodforums

Clean Label Conference.
2013 - 2018
Images & Aspects of Clean Label

Observations from NPEW 2018

MISSION-BASED PRODUCTS

Best New Product: The Soulfull Project’s Multigrain Hot Cereal Family Size

The Sunshine Nut Company supports efforts in Mozambique.
EM+PACT’s Protein and Energy Bar. “Women Helping Women”

This Bar Saves Lives, LLC health bar.
Images & Aspects of Clean Label

Observations from NPEW 2018

ANIMAL WELFARE

Handsome Brook Farm’s Pasture Raised Organic Eggs

108+ SQUARE FEET PER BIRD