COMPASS NATURAL

A boutique agency serving the marketing, branding, PR, social media, communications and business development needs of companies and organizations involved in the $500-billion market for natural, organic, socially responsible and eco-friendly products and services.

www.CompassNatural.com | info@compassnatural.com | 303.807.1042

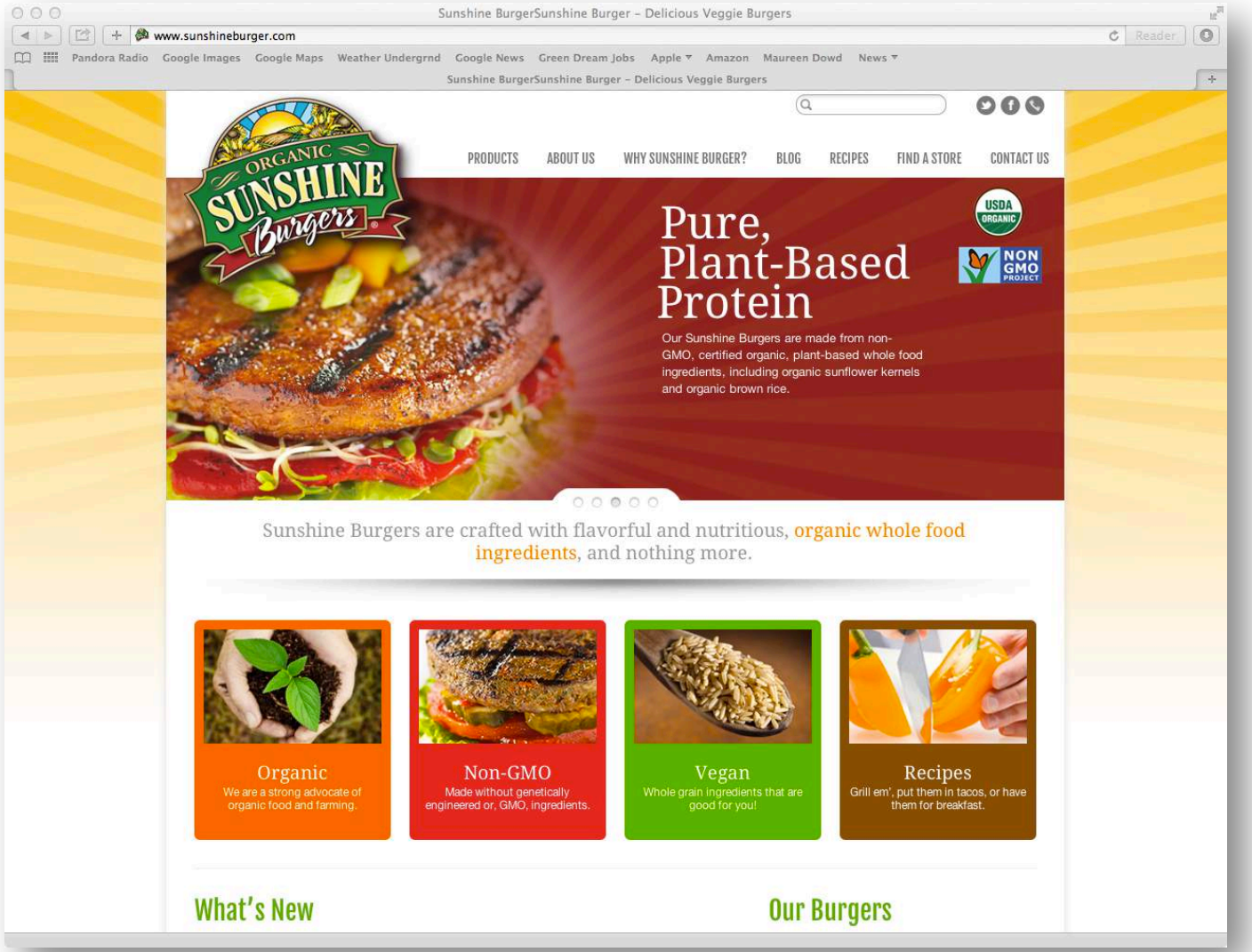
Package design that looks as good as a gourmet food magazine.

Working closely with the client and our copy, creative design and food photography team, Compass Natural redesigned the packaging, website and sales material, and refreshed the logo for **Sunshine Burgers**, a leading national veggie burger brand. *The result: a 30% increase in sales and a standout presence in the freezer case.*

COMPASS NATURAL

Unified brand theory.

SunshineBurger.com website and blog refresh to complement redesigned product packaging.



COMPASS NATURAL

Sales collateral.

Marketing materials, sell sheets, and sales collateral developed to reflect the new look of the brand and to highlight key product features.

COMPASS NATURAL

Honest food news.

Blogging builds website and social media visitation, brand awareness and product sales.

Natural, organic and specialty foods pioneer **Edward & Sons** engaged Compass Natural to conduct public relations and create an ongoing blog, *Honest Food News,* covering news, trends and recipes from the world of natural, organic, vegan and gluten free food.

COMPASS NATURAL

Package design.

Kandy Mountain brings fairly traded Wild Palm Syrup to the U.S. market, a delicious, “maple syrup of the tropics” sustainably harvested from native Kithul palms. Trees live up to 75 years, and wild-craft harvesting of the “treacle” from these palms helps preserve the native highland forests of Sri Lanka, and a 2,000-year tradition among the local indigenous communities. Here, Compass Natural helped refresh the logo and label, and helped prepare the company to exhibit at a major natural products trade show.

Before

After

COMPASS NATURAL

Cocomels Coconut Milk Caramels

Packaging content, sell sheets, press releases and email marketing.

JJ'S SWEETS®

Cocomels™

THE ORIGINAL COCONUT MILK CARAMELS™

Artisan-made in copper kettles using simple ingredients

All natural and vegan, dairy-free, gluten free, and gmo-free

COCOMELS. A PURE, PRIMAL INDULGENCE.

INTRODUCING COCOMELS ARTISAN-CRAFTED, DAIRY-FREE, COCONUT MILK CARAMELS

JJ's Sweets presents Cocomels, the original, artisan-crafted, coconut milk caramel. Dairy free and delicious, Cocomels are made with only the finest sourced coconut milk, premium, all natural ingredients and organic sweeteners. The result is a rich, smooth and creamy caramel confection that is blissfully gluten free, dairy free, GMO free and vegan. It's a mouthwatering treat that you can feel absolutely good about!

FLAVORS	INGREDIENTS *organic
Original Smooth, creamy coconut milk makes the Cocomel like no other caramel. A mouthwatering, artisanal treat with a delicious and unique flavor.	Coconut cream (coconut cream, xanthum gum), organic brown rice syrup, organic evaporated cane juice, sea salt.
Sea Salt Our best seller! The original Cocomel with a sprinkle of sea salt, this Cocomel delivers an irresistible salty and sweet combination.	Coconut cream (coconut cream, xanthum gum), organic brown rice syrup, organic evaporated cane juice, sea salt.
Vanilla Real vanilla gives this Cocomel an aromatic, unparalleled flavor.	Coconut cream (coconut cream, xanthum gum), organic brown rice syrup, organic evaporated cane juice, vanilla (ethyl alcohol, vanilla beans), sea salt.
Java High quality organic espresso beans give this Cocomel a delicious coffee flavor combined with the sensuous, melt-away Cocomel experience.	Coconut cream (coconut cream, xanthum gum), organic brown rice syrup, organic evaporated cane juice, organic espresso roasted coffee, sea salt
	Chocolate covered Cocomels include the following: chocolate (cacao beans*, cane sugar*, cocoa butter*, soy lecithin*, vanilla beans*)*

Shelf Appeal: Introducing Cocomels in our newly redesigned, "flagship" boxes. A touch of tradition matched with modern gourmet appeal, these colorful and appealing packages are sure to grab your customer's attention and fly off the shelf. Available in all our flavors with 12 Cocomel caramels in each box.

Pocket Packs: A perfect size and price point for customers on the go, our new Pocket Packs feature 5 Cocomels in each package. Cocomels Pocket Packs are available in all our flavors, and are presented in unique display boxes ideal for point of purchase displays and merchandising on the shelf.

Beautiful Display: Cocomels are available for sale as singles in beautiful glass jar displays, custom-made for coffee shops, cafes, juice bars and retail or foodservice counters. *PLUS*, for chocolate lovers, Cocomels singles are also available covered in premium Fair Trade organic dark chocolate for an unparalleled caramel experience. Available in all four flavors Chocolate covered or plain.

JJ's Sweets | P.O. Box 3312, Boulder, CO 80307 | 303.800.6492 | info@cocomel.com | www.cocomel.com

Starbars: get your superfood bar on.

Sales, marketing and PR, industry relations, trade show planning, packaging copy & edits, web & blog development, social media for **Starbars**, a woman-owned, functional food line of raw, organic snack bars.

COMPASS NATURAL

Making it personal.

Sales, marketing, PR, industry relations, and business coaching for **Lovely Lady**, a line of certified organic, gluten free personal care products.

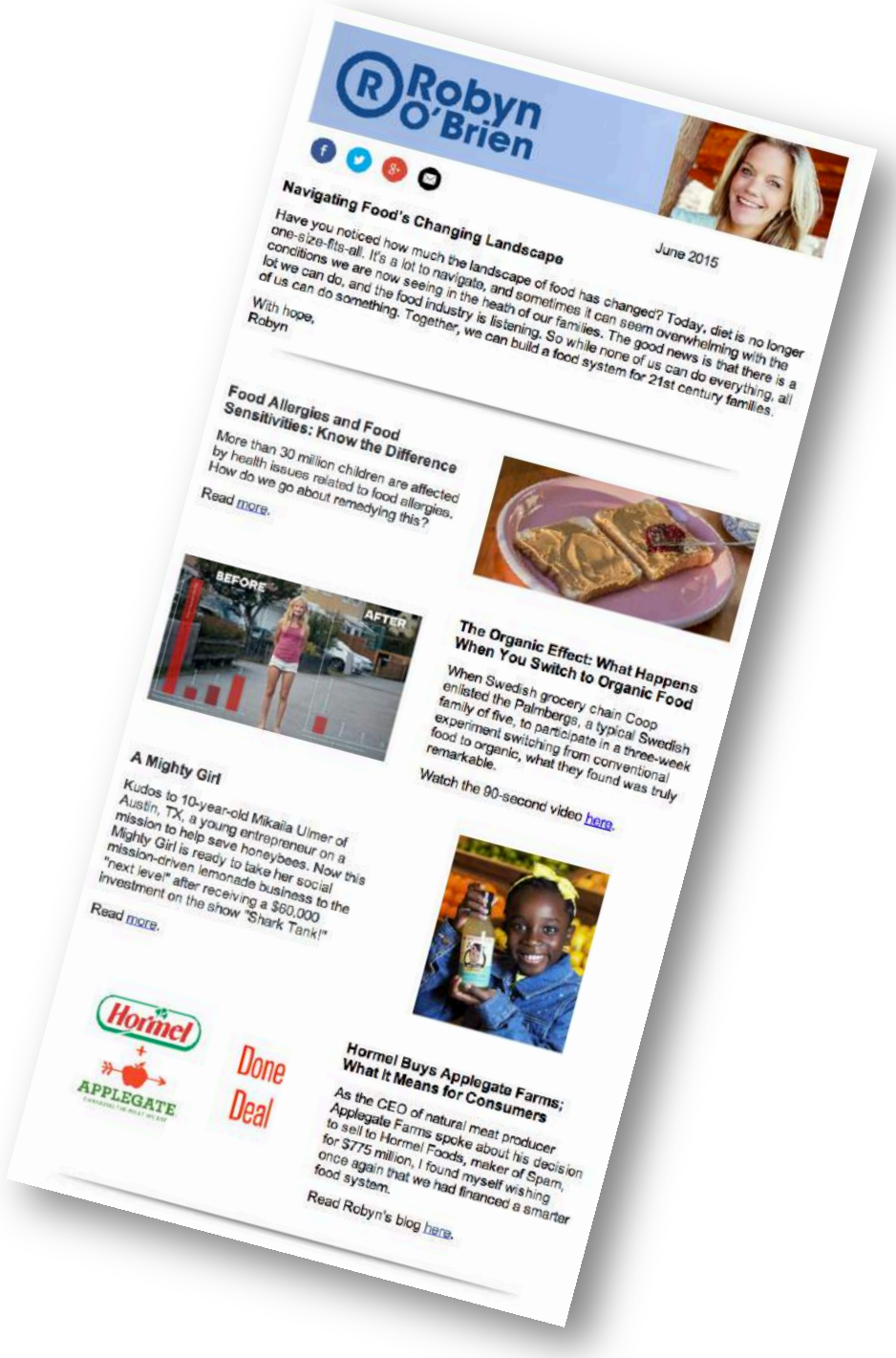
COMPASS NATURAL

Building Personality.

Best-selling author of *The Unhealthy Truth*, public speaker, and founder of Allergy Kids, **Robyn O'Brien**, a former Wall Street Analyst turned healthy food advocate, has been dubbed the "Erin Brockovich" of food.

Compass Natural helped Robyn design, write and launch her email newsletter, and we continue to help develop and distribute each quarterly issue, which ties in with Robyn's website, blog and social media, and public speaking dates.

COMPASS NATURAL



Channing Tatum and Runa: Hollywood meets healthy lifestyles.

Compass Natural was engaged to conduct advance publicity and to represent leading socially conscious beverage company **RUNA** and actor **Channing Tatum** to media and major retail buyers onsite at Natural Products Expo West 2015, the world's largest natural and organic products trade show.

Photo: Compass Natural LLC, © 2016

RUNA®

For Immediate Release

Contact:
Tyler Gage, RUNA, tyler@runa.org, tel 401.426.9543
Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

Actor Channing Tatum to Appear at Amazonian Beverage Maker RUNA's Booth at Natural Products Expo West, World's Largest Natural and Organic Products Trade Show

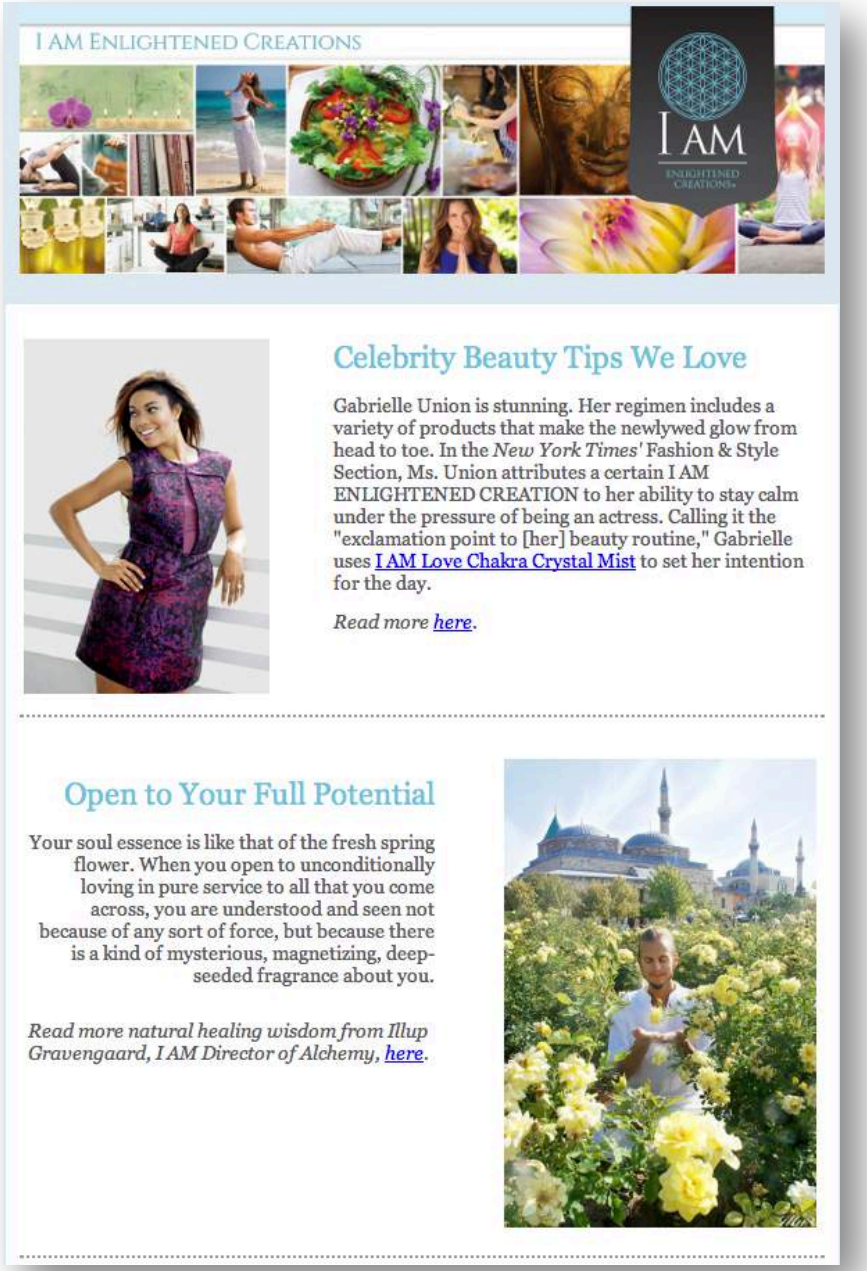
Best known for his starring roles in 21 Jump Street, White House Down *and* Magic Mike, *Actor Channing Tatum will join the RUNA team at Booth #3005 at Natural Products Expo West on Friday, March 6, at the Anaheim Convention Center in Anaheim, CA*

Brooklyn, New York (February, 24, 2014) – So, how does Hollywood action star Channing Tatum stay energized through a grueling film schedule? By exercising, getting plenty of rest, and drinking RUNA beverages, made with Guayusa (pronounced "gwhy-you-sa"), an Amazonian "super leaf" with a long tradition of use as a natural, healthy energy drink by the indigenous peoples of Ecuadorian Amazon. Speaking about the benefits of Guayusa, Tatum riffed to Jimmy Fallon on the Tonight Show that Guayusa gives him "the energy of the gods."

In fact, Tatum was so taken by the sustained energy he gets from Guayusa and the social mission behind RUNA that he befriended the owners, traveled last year to the Amazon with them, and invested in the company. From its roots as nothing more than a class project at Brown University, RUNA has emerged as one of the fastest-growing organic, ready-to-drink tea brands in the U.S.

Channing Tatum will join RUNA founders Tyler Gage and Dan MacCombie at their exhibit booth, #3005, on Friday, March 6, at Natural Products Expo West. Now in its 34th year, Natural Products Expo West is the world's largest natural and organic products trade exposition, drawing more than 70,000 trade visitors from over 100 countries.

COMPASS NATURAL



I AM
ENLIGHTENED CREATIONS®

Info marketing.

Compass Natural worked with healthy lifestyle consumer brand **I AM Enlightened Creations** on email marketing and e-newsletters targeted to consumers and trade (the articles lead back to I AM's e-commerce site and blog).

COMPASS NATURAL

Did we mention our mailing lists?

We develop and distribute targeted email marketing communications, e-newsletters, press releases and related announcements on behalf of clients to our proprietary email subscriber list, comprising:

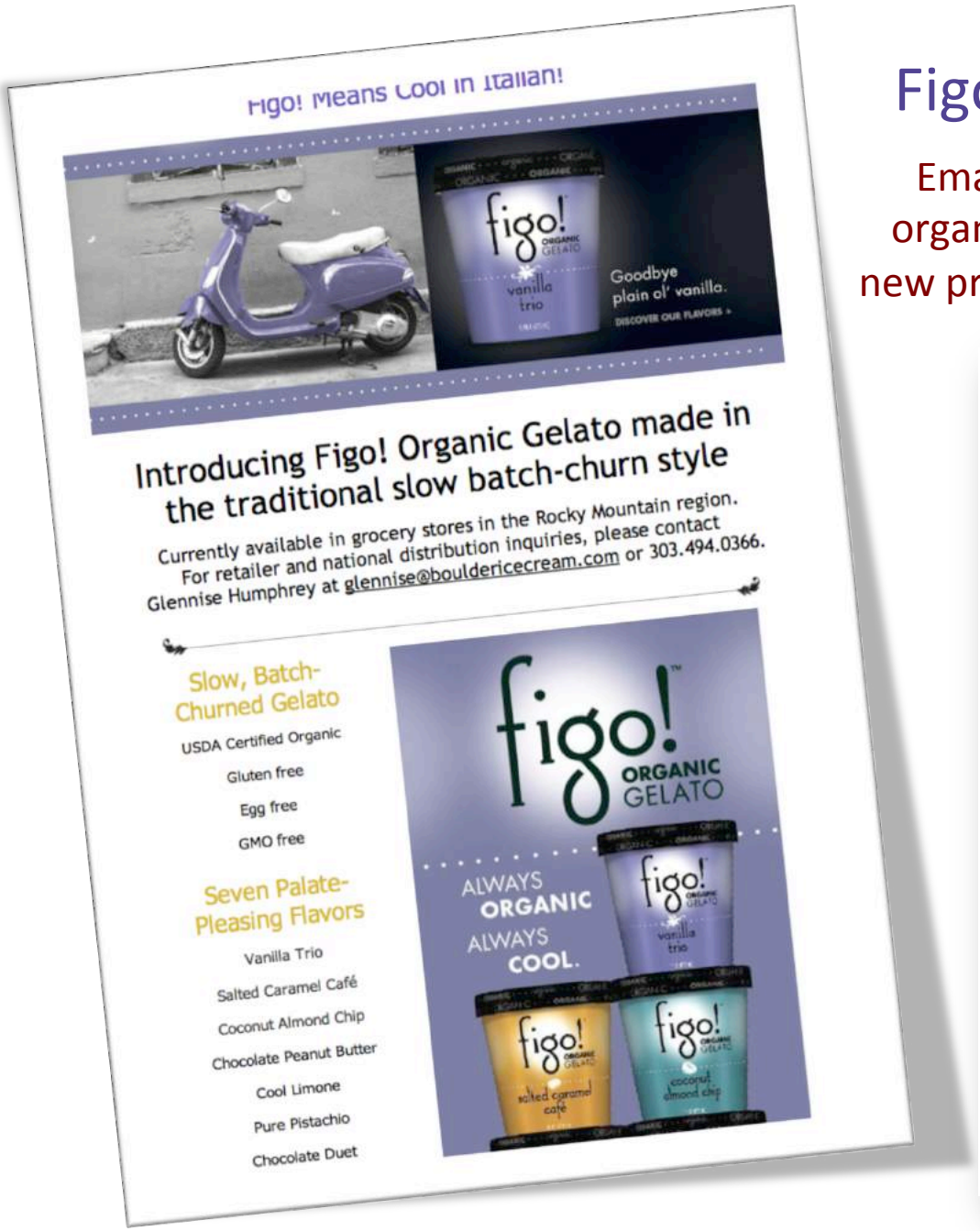
MEDIA | Reach **1,500 consumer and trade media contacts** – a list we've built by hand in serving the healthy lifestyles and LOHAS media and the market.

TRADE Over **50,000 business owners, decision makers and key contacts**, including leading retailers, distributors, brokers, manufacturers, marketers, and others in the $500-billion market for natural, organic and sustainable products.

CONSUMERS | Through our list of **5,000 healthy lifestyle consumers**, plus in working with clients' email lists and social media, and through external marketing and advertising, we help brands reach millions of core healthy lifestyle consumers and key influencers.

NEWSWIRE | Plus, as a member of the leading national Newswire Service, **PR Newswire**, and other wire services, we can blanket national media in addition to our own targeted database.

COMPASS NATURAL



Figo! Means cool in Italian.

Email marketing & public relations for organic gelato maker **Figo!** in advance of new product launch and trade show season.

figo! ORGANIC GELATO

For Immediate Release

Contact:
Shoshana Romer, Compass Natural Marketing, tel 303.499.6742, shoshana@compassnatural.com.
Glennise Humphrey, Boulder Homemade Inc., tel 800.691.5002, glennise@bouldericecream.com.

Figo Means Cool!
Premium Ice Cream Manufacturer Boulder Homemade Introduces Artisan-made, Slow Batch-crafted Figo! Organic Gelato for National Market Launch

Super premium, Figo! Organic Gelato, made in the Italian artisanal slow batch-crafted tradition, will debut at Natural Products Expo West in March 2013 with immediate distribution in leading natural foods stores and supermarkets in the Rocky Mountain region, and is positioned to become the leading national organic gelato brand.

Boulder, CO (February 20, 2013) – Figo! Organic Gelato, a super premium, USDA Certified Organic, non-GMO gelato line made by Boulder Homemade Inc., will soon be available in leading natural foods stores and supermarkets in the Rocky Mountain region, and the company is positioning the new organic gelato brand for national distribution in Spring 2013.

As part of a strategic national launch, Figo! Organic Gelato will debut its sophisticated, seven-flavor, slow batch-crafted organic gelato line to buyers and media at Natural Products Expo West, the world's largest natural, organic and healthy products industry trade show, held March 7-11, 2013, in Anaheim, California.

Made in the authentic, traditional style using recipes created under the guidance of a master Italian gelato maker, Figo!, which means 'cool' in Italian, is slow-batch churned by Italian crafted machinery. The ten-gallon Italian-made machines use a proprietary slow-churn process to create an ideal mixture of low air and butter fat, which lends to the gelato's smooth, creamy and rich texture while creating under one-tenth of a percent of product waste, and a lower fat, premium product.

Figo! Organic Gelato is USDA Certified Organic, non-GMO, gluten free and egg free.

Promoting New Products to Consumers and Trade.

Email marketing & public relations helps healthy brands promote product launches, celebrate awards, and build brand awareness.

KARMA

Do Good. Eat Good. Feel Good.®

or Immediate Release

ontact:
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teven Hoffman, Compass Natural, tel 303.807.1042, steve@compassnatural.com
arrie Kocik, New Hope Network, Public Relations, 617.694.5971, ckocik@newhope.com

We're What's Next!
KARMA NUTS Wins Coveted 2016 NEXTY Award For Best Snack Food

ARMA® Nuts receives top honors in the snack/convenience category at Natural Products Expo West and introduces five new flavors and two new sizes.

ublin, CA (March 22, 2016) – KARMA Nuts, producer of snacking cashews emphasizing ourcing, flavor and nutrition, took home a coveted NEXTY award for its signature Wrapped ashews, standing out from thousands of natural food brands and surpassing two other ominees in the Best New Snack/Convenience Food category at Natural Products Expo Vest 2016.

The official award of Natural Products Expo, the NEXTY awards are given to products tha display the utmost in innovation, integrity and inspiration, and help forward the work of the natural products industry to deliver more healthful, trusted and sustainable products to consumers.

"We are very grateful that the New Hope NEXTY award judges provided us this honor that recognizes this unique, nutritious, and tasty snack food product that health conscious consumers love," says Ganesh Nair, President of KARMA®.

The NEXTY winners represent the future of the natural products industry where ustainability and transparency are the norm," says Jessie Shafer, Content Director at New lope Network and one of the NEXTY judges. "Our industry can have a huge influence on ow big manufacturers and mainstream buyers think about consumer packaged goods. The inners of our NEXTY awards inspire change and integrity in everything from ingredients to ackaging."

ARMA® believes that goodness comes full circle and they strive to put their heart into verything they do. That is why they're committed to sourcing only the highest quality, best

ANCIENT GRAINS ZEMAS madhouse FOODS

Treat Yourself Well to Zemas Cookies

"Top 8" Allergen Free, Ancient Whole Grain Cookies Now Available Online and Soon In Leading Retailers Nationwide

Highland Park, IL (March 23, 2016) - Coming off an incredible introductory weekend at Natural Products Expo West, Zemas Madhouse Foods' delicious new ready-to-eat cookies are a sure fire hit!

Tasted by thousands of natural and specialty foods retailers around the country seeking the newest and hottest products to stock in their stores, Zemas cookies were well received by all who tried them.

"Our new line of ready-to-eat cookies not only taste great, but they can be eaten and enjoyed by anyone in any family, as they are 'Top 8' allergen free, certified vegan and Kosher," says Jill Motew, Founder and President of Zemas Madhouse Foods.

Zemas NEW line of delicious cookies are made with ancient whole grains and available in four flavors:

- Chocolate Chip
- Double Chocolate Chip
- Oatmeal Cranberry
- Peruvian Sweet Potato Spice

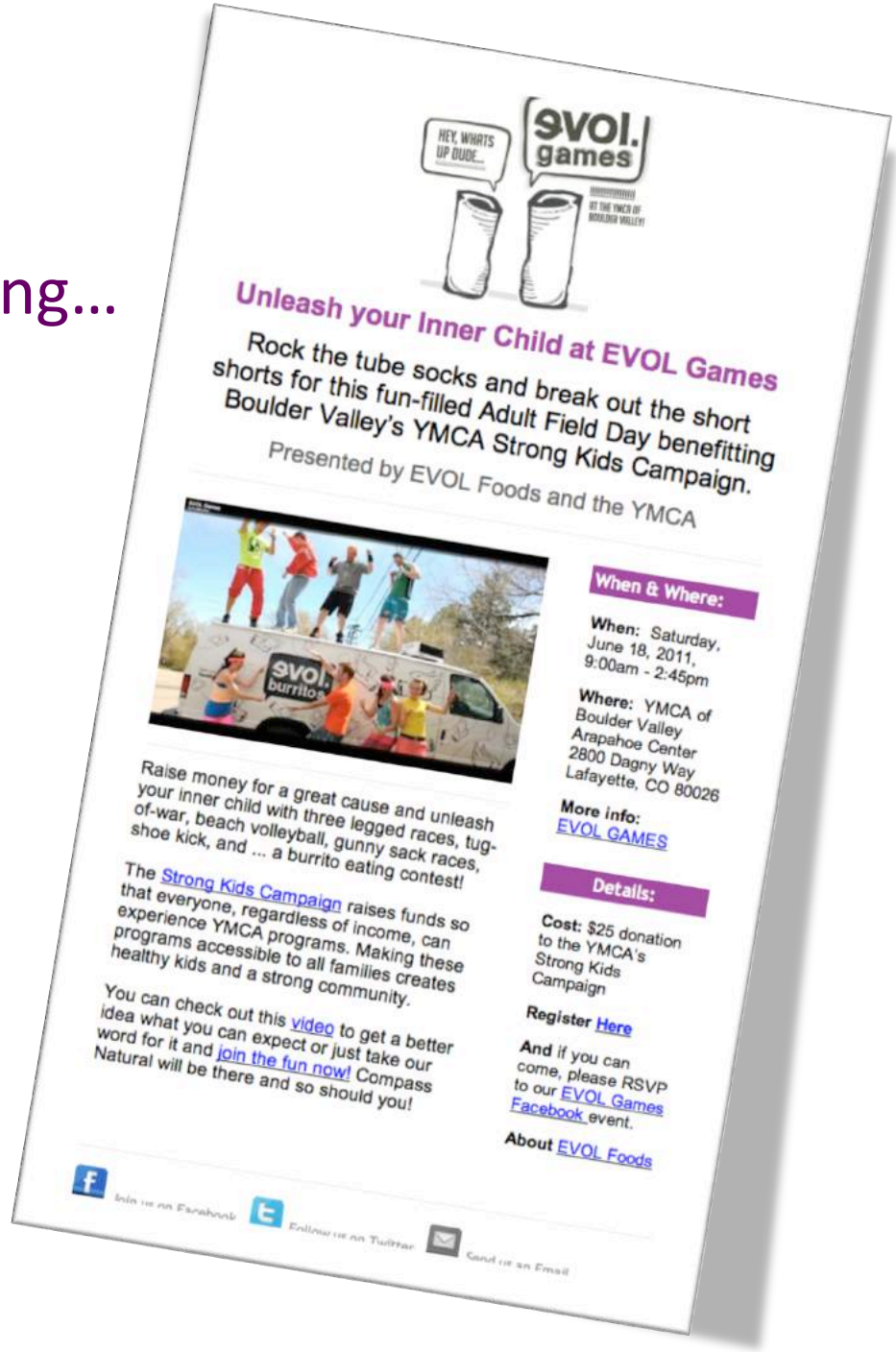
Better yet, these crunchy cookies are "free from" gluten, dairy, rice, GMOs and the top eight allergens. Just like Zemas baking mixes, Zemas cookies are packed with better for you ingredients like nutrient-rich ancient whole grains and a superseed trio of chia, hemp and flax meal.

Sweet Potato Spice Cookies Receive *Prevention* Magazine Award
Zemas' Sweet Potato Spice Cookies have already garnered national attention, receiving *Prevention* magazine's 2016 Cleanest Packaged Food Award. Each year, *Prevention* tests countless new snacks, meals, beverages, and pantry staples – awarding only those that taste great, and meet the magazine's strict criteria for healthy, clean ingredients.

Zemas Madhouse Foods' delicious, better for you and "free from" cookies are now available for purchase on the Zemas online store!

The new line of Zemas cookies will soon be sold in retailers nationwide.

Email marketing…



COMPASS NATURAL

evol.

…Helps brands communicate.

Consumers -

Stakeholders -

Trade -

Community -

Event marketing on behalf of **Evol Foods**, a leading, nationally distributed natural foods brand and division of Boulder Brands.

Happy holidays!

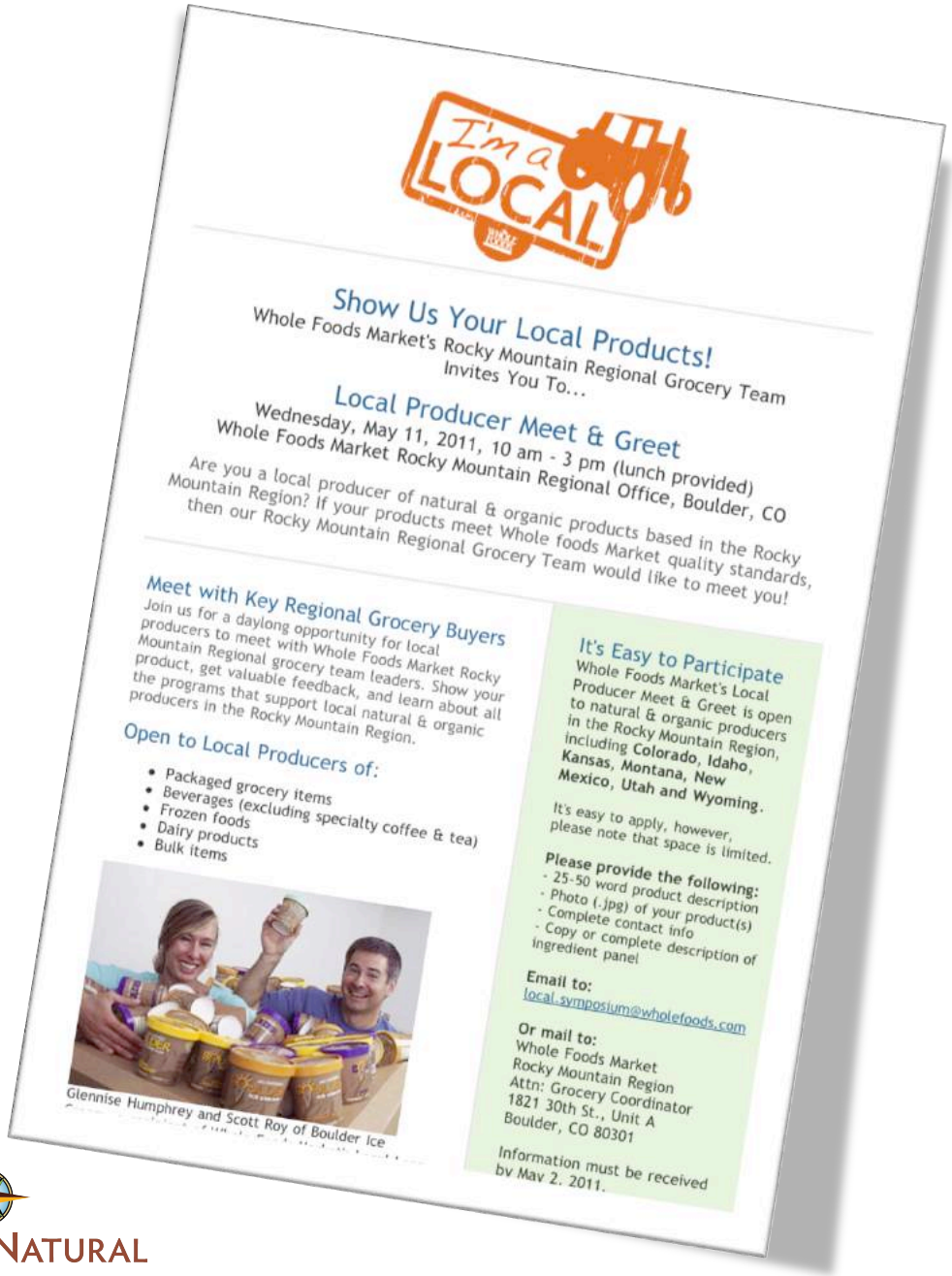
Consumer, trade and seasonal promotions, coupons and contests tied in with social media campaigns.

This campaign was developed on behalf of **Laloo's** Goat Milk Ice Cream.

COMPASS NATURAL

Running with the big dogs.

Compass Natural produced and promoted a day-long symposium on behalf of **Whole Foods Market** Rocky Mountain Region for more than 200 local vendors. The event featured workshops, “speed dates” with Whole Foods grocery buyers, and vendor exhibits.



I'm a LOCAL

Show Us Your Local Products!

Whole Foods Market's Rocky Mountain Regional Grocery Team Invites You To...

Local Producer Meet & Greet

Wednesday, May 11, 2011, 10 am - 3 pm (lunch provided)
Whole Foods Market Rocky Mountain Regional Office, Boulder, CO

Are you a local producer of natural & organic products based in the Rocky Mountain Region? If your products meet Whole foods Market quality standards, then our Rocky Mountain Regional Grocery Team would like to meet you!

Meet with Key Regional Grocery Buyers

Join us for a daylong opportunity for local producers to meet with Whole Foods Market Rocky Mountain Regional grocery team leaders. Show your product, get valuable feedback, and learn about all the programs that support local natural & organic producers in the Rocky Mountain Region.

Open to Local Producers of:

- Packaged grocery items
- Beverages (excluding specialty coffee & tea)
- Frozen foods
- Dairy products
- Bulk items

Glennise Humphrey and Scott Roy of Boulder Ice

It's Easy to Participate

Whole Foods Market's Local Producer Meet & Greet is open to natural & organic producers in the Rocky Mountain Region, including **Colorado, Idaho, Kansas, Montana, New Mexico, Utah and Wyoming.**

It's easy to apply, however, please note that space is limited.

Please provide the following:
- 25-50 word product description
- Photo (.jpg) of your product(s)
- Complete contact info
- Copy or complete description of ingredient panel

Email to:
local.symposium@wholefoods.com

Or mail to:
Whole Foods Market
Rocky Mountain Region
Attn: Grocery Coordinator
1821 30th St., Unit A
Boulder, CO 80301

Information must be received by May 2, 2011.

COMPASS NATURAL

Social media – how do you like me now?

Through managing Facebook advertising, posts, coupons, and other social media, along with web and blog strategies, Compass Natural helped increase **Jolly Llama's** fan base from 750 Likes to more than 12,000 Likes in a six-month period, and the number of Likes continues to grow for the brand.

COMPASS NATURAL

Monkey business.

Emerging healthy snack brand **Olomomo** turns to Compass Natural to share news and announcements with 1,500 healthy lifestyles consumer and trade media contacts – and more than 50,000 retailers, distributors, brokers, manufacturers and others in the natural and organic products industry.

COMPASS NATURAL

OLOMOMO BE NUTTY.

The Good Nuts™

For Immediate Release

Media Contact:
Annie Brown, annie@brunoredstar.com, tel 303.241.0282

Olomomo Nut Company Shakes Up the Nut Industry

Demand drives company to roll out new display cases and packaging

Visit Olomomo at Booth #5673 with America's Best Organics at Natural Products Expo West, March 8-10, 2013

BOULDER, CO (March 4, 2013) – Olomomo Nut Co., a leading, Boulder, CO-based producer of all-natural, gluten-free, artisan-roasted nuts, announces the launch of eye-catching, fully recyclable, point-of-purchase display cases designed to appeal to consumers and retailers alike. Olomomo Nuts are now available in both convenient single-serving-size packets (1.5 oz.) and larger 4-oz. bags (four servings). The new product sizes are designed to work perfectly in natural grocery stores, coffee shops, convenience stores and other retail locations.

"Part of the motivation behind the new packaging and displays was to create an attractive delivery system that was colorful and visually appealing, with easy identification of flavors, and attributes legibly printed on each bag. Our retail grocery customers spoke and we listened," said Olomomo CEO Mark Owens.

All Olomomo Nut products are kettle-roasted using centuries-old techniques, and lightly seasoned with individual spices to prevent masking the nut's inherent flavor. According to founder Justin Perkins, "I'm a weekend-warrior athlete who depends on sustained, even energy. I wanted a food that wasn't overly sweet or salty; I don't have time for sugar crashes and ingredients that are dehydrating. Therefore, all of our products adhere to that guiding principle of minimal sugar, low-salt, but tons of flavor."

Teatulia

TO HEALTH. TO LIFE. TO TEA.

For Immediate Release

Contact:
Linda Appel Lipsius, Teatulia, tel 303.433.2980 x 102, linda@teatulia.com
Steven Hoffman, Compass Natural Marketing, tel 303.807.1042, steve@compassnatural.com

From the Earth to the Earth: Teatulia's Recyclable, Compostable and Biodegradable Packaging Is Sustainable from Farm to Compost Bin

From its unique recyclable and biodegradable paperboard canisters, to compostable corn silk pyramid teabags, to individual teabags in clear, biodegradable wrappers made from renewable eucalyptus trees, Teatulia is committed to minimizing its carbon footprint.

Denver, Colo., (July 26, 2011) – If you are going to be an organic tea company, you might as well go all the way. Teatulia is the first in its class to bring U.S. tea drinkers certified organic tea direct from pristine gardens it has nurtured in Northern Bangladesh. Additionally, beyond the company's socio-economic commitment to its Bangladeshi tea community, Teatulia is committed to sustainable packaging in all aspects of its product design and presentation.

Packaging is everything these days. It is how a company conveys its brand and messaging and it dictates how a product demands or deflects attention. Creating highly marketable packaging is challenging and most products today are produced with cheap plastics and non-recycled paper.

Package deal.

Helping a tea company, Denver-based **Teatulia**, tell its story to media, consumers and trade – from how the tea is organically grown to how the package is compostable and sustainably made.

COMPASS NATURAL

For Immediate Release

Contact:
Stan Jacot, Jane Dough Foods, 614.416.6852, sjacot@donatos.com
Steven Hoffman, Compass Natural, 303.807.1042, steve@compassnatural.com

Sonoma Flatbreads™, a leader in Gluten-Free pizzas, adds more options for consumers seeking a healthier lifestyle: New Organic Varieties

Sonoma Flatbreads™ introduces taste bud tempting, USDA Organic Certified pizzas.

Columbus, Ohio (March 7, 2016) – Sonoma Flatbreads™, the trusted brand of artisanal, gluten-free flatbread pizzas made with only the finest, freshest ingredients, debuts new Organic, non-GMO/GE line of pizzas available in four crowd-pleasing flavors.

From the beginning, with a focus on simple yet flavor-packed ingredients that any pizza lover would recognize, the forward-thinking company made responsible sourcing and top quality its priorities. All Sonoma Flatbreads™ are free from artificial colors and flavors with no preservatives, allowing the real flavors to shine through. After the success of the Gluten-Free line, the company realized there were few choices in the frozen pizza aisle that provided Organic and non-GMO/GE ingredients yet still tasted great. Using their 50 year experience in the pizza category, they created four delicious varieties on a thin and crispy crust that appeals to even the most discerning palate.

"We're excited to now deliver an Organic line because it gives customers one more assurance of our commitment to offering the highest-quality flatbreads," said Stan Jacot Executive Vice President and General Manager for Jane's Dough Foods, maker of Sonoma Flatbreads™. "We're 100-percent dedicated to providing a delicious experience that also offers ingredient peace of mind."

Real Ingredients, Really Good
Appealing to the everyday pizza lover as well as the gourmet crowd, the new Organic pizzas are available in four distinctive varieties:

- Chicken & Fire Roasted Peppers, Made with Organic Ingredients
- USDA Certified Organic Four Cheese
- Uncured Pepperoni, Made with Organic Ingredients
- USDA Certified Organic Spinach & Feta

Each variety starts with the special-recipe NatureCrust™, a unique blend of Organic, non-GMO/GE Wheat and Ancient Grain flours Quinoa, Sorghum, Amaranth and Millet to give a light, crispy bite. Look for artisanal, natural toppings such as fire-roasted peppers, thin-sliced uncured pepperoni, and aged Provolone cheese. All meats have no added growth hormones or added nitrates/nitrites and are antibiotic-free; and all cheeses are Organic and rBST-free.

"Honesty is really our most important ingredient," Jacot said. "Our customers know they can trust us: our ingredients, our quality standards, and that our products taste great."

The new Organic line is available in a 10" size (for two) and is now shipping to many retailers across the country including Albertsons, Whole Foods, Safeway, Giant Eagle and Meijer, with more stores added every month. Visit the store finder at SonomaFlatbreads.com to search for a location near you.

Gluten free: fad or trend?

Via our proprietary healthy lifestyles consumer media and trade media mailing lists, and in working with PR Newswire and other leading newswire services, Compass Natural serves as publicist for numerous clients, including **Sonoma Flatbreads**, a new and rapidly growing Gluten-free and organic pizza brand launched by **Donato's**, the 6th largest pizza chain in the US.

COMPASS NATURAL

Eco-chic.

Compass Natural was engaged by eco-fashion brand **Under the Canopy** in a campaign to promote its new Spring 2015 organic bed & bath collection, and also by **MetaWear**, maker of U.S. made organic T-shirts.

COMPASS NATURAL

Financial, investment and "conscious capital" news.

This press release, developed and circulated by Compass Natural on behalf of **Metabrand Capital**, announced a $5.75 million investment in "healthy energy" organic beverage company RUNA. The press release generated nationwide news coverage for RUNA and MetaBrand Capital, a recently formed private equity "conscious capital" investment firm.

COMPASS NATURAL

MetaBrand
Co-Creating a Better Future

For Immediate Release

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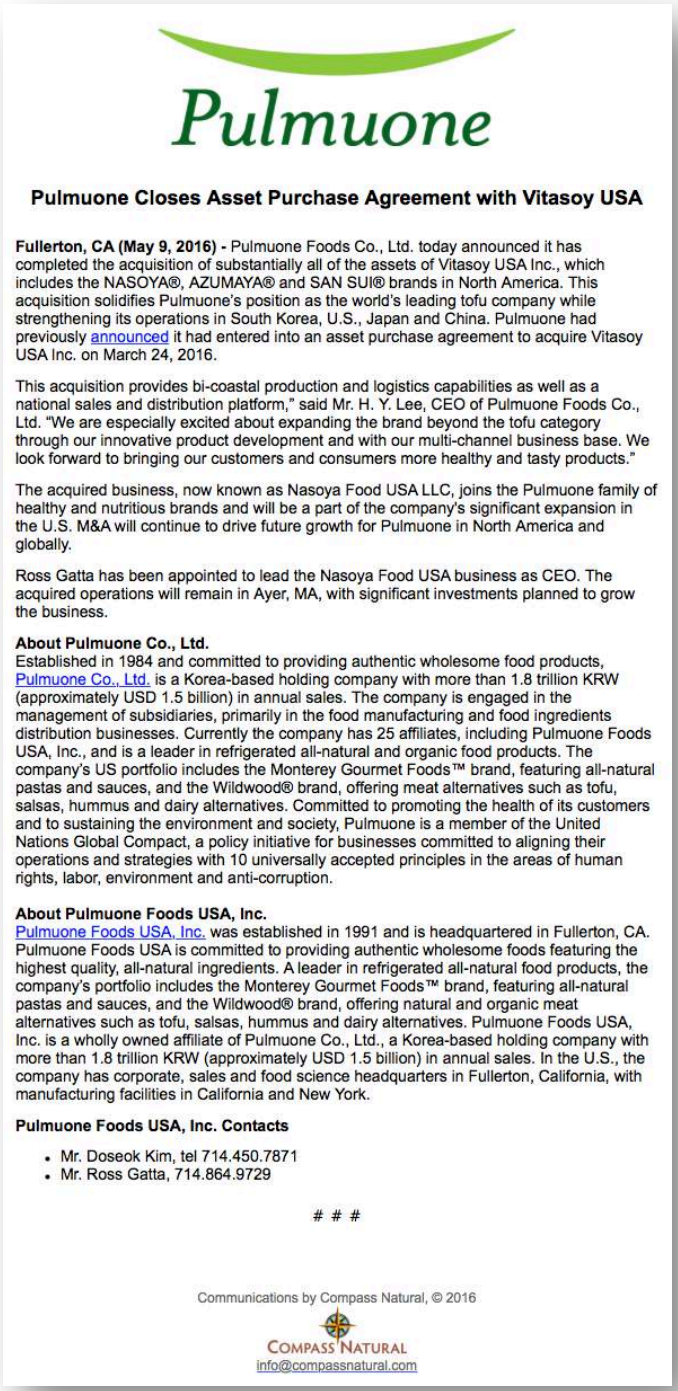
Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

New "Conscious Capital" Fund, MetaBrand Capital, Invests $5.75 Million in Organic, "Healthy Energy" Beverage Maker Runa

MetaBrand Capital – a new "conscious capital" private equity fund and the investment pillar of MetaBrand – selects Brooklyn-based organic, fair trade and non-GMO Amazonian beverage maker Runa as its first major investment.

Edison, New Jersey (October 7, 2014) – MetaBrand Capital, a "conscious capital" private equity fund and the new investment pillar of MetaBrand - a full service firm providing product formulation, outsourced operations, and sales and marketing services to natural, organic and nutritional food and beverage brands – announces today a $5.75 million investment in Brooklyn, NY-based **Runa LLC**, supporting the growth of the natural, "healthy energy" food and beverage category utilizing the Amazonian guayusa tree-leaf.

Taking the Triple-Bottom Line approach to corporate social responsibility one step further, MetaBrand founder and longtime natural products entrepreneur Eric Schnell embraces the "Quadruple Bottom-Line," a socially and environmentally aware business philosophy dedicated to People, Planet, Profit – and Purpose. Through the MetaBrand Capital fund, the company will primarily focus on growth capital investments in the food, beverage, nutrition and natural and organic product industries with strategic partners that embody and embrace a similar socially conscious business approach.



Pulmuone

Pulmuone Closes Asset Purchase Agreement with Vitasoy USA

Fullerton, CA (May 9, 2016) - Pulmuone Foods Co., Ltd. today announced it has completed the acquisition of substantially all of the assets of Vitasoy USA Inc., which includes the NASOYA®, AZUMAYA® and SAN SUI® brands in North America. This acquisition solidifies Pulmuone's position as the world's leading tofu company while strengthening its operations in South Korea, U.S., Japan and China. Pulmuone had previously announced it had entered into an asset purchase agreement to acquire Vitasoy USA Inc. on March 24, 2016.

This acquisition provides bi-coastal production and logistics capabilities as well as a national sales and distribution platform," said Mr. H. Y. Lee, CEO of Pulmuone Foods Co., Ltd. "We are especially excited about expanding the brand beyond the tofu category through our innovative product development and with our multi-channel business base. We look forward to bringing our customers and consumers more healthy and tasty products."

The acquired business, now known as Nasoya Food USA LLC, joins the Pulmuone family of healthy and nutritious brands and will be a part of the company's significant expansion in the U.S. M&A will continue to drive future growth for Pulmuone in North America and globally.

Ross Gatta has been appointed to lead the Nasoya Food USA business as CEO. The acquired operations will remain in Ayer, MA, with significant investments planned to grow the business.

About Pulmuone Co., Ltd.
Established in 1984 and committed to providing authentic wholesome food products, Pulmuone Co., Ltd. is a Korea-based holding company with more than 1.8 trillion KRW (approximately USD 1.5 billion) in annual sales. The company is engaged in the management of subsidiaries, primarily in the food manufacturing and food ingredients distribution businesses. Currently the company has 25 affiliates, including Pulmuone Foods USA, Inc., and is a leader in refrigerated all-natural and organic food products. The company's US portfolio includes the Monterey Gourmet Foods™ brand, featuring all-natural pastas and sauces, and the Wildwood® brand, offering meat alternatives such as tofu, salsas, hummus and dairy alternatives. Committed to promoting the health of its customers and to sustaining the environment and society, Pulmuone is a member of the United Nations Global Compact, a policy initiative for businesses committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption.

About Pulmuone Foods USA, Inc.
Pulmuone Foods USA, Inc. was established in 1991 and is headquartered in Fullerton, CA. Pulmuone Foods USA is committed to providing authentic wholesome foods featuring the highest quality, all-natural ingredients. A leader in refrigerated all-natural food products, the company's portfolio includes the Monterey Gourmet Foods™ brand, featuring all-natural pastas and sauces, and the Wildwood® brand, offering natural and organic meat alternatives such as tofu, salsas, hummus and dairy alternatives. Pulmuone Foods USA, Inc. is a wholly owned affiliate of Pulmuone Co., Ltd., a Korea-based holding company with more than 1.8 trillion KRW (approximately USD 1.5 billion) in annual sales. In the U.S., the company has corporate, sales and food science headquarters in Fullerton, California, with manufacturing facilities in California and New York.

Pulmuone Foods USA, Inc. Contacts

- Mr. Doseok Kim, tel 714.450.7871
- Mr. Ross Gatta, 714.864.9729

# # #

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COMPASS NATURAL

info@compassnatural.com

M&A news.

Compass Natural is engaged on a regular basis by **Pulmuone Foods USA**, the North American division of Pulmuone Foods, for public relations, marketing communications, and marketing and package content advisory services.

Founded in South Korea in 1956 and now with $1.3 billion in annual sales, Pulmuone Foods has deep roots in the organic and LOHAS markets. In recent years, it has acquired leading U.S. natural and organic brands, including Wildwood Foods, Monterey Gourmet Foods and Vitasoy USA.

Here, Compass Natural helped disseminate news about the acquisition of Vitasoy USA by Pulmuone Foods.

COMPASS NATURAL

CEO-level news.

Leading dairy alternative products brand **Daiya Foods** announced the appointment of a new CEO, as the founders passed the baton to new professional leadership. Compass Natural was retained to write and disseminate this public relations effort to our media contact list and via PR Newswire, the nation's leading major newswire service.

COMPASS NATURAL

daiya

deliciously dairy free®

For Immediate Release

Contact:
Michael Lynch, Daiya Foods, michael@daiyafoods.com, tel 778.383.1471
Steven Hoffman, Compass Natural, steve@compassnatural.com, tel 303.807.1042

Brand New Daiya – Non-Dairy Products Leader Daiya Foods Appoints Healthy Lifestyles, Consumer Products Industry Veteran Terry Tierney as CEO

Natural, organic and consumer packaged goods industry veteran Terry Tierney assumes CEO helm from Daiya Co-founder Greg Blake; new leadership set to propel company to next level of strategic growth.

Vancouver, British Columbia (June 26, 2014) – Daiya Foods, creator of best-selling dairy-free, soy-free and gluten-free cheese alternative products, is pleased to announce the appointment of Terry Tierney as its CEO. Experiencing massive growth in the non-dairy, cheese alternative products market, the addition of Mr. Tierney to the team brings seasoned, professional leadership that will help propel the company to the next level of strategic growth, said company Co-founder Greg Blake.

The recent growth of Daiya Foods – founded in Vancouver in 2008 and based on an innovative, all natural recipe widely acclaimed for its remarkable cheese-like taste, consistency and melting properties – necessitated the addition of a seasoned executive to help realize the company's aggressive long-term growth plan. Mr. Tierney has served as a director of Daiya since 2011 and has been instrumental at a strategic level in the company's success to date.

Mr. Tierney's career in the natural, organic and conventional grocery industry spans 30 years, serving in previous roles as the President and CEO of MyChelle Dermaceuticals, a leading natural skin care company; President and CEO of Allegro Coffee, one of the nation's premier specialty and organic coffee brands; Chief Marketing Officer of Frontier Natural Brands, a pioneering natural and organic products company with such prominent brands as Simply Organic and Aura Cacia; and Founder, President and CEO of Rocky Mountain Natural Foods. He is, and has been, a board member for numerous natural products companies over the last 20 years. Mr. Tierney began his career in marketing and brand management at Kraft Foods.

For Immediate Release

Contact:
Austin Allan, Tío Gazpacho, austin@tiogazpacho.com, 305.395.8130
Steve Hoffman, Compass Natural, steve@compassnatural.com, 303.807.1042

Tío Gazpacho Provides Ultimate Chill at the 14th Annual South Beach Food and Wine Festival

Tío Gazpacho exhibits as part of the Whole Foods Market Grand Tasting Village at South Beach Food and Wine Festival, Saturday and Sunday, February 21-22

Miami Beach, FL (Feb 16, 2015) – Can you imagine drinking the freshest chilled gazpacho out of a bottle? Tío Gazpacho can, and in fact, the company will be serving up samples of its award-winning chilled organic soups at the South Beach Food and Wine Festival, one of America's most prestigious gourmet gatherings.

Based in Miami Beach, Tío Gazpacho will be right at home at this internationally renowned event where the company will showcase its three gazpacho soup varieties to more than 60,000 expected attendees as part of the Whole Foods Market Grand Tasting Village.

A highly anticipated feature of the festival, the Whole Foods Market Grand Tasting Village provides a one-of-a-kind experience for attendees to sample locally produced food products, gourmet cuisine, unique wines and tasty spirits right on the beach.

Celebrating award-winning innovation.

After being voted Audience Favorite and overall Winner of BevNET's New Beverage Showdown, Compass Natural helped provide public relations to **Tío Gazpacho**, maker of fresh, organic, chilled "soup in a bottle," based on three delicious gazpacho recipes, in announcing the awards and the company's participation in the internationally renowned South Beach Food and Wine Festival.

COMPASS NATURAL

New Markets: Hemp for health.

From helping launch market research, publications and conferences to promoting CBD extracts and leading hemp food brands, Compass Natural has been recruited by a number of emerging entrepreneurs to help them succeed in the hemp food and industrial hemp products market.

HempBizJournal

STRATEGIC INFORMATION AND DATA FOR THE HEMP INDUSTRY

America's Favorite Comeback Plant is Here to Stay

New *Hemp Biz Journal* report details market data, opportunities and growth in the industrial hemp market.

At its core, the *Hemp Biz Journal* is the result of an ambitious mission to inform titans of industry, entrepreneurs, investors and political leaders about hemp. In the State of the Hemp Industry Report you will learn about the economic and commercial applications of hemp as well as the market research you need to make informed business decisions in this high-growth sector.

A Special Gift for You

As a special gift to you we'd like to share an article from the report about hemp being used for green building and to sequester carbon. Get a taste of the quality of data and content contained the entire report by downloading it here.

When you purchase the State of the Hemp Industry Report you are not only gaining a the thinking of some of the best business minds in the space, but you are differentiatir yourself in an industry where knowledge is power, and a superior understanding of th dynamics can separate success from failure.

Become a hemp industry insider and learn about this exploding, sustainable industry

Key Findings in the 2016 Hemp Industry Report

The MANY USES of Hemp

- **Consumer sales of hemp products rose $400 million in 2014**, up 26% over a year reports *Hemp Biz Journal*.
- The market continued to grow at a similar 2015 with industrial **hemp sales estimate million**.
- **By 2020, *Hemp Biz Journal* expects th industry in the U.S. to reach $1.5 billio consumer sales.**
- *Hemp Biz Journal* estimates the size of **CBD market alone** to have risen from a that didn't exist a few short years ago to **million** in 2015.

ENERHEALTH™

Organic Whole Hemp CBD Extracts Now Available at EnerHealth

Made from local ethically grown and harvested industrial hemp, and extracted with a specialized "spagyric" technique using only organic grape alcohol and pure water, EnerHealth's Whole Hemp CBD is the most effective and safest on the market today.

EnerHealth's extraction process is one of the cleanest and safest as it is done without the use of toxic solvents, which are used in many CBD products. Specifically, EnerHealth uses ethanol to extract water-insoluble compounds for herbal extracts as it is the least toxic of the alcohols and is the safest solvent after water.

Beyond safety, ethanol extractions produce a full spectrum profile of the plant, which includes bioflavonoids and other compounds such as amino acids, sugars, vitamins, fatty acids (omega 3 & 6), chlorophyll, and water.

To further improve taste and safety, Enerhealth whole hemp extracts are suspended in a Medium Chain Triglyceride (MCT) Coconut Oil. When MCT oil is metabolized in the body, it behaves more like a carbohydrate than a fat and does not go through the lymphatic system. Instead, it is transported directly to the liver where it is metabolized so it releases energy like a carbohydrate and creates lots of ketones (which can be used for fuel) in the process.

Enerhealth chose to utilize MCT's as it is an effective means to reduce the levels of ethanol in the finished product and provide a host of additional health benefits that have long been associated with coconut oil products. Further, Medium Chain Triglycerides (MCT) are beneficial as they do not require digestive enzymes or bile acids for digestion and absorption and are thus easily assimilated by the body. Making uptake of this product easier on those who may have poor digestive function.

WHOLE HEMP CBD EXTRACT

The most active and effective extract on the market today!

- Uses the highest quality ethically grown and harvested Hemp
- Sustainably grown hemp
- THC Free (Non intoxicating)
- Hand-crafted by experts with over 11 years of experience!
- Great Tasting flavors - Coconut Vanilla, Dreamsicle (Creamy Citrus), & Original Hemp Flavor

Available in four different blends:
100% (approximately 1 gram of CBDs per fluid ounce)
50% CBD Hemp (500 mg CBDs per fl oz)
25% hemp CBD (250 mg CBDs per fl oz)
12.5% CBD Hemp (125 mg CBDs per fl oz)

tempt

DO THE HEMP THING

For Immediate Release

Contact:
Donna Ratner, Tempt, 888.417.9343, donna@healthybrandsco.com
Steven Hoffman, Compass Natural, 303.807.1042, steve@compassnatural.com

Hemp Never Tasted So Good!
Hemp Milk Meets Coconut Cream +
2 Pioneering Products Take the Seed to New Heights

Tempt introduces coconut-hemp milk blend, hemp milk yogurt and hemp tofu. "Hempfu," all soy free and Non-GMO Project Verified at Natural Products Expo West.

Norwalk, CT (March 3, 2016) – Tempt offers a few more reasons to believe hemp truly is a miracle food. In addition to non-dairy milk, the innovative company adds two hemp-featuring line extensions and a new hemp-coconut milk blend all rich in omegas, protein and flavor. As with all Tempt products, the new SKUs are 100-percent plant based, 100-percent soy free, carrageenan free, gluten free, certified Kosher and Non-GMO Project Verified.

"Our mission is to promote healthy, holistic living," said Donna Ratner, COO, CMO and co-owner of Tempt. "For us, that means being free of common allergens including soy which is often hard to avoid when looking for non-dairy alternatives. We're here to make eating well easy."

Coconut Cream + Hemp Milk = Yes, Please

Rich coconut cream combines with nutritious hemp milk to make the best non-dairy beverage even better. Tempt Coconut Hemp Milk is loaded with vitamins, minerals and all essential amino acids, omega 3s and medium chain fatty acids (MCFA's), which support brain health. Look for Tempt Coconut Hemp Milk in gable cartons in the refrigerated section. Available in Original and Unsweetened flavors.

Don't forget about the hemp milks that started it all! Tempt Hemp Milk is available in shelf-stable tetrapaks in 5 flavors: Original, Unsweetened Original, Vanilla, Unsweetened Vanilla and Chocolate.

Introducing Tempt Hemp Yogurt

Your taste buds won't believe Tempt's Hemp Yogurt is 100-percent dairy free. This lower-in-sugar dairy alternative contains essential amino acids, live probiotic cultures to promote digestive health and all the creamy, tangy richness of full dairy options.

"We're excited! After test marketing last year, the flavor and texture has continued to improve. We're confident that yogurt lovers and the dairy-free crowd alike will swoon for this first-of-its-kind non-dairy alternative. It's just that good," Ratner said.

Stock up on all 4 classic flavors: Original, Blueberry, Strawberry and Raspberry.

compo keeper

For Immediate Release

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Steve Hoffman, steve@compassnatural.com, 303.807.1042

Calling All "Kitchen" Composters: CompoKeeper, the Odor-Free Composting Bin that Provides a User-Friendly Solution for Home and Office, Launches Kickstarter Campaign

BOULDER, CO - (October 3, 2013) - CompoKeeper, the innovative disposal bin for small-scale indoor compost collection, launched a Kickstarter crowdfunding campaign Sept. 24, according to the bin's inventor, Van Hess of Boulder.

The user-friendly compost bin provides an odor-free way for consumers to dispose of and store food waste, making it easy to move such waste from the kitchen or office to the curb or garden. CompoKeeper presents a design that was shaped by users who share a commitment to composting, sustainability and healthful living.

The goal of the Kickstarter campaign is to raise $100,000 in funds so CompoKeeper can establish manufacturing in the U.S., thereby keeping its footprint small and supporting local jobs. CompoKeeper promotes the ever-increasing practice of composting, making it easier for homes and businesses to participate in community curbside programs.

To visit CompoKeeper's Kickstarter campaign page, click here.

The compact, attractive CompoKeeper bin comes with a carbon filter inside which absorbs the odors normally associated with composting. What's truly innovative, though, is the use of a patented foot pedal that seals the inner bag, locking odors in. The bag itself is compostable.

Home and office users say they have found CompoKeeper to be just the solution they are looking for, touting its ability to reduce waste output.

What will you make?

Promoting Innovators, Entrepreneurs and Social Enterprises.

A new appliance invented by a father-daughter team in their home garage to help divert waste and promote composting in homes and businesses, **CompoKeeper** was the winner of Naturally Boulder's new business Pitch Slam award in 2013. Compass Natural helped publicize and promote the company's **KickStarter** fundraising campaign.

COMPASS NATURAL

Visit us at Expo West!

Trade show planning and promotion.

Enhancing visitation in advance of key trade shows, consumer fairs, and other events. Helping clients in advance and onsite to schedule VIP meetings, interviews, seminars, press conferences and related events.

COMPASS NATURAL

Trade marketing.

MetaBrand helps entrepreneurs formulate, manufacture, launch, market and manage new products and brands, including a new functional beverage line by Martha Stewart. This promotion is geared toward a trade audience for natural, nutritional and functional food products.

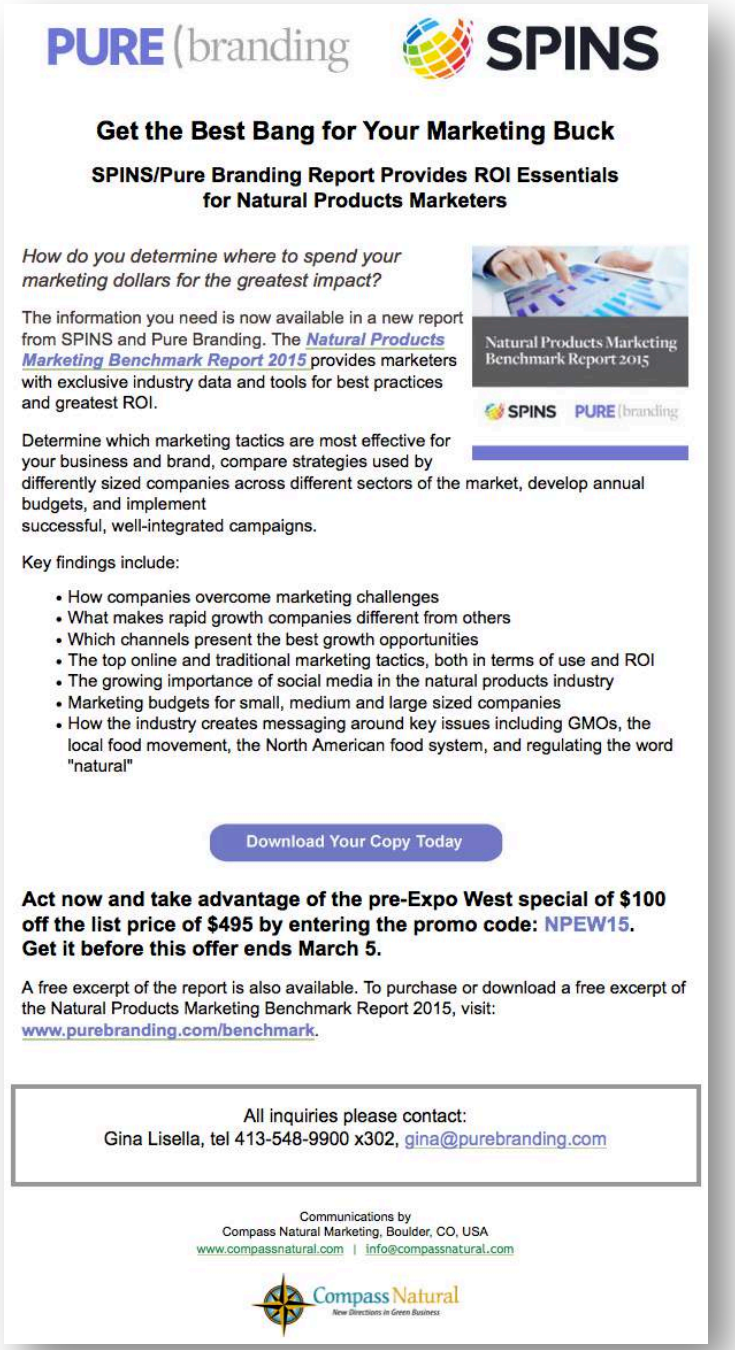
COMPASS NATURAL

Market research.

We specialize in monitoring consumer, product and industry trends, and can compile your market research needs for business plans, presentations, white papers and reports.

Additionally, we help other leading market research firms, such as **Pure Branding** and **SPINS**, reach key decision makers in the $300-billion market for natural, nutritional, organic and healthy lifestyles products.

COMPASS NATURAL



PURE (branding SPINS

Get the Best Bang for Your Marketing Buck

SPINS/Pure Branding Report Provides ROI Essentials for Natural Products Marketers

How do you determine where to spend your marketing dollars for the greatest impact?

The information you need is now available in a new report from SPINS and Pure Branding. The ***Natural Products Marketing Benchmark Report 2015*** provides marketers with exclusive industry data and tools for best practices and greatest ROI.

Determine which marketing tactics are most effective for your business and brand, compare strategies used by differently sized companies across different sectors of the market, develop annual budgets, and implement successful, well-integrated campaigns.

Key findings include:

- How companies overcome marketing challenges
- What makes rapid growth companies different from others
- Which channels present the best growth opportunities
- The top online and traditional marketing tactics, both in terms of use and ROI
- The growing importance of social media in the natural products industry
- Marketing budgets for small, medium and large sized companies
- How the industry creates messaging around key issues including GMOs, the local food movement, the North American food system, and regulating the word "natural"

Download Your Copy Today

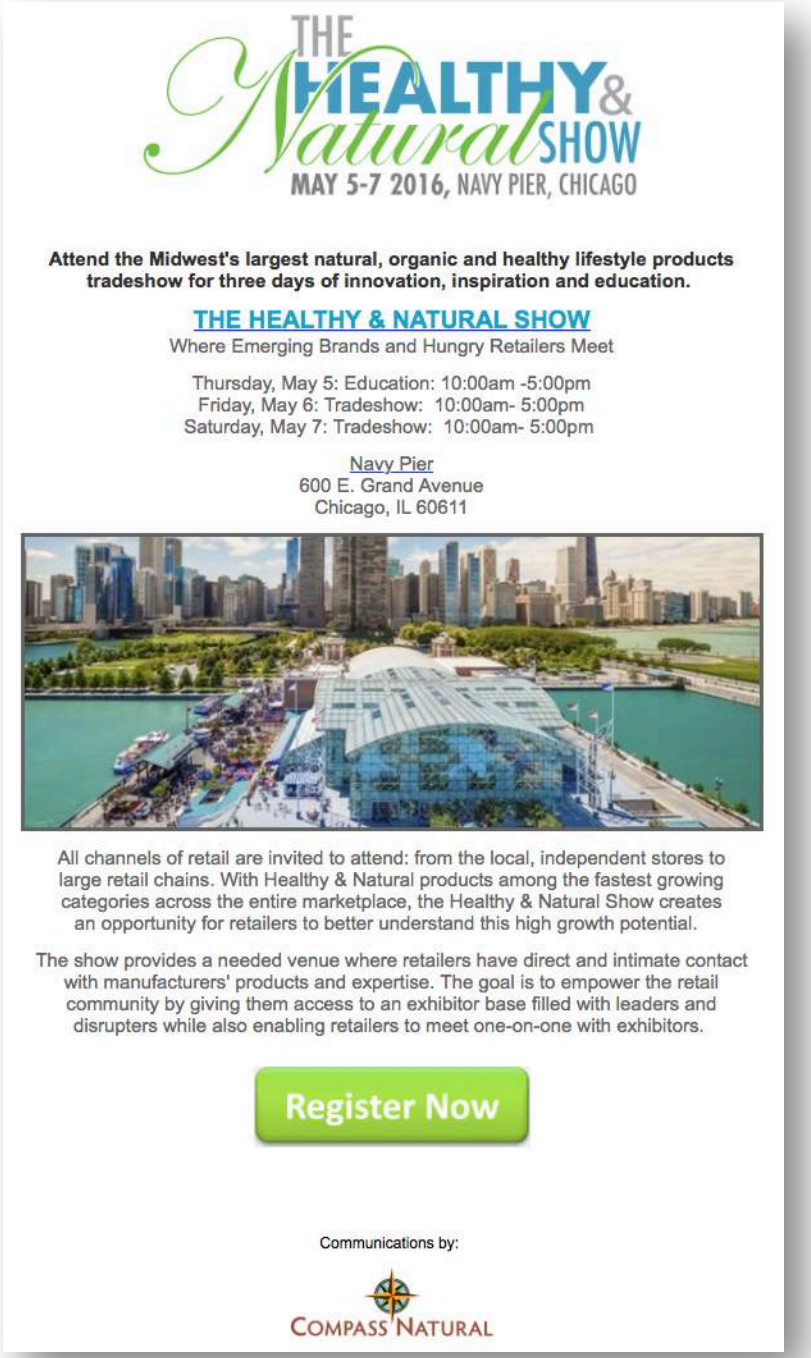
Act now and take advantage of the pre-Expo West special of $100 off the list price of $495 by entering the promo code: NPEW15. Get it before this offer ends March 5.

A free excerpt of the report is also available. To purchase or download a free excerpt of the Natural Products Marketing Benchmark Report 2015, visit: www.purebranding.com/benchmark.

All inquiries please contact:
Gina Lisella, tel 413-548-9900 x302, gina@purebranding.com

Communications by
Compass Natural Marketing, Boulder, CO, USA
www.compassnatural.com | info@compassnatural.com

Compass Natural
New Directions in Green Business



Event Promotion.

Compass Natural was retained to serve as publicist and marketing agent for a new trade show, **The Healthy & Natural Show**, held in Chicago and produced by William Reed Business Media, publisher of Food Navigator USA, Nutra-Ingredients and other leading publications.

COMPASS NATURAL

Face the music.

Event production and promotion.

Compass Natural was engaged by the **Arise Music Festival** - a leading three-day music, culture and arts festival attracting nearly 10,000 visitors – to help develop an "eco-village" and attract major healthy lifestyle vendors and sponsor brands.

COMPASS NATURAL

Eco-Tourism.

Compass Natural is the marketing & public relations agent for Finca Luna Nueva, a 300-acre eco-resort, biodynamic farm and nature preserve in the heart of the Costa Rica rainforest.

FINCA LUNA NUEVA

SUSTAINABLE RAINFOREST ECOLODGE
CERTIFIED ORGANIC BIODYNAMIC FARM

For Immediate Release

Contact:
Steven Hoffman, Compass Natural, 303.807.1042, steve@compassnatural.com
Ernesto Sanchez, Group Coordinator, Finca Luna Nueva Lodge, grupos@fincalunanuevalodge.com

Announcing Costa Rica's Most Sustainable Gastronomic Retreat…Chocolate included!

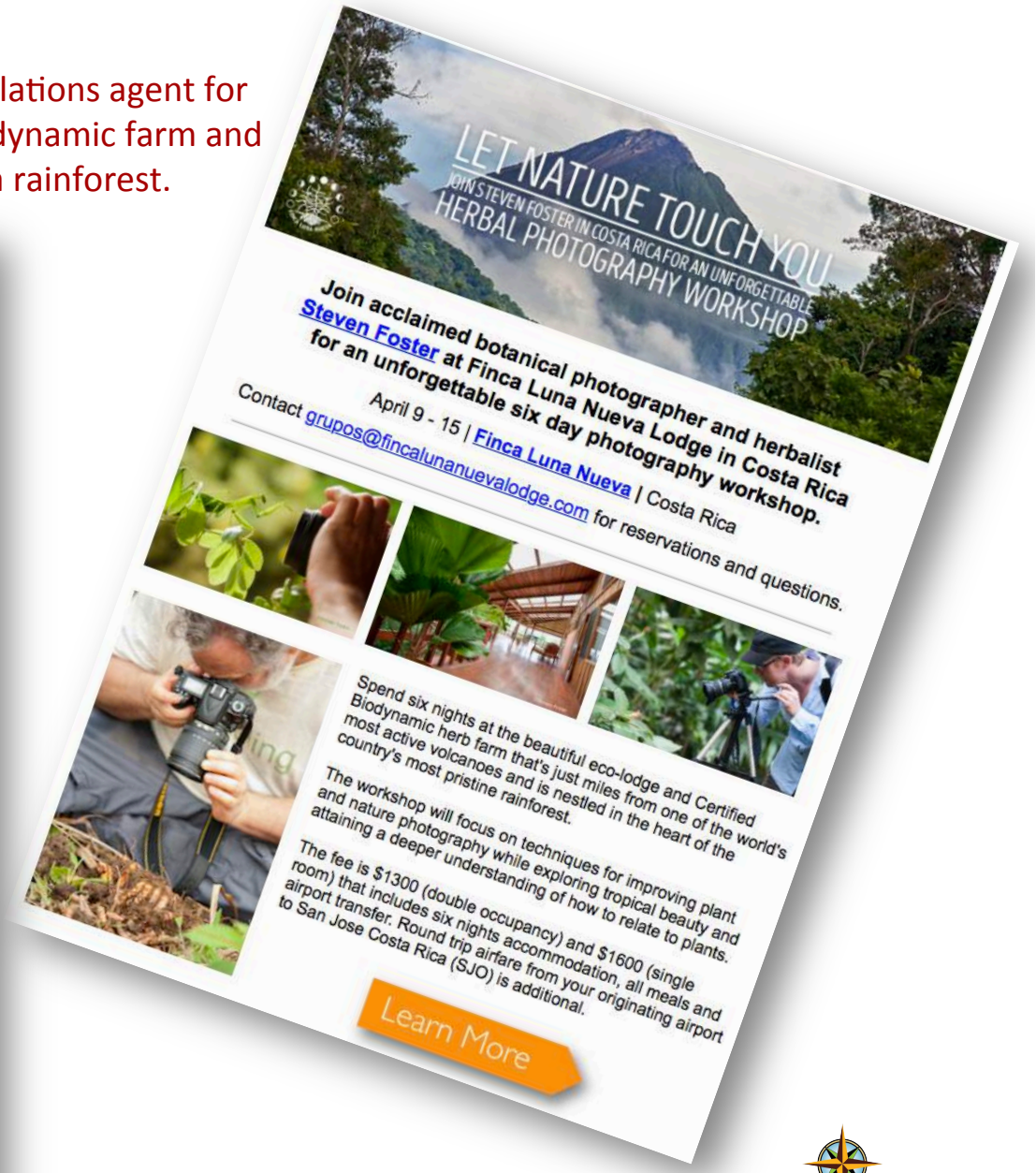
Finca La Nueva Lodge, voted one of Costa Rica's 10 best eco-lodges, invites conscious epicures and nature lovers to celebrate the rich biodiversity of the Costa Rican rainforest, chocolate, enchanting local foods, eco-tours, and biodynamic agriculture during an exclusive retreat taking place Sept. 2-9, 2016.

San José, Costa Rica (May 10, 2016) — Join Finca La Nueva Lodge in the heart of the Costa Rican rainforest for an exclusive six-day retreat celebrating the robust biodiversity and sustainable foodways of the "Rich Coast."

Make chocolate using the same ingredients and methods as the ancient Mayans; enjoy organic meals and cooking demonstrations by farm to table chef Donna Prizgintas; visit a sacred seed sanctuary and medicinal herb garden described as one of the finest in the world, and more!

"This unique, organic gourmet retreat is a celebration of the flavors of the rainforest at their freshest," said Tom Newmark, co-owner at Finca La Nueva. "We're thrilled to have Donna share her lifetime of culinary experience at our biodynamic eco-lodge. The rich offerings available here provide some of the best food in the world. We can't wait to share our lodge with people who will appreciate what's being created here."

Upon arriving in San Jose on August 26th, attendees will stay at Hotel Grano De Oro, a historic landmark hotel centrally located in the capital's cultural district. The next morning board a bus for Feria Verde de Aranjuez, a neighborhood district in San Jose that offers one of the most spectacular farmers' markets in Latin America, featuring many local organic producers. Here, guests will experience the small producer community of Costa Rica and may find local specialties including organic coffee, artisanal chocolate, leather goods, jewelry and more. The market has been described as a "can't miss" by the travel guide Lonely Planet.



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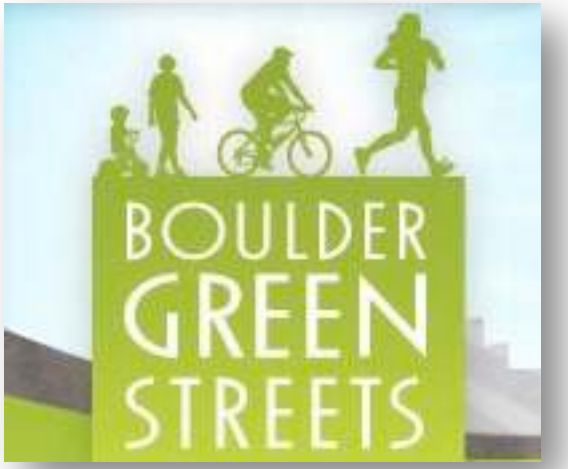
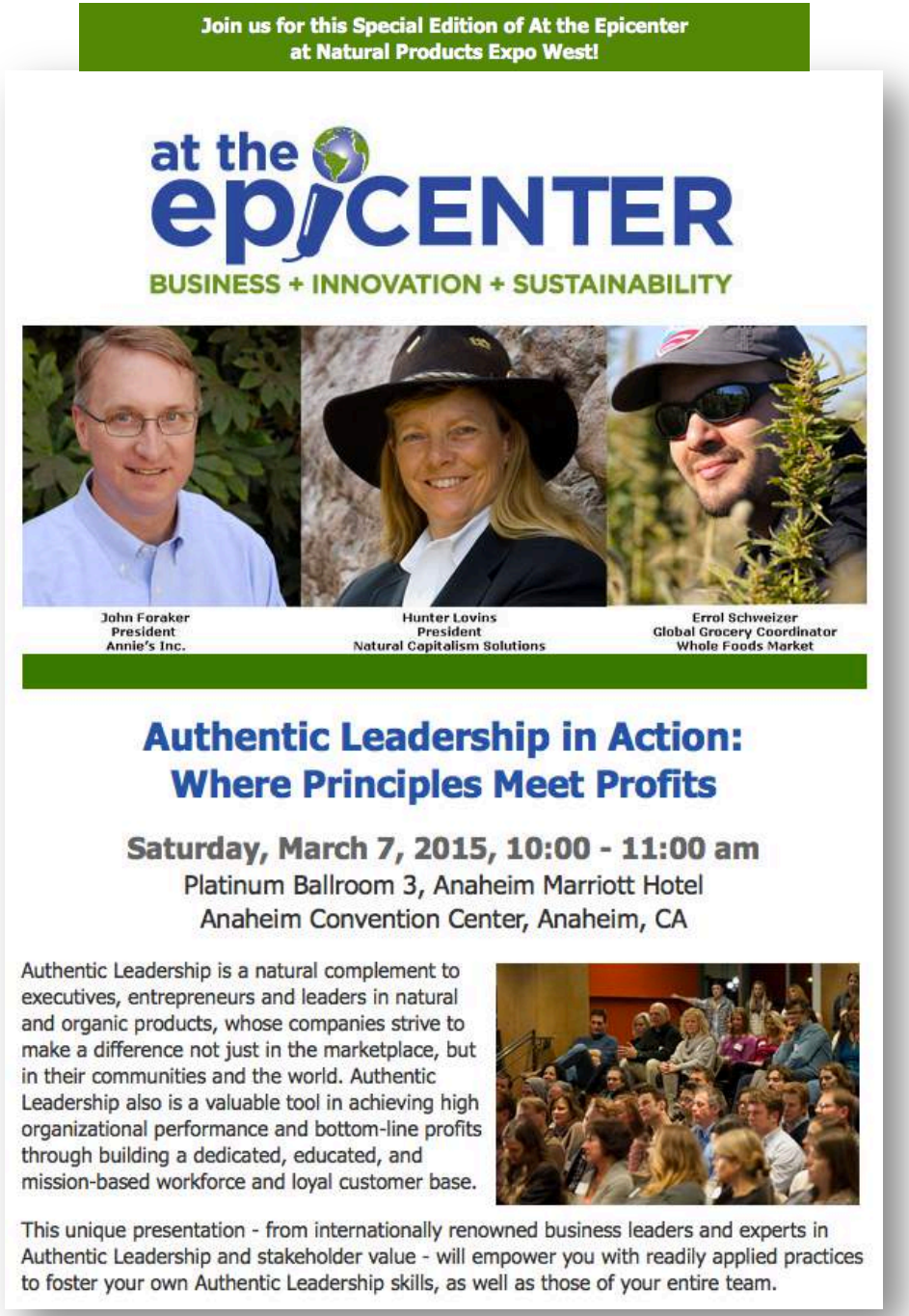


Taking it to the consumer.

Boulder Green Streets | Event marketing and production.

As a co-producer of **Boulder Green Streets**, a major annual outdoor consumer fair, Compass Natural produces and promotes the Organic Alley Pavilion, attracting local, regional and national exhibitors and 20,000 core healthy lifestyle consumers.



In person: networking & education.

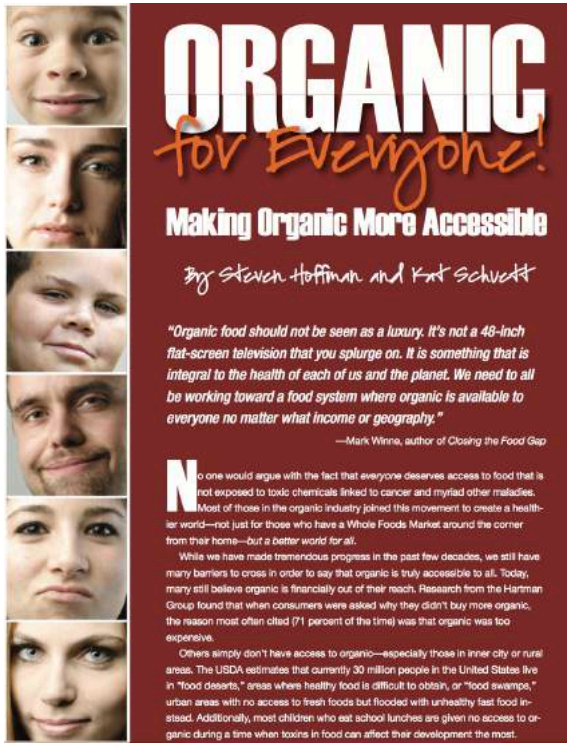
Compass Natural brings 30 years of experience in producing, promoting and partnering with leading trade shows, CEO-level conferences, meetings and events, consumer fairs, music & arts festivals, and eco-tourism, all with a focus on natural, organic and healthy lifestyles.

Compass Natural also is a co-producer and co-founder of **At the Epicenter**, a popular speaker series featuring top business and thought leaders in natural and organic health and the environment, and underwritten by leading healthy lifestyles organizations.

In good company.

Some of our other esteemed clients include:

Published works.



ORGANIC
for Everyone!

Making Organic More Accessible

By Steven Hoffman and Kat Schvedt

"Organic food should not be seen as a luxury. It's not a 48-inch flat-screen television that you splurge on. It is something that is integral to the health of each of us and the planet. We need to all be working toward a food system where organic is available to everyone no matter what income or geography."

—Mark Winne, author of *Closing the Food Gap*

No one would argue with the fact that everyone deserves access to food that is not exposed to toxic chemicals linked to cancer and myriad other maladies. Most of those in the organic industry joined this movement to create a healthier world—not just for those who have a Whole Foods Market around the corner from their home—*but a better world for all.*

While we have made tremendous progress in the past few decades, we still have many barriers to cross in order to say that organic is truly accessible to all. Today, many still believe organic is financially out of their reach. Research from the Hartman Group found that when consumers were asked why they didn't buy more organic, the reason most often cited (71 percent of the time) was that organic was too expensive.

Others simply don't have access to organic—especially those in inner city or rural areas. The USDA estimates that currently 30 million people in the United States live in "food deserts," areas where healthy food is difficult to obtain, or "food swamps," urban areas with no access to fresh foods but flooded with unhealthy fast food instead. Additionally, most children who eat school lunches are given no access to organic during a time when toxins in food can affect their development the most.

health & nutrition

NEWS YOU CAN USE

On the Plate

What You Need to Know About GMOs

By Steven Hoffman

GMOs–you've probably heard of them. But what you may not have heard is that, according to industry estimates, GMOs are in 80 percent of the food products sold in conventional supermarkets. GMOs, or "genetically modified organisms," are foods, crops or organisms that have been created through the gene-splicing techniques of biotechnology. Also called genetic engineering, GE or GM, this relatively new science allows DNA from one species to be injected into another species in a laboratory, creating combinations of plant, animal, bacteria, and viral genes that do not occur in nature or through traditional crossbreeding methods.

In the 15 years since the FDA first approved the use of GMOs in commercial food production–without requiring any labeling at all–nearly 90 percent, of all the corn, soy, sugar beets and cotton grown in the United States is GMO, according to data from nonprofit research organizations including the Institute for Responsible Technology, the Non-GMO Project, and The Organic Center. Since corn and soy are used as an ingredient in one form or another in so many foods, nearly all of our conventional food products contain genetically engineered ingredients.

Proponents claim that GMO crops are more sustainable in that they require less pesticides. However, recent data from The Organic Center shows that while herbicide usage decreased when GMO agriculture was first introduced, the use of toxic synthetic herbicides actually increased by 383 million pounds from 1996 to 2008 as a result of GMO agriculture. Additionally, research has shown that the overuse of one particular herbicide, Roundup, marketed by Monsanto in tandem with its GMO seeds, is leading to increased weed resistance, thus significantly lowering yield estimates also promised by proponents of GMO crops.

Although there have been attempts to increase nutritional benefits or productivity, GMOs have not lived up to their promise in either regard. The only main traits that have been added to date are herbicide tolerance and the ability of the plant to produce its own pesticide. Yet, these very traits are actually raising health concerns about toxins and allergens in GE foods, as well as concerns over genetic drift from GMO pollen into native species.

One group concerned about the public health effects related to widespread adoption of GMOs in food is the American Academy of Environmental Medicine. Calling for a moratorium on GMO foods in 2009, the Academy concluded: "Avoid GM foods when possible… Several animal studies indicate serious health risks associated with GM food… There is more than a casual association between GM foods and adverse health effects. There is causation…"

Now the FDA is considering allowing the first genetically engineered animal for human consumption: the GE salmon. Said to grow twice as fast, the company that owns the GE-a… public that its genetically engineered s… wild and that it is perfectly safe, while o… safety or environmental impact studies h… by law under certified organic standards. … you can significantly minimize your dietary … synthetic pesticide residues. You also supp… agriculture and food production that suppo… and the environment.

Steven Hoffman is the co-founder of the LOH… involved in sustainable food and agriculture … His company, Compass Natural, is dedicated t… and sustainable business. compassnatural.com

to learn more

Institute for Responsi… responsibletechnology.o…

The Organic Center organic-center.org

Non-GMO Project, nongmoproject.org

HEALTH, WELLNESS, ECO-LIVING & DESIGN

organic spa MAGAZINE

ANNUAL FITNESS ISSUE

Best Yoga Studios Nationwide

Top Home Workout DVDs

To Detox or Not

PLUS:

ROMANTIC SPA TREATMENTS

CHAYA The New Green Superfood

15 COMFORTING BEAUTY PRODUCTS

A Lifestyle Publication

We are often invited to author feature articles in leading publications and blogs to educate and inform consumers, business leaders, media, and health advocates about issues, trends, products and authentic brands.

Storytelling: We are often published in our own right. Here, Compass Natural principal Steven Hoffman penned a feature article on coffee in Whole Foods Market's popular holiday magazine.

Public & industry affairs.

NGOs & Nonprofits

Compass Natural was engaged in 2007-2010 to lead **The Organic Center**, a national 501c3 nonprofit research & education organization, in 2015 to assist with the **Hollywood Food Guild**, and in 2015-2016 with **Regeneration International**, sponsored by the **Organic Consumers Association**.

Legislative & Regulatory

Compass Natural also played a lead role in GMO labeling ballot initiatives including **Prop 37** in California in 2012, **I-522** in Washington in 2013, and **Prop 105** in Colorado in 2014. In 2015, the company provided pro bono assistance to **Just Label It** in regional VIP fundraising efforts.

Associations

Compass Natural founder Steven Hoffman served as Chair of **Naturally Boulder**, an economic development initiative promoting the growth of natural and organic businesses in the Boulder/ Denver region, and as Chair for **People Planet Profit/CORE Colorado**, the state's leading sustainable business association.

A word on Compass Natural founder Steven Hoffman.

- Former editorial director, trade publications, New Hope Natural Media
- Former education and program director, Natural Products Expo East and West
- Former sales manager and national marketing director, Arrowhead Mills
- Co-founder, LOHAS Forum conference
- Former director, The Organic Center
- Past president, Naturally Boulder
- Returned Peace Corps volunteer, food & agriculture, Latin America; fluent in written and spoken Spanish
- Former agricultural extension agent, Pennsylvania State University, and director of Philadelphia Urban Gardening Program
- Lives in Colorado, loves outdoors, music, art, culture, travel and adventure