



Industry news and
marketing information
for Canada's natural
health suppliers

January
February
2012



"Today, a successful broker needs to add more value to the supply chain," says Patrick Higgins, president of Higgins Cohn Brand Management.

The evolving role of the natural health products broker

The natural health broker has played a key role in the success of natural health manufacturers and health food stores for many years. "In any interaction between broker and manufacturer or broker and retailer, the broker is the link that connects the producer to the consumer and back again," says Francine Leduc, co-founder and vice-president of DF BioResource Inc.

However, this link wasn't always a well understood one. DF BioResource Inc's co-founder and president David Goulding says in the early days of brokering, many manufacturer or retail appointments began with an explanation of what a broker did and how they could be beneficial to their business. Today however, the service provided by a broker is much more widely understood and embraced. "Manufacturers understand that they can be assured of a network that represents them directly with focused attention, in a cost effective

manner," says David. "Retailers now look for brokers to guide them in their purchasing, pricing, training and marketing strategies."

The role has changed

And while the value of a broker is much more understood, their role has also changed over the years, says Patrick Higgins, president of Higgins Cohn Brand Management. "Today, a successful broker needs to add more value to the supply chain. With multiple distributors and many retailers buying products direct, it is really the broker's responsibility to manage the business on behalf of the brand. Distributors have to focus more and more on the logistics of moving boxes to remain competitive and they are relying on brokers to handle more of the sales effort than they have in the past."

As the broker's role has evolved, so too have expectations. Patrick says today,

Continued on Page 2

NutraLab recognized for growth by PROFIT

NutraLab Canada Ltd. has been recognized by PROFIT magazine as one of Canada's Top New Growth Companies. The contract manufacturer of dietary supplements has placed 27th in the 12th annual PROFIT HOT 50 ranking of PROFIT magazine. PROFIT HOT 50 ranks young firms by two-year revenue growth.

"The PROFIT HOT 50 exhibit all the traits that underpin business success," says PROFIT editor Ian Portsmouth. "With good products, persistent, focused leaders and motivated teams, Canada's Top New Growth Companies have achieved enviable growth rates despite a shaky economy."

NutraLab Canada Ltd. is a one-stop-shop contract manufacturer providing OEM and private label service for vitamin, natural health, and dietary supplement products. For more information, please visit www.nutralab.ca.

IN THIS ISSUE OF CNS

Page 3
Publisher's Letter

Page 4
Dicentra offers on-line
GMP training

Page 5
Comedian's autobiography
offers good sales advice

Page 7
Regulations Update:
Schedule F changes



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Francine Leduc, DF BioResource Inc.

The evolving role of the natural health products broker

Continued from Page 1

manufacturers require transparency to manage their businesses properly. Whether its deduction management, activity reporting or distribution reporting, manufacturers are looking for more information in real time to help them make important decisions.

Francine says the broker is expected to provide an added-value service to the marketplace. “To the manufacturer, that may mean eyes and ears directly focused on their behalf on the marketplace and sales, and for the retailer, it may mean, ‘Where is my best deal and source of product?’”

With the retail environment becoming more and more competitive, retailer’s expectations have also evolved. Retailers lean heavily on brokers for promotional spending and therefore rely on promotions to compete, says Patrick. “In most cases, the broker is responsible for spending an allocated budget set by the brand. It is imperative that the broker has systems that allow them to track these funds and stay within that allocation.”

While higher expectations from retailers and manufacturers have definitely contributed to how the broker has evolved over the years, brokers themselves have had to deal with and adapt to some changes in the marketplace as well. “The biggest change our firm has had to deal with is the changing landscape of retail,” says Patrick. “We now have to manage brands across many retail channels which requires not only extra resources to manage the business, but a keen understanding of the various channels that allow us a better chance at being successful with the brands that we place.”

For Laurent Giroux, owner of Viesun



“The biggest adaptation for us has been to find a solution co-working between the distributor and broker, and how to get the best marriage to make the supplier happy.”

*Laurent Giroux
Viesun Brokerage*

Brokerage in Quebec, the biggest challenge has been suppliers calling him to act as a sales rep because they are unsatisfied with their actual distributor. Unfortunately, this creates frustration with the distributor, says Laurent. “I had this experience with a manufacturer I once represented. They approached me to increase sales in Quebec, and the objectives they set were very clear: ‘We want you going in at store level to do the sales directly.’ So, in my first month, I introduced three skus to a large retail chain. But two months later, the manufacturer decided to end the contract with me because the distributor complained.”

Technology has had the most impact on DF BioResource’s work, says Francine. “Not only can we communicate information more quickly, we can be present with all segments of our markets technologically as well as personally whether that be relative to online meetings, webinar trainings, reporting, planning, etc.”

And with all these changes, one of the most current is the ever-changing regulatory climate in Canada. Francine says the new regulations have been very costly in terms of time and energy allocation. “It

has become a constant in any manufacturer relationship as we guide, especially importing manufacturers, towards full compliance.”

But for Laurent, things have not changed too much. “I don’t think the new regulations affect the brokers as much they have affected the suppliers, because the broker is not the owner of the goods. The biggest adaptation for us has been to find a solution co-working between the distributor and broker, and how to get the best marriage to make the supplier happy.” •

Delia Carnide



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Publisher's Letter

CNS: a focus on suppliers' news

Welcome to our first issue of 2012! Since being named publisher of CNS late in 2011, I have been working with our team to develop CNS into a publication that will deliver current news and information about industry happenings to help you and other industry suppliers in your day-to-day business.

The natural health ingredient market is a growing market. The numbers speak for themselves. According to the latest figures from Statistics Canada, approximately 400 Canadian companies generated revenues of C\$ 2.9 billion and exported C\$ 545 million worth of products abroad in 2007 for the health and wellness market. Canadian-based companies are also serving the United States, the world's wealthiest functional foods and beverages market, with a market estimated to be worth US\$31 billion in

2006 (Nutrition Business Journal).

Canadian companies are active in the development and manufacturing of nutritionally valuable health ingredients and compounds as ingredients for natural health products and dietary supplements. Examples include probiotics and fermented beverages, omega-3 fatty acids from marine sources, flax bioactives, phytosterols and stanols, beta-glucans, fenugreek gums, essential fatty acids including gamma-linolenic acid (GLA) and conjugated linoleic acid (CLA), and phytochemicals. Canadian companies are also pursuing research in other areas to identify new opportunities in prebiotics, vegetable proteins and hydrocolloids (e.g., dietary and soluble fibres).

Yes, I feel there is much good news to share, and we want to play a major role in delivering this news to you and other members of the supplier commu-

nity. At the same time, we want you to share your company news with us. If you have any news items, announcements, new products and or people news you'd like to share with readers, please send them along (with photos).

The other thing I need to mention is CNS is a perfect vehicle to reach potential clients on the supply side of the business. We have advertising rates which can fit any budget, giving you exposure and access to more than 1,000 companies in the natural health supply chain.

I invite your comments, ideas and news. All the best for a healthy and prosperous 2012,

Dale Lo dalelo@cnhr.ca



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Two steps to selling NHPs in Canada

As a country with one of the most strictly regulated health supplement markets in the world, the Canadian government has set up two major barriers to entry in order to protect consumers and maintain safety and quality standards for nutraceuticals. These two barriers must be overcome before you can sell your products.

The first requirement is product licensing. Before any dietary supplement can legally be sold in the Canadian market, it must have a valid product license (NPN or DIN-HM) or exemption number (EN), applied for through Health Canada. Exemption numbers mean Health Canada has completed initial assessment of the license application, but has yet to complete the licensing review. To obtain product licenses, a supplier must provide evidence of the safety and efficacy of their product. License requirements are rigorously enforced to protect consumers and ensure only quality sup-

plements are available for sale.

The second requirement is that the natural health product must be manufactured by a site license-holding supplement manufacturer. A site license guarantees that the work processes of the supplement manufacturer meet the safety and quality standards of Health Canada. An exacting process, obtaining a site license requires the manufacturer to follow Health Canada's prescribed Good Manufacturing Practices (GMP) and follow specific labelling and packaging requirements.

To read more about Health Canada's full guidelines, visit www.hc-sc.gc.ca.

Tracy Gu works for NutraLab Canada Ltd., the contract manufacturing division of Honson Pharmatech Group, Canada's one-stop-shop from raw material supplies to final packaging. She can be reached at tracy@nutralab.ca or 1/905-752-1823.

Trade Shows

Plan ahead for these upcoming events in 2012:

Supplieside MarketPlace
May 8-10 2012
www.suppliesideshow.com

Health Ingredients Asia-China and Natural Ingredients
June 26-28 2012
www.ingredientsnetwork.com

Natural products Expo Asia
August 23-25 2012
www.naturalproductsasia.com

Health Ingredients Europe and Natural Ingredients
November 13-15 2012
www.ingredientsnetwork.com

Canfo releases new Non-GMO Project Verified supplement line

Canfo Natural Products has announced the release of its full line of premium, 100 per cent natural supplements that are non-GMO project verified. The Non-GMO Project offers North America's only independent verification for products made according to best practices for GMO (genetically modified organisms) avoidance. All products in the line now feature the Non-GMO Project Verified Seal.

"At Canfo we maintain a firm stance against genetically modified organisms. We are committed to offering the highest quality products and the finest ingredients to the consumer and by working with the Non-GMO Project, we know that is guaranteed," said Canfo Natural Products CEO Iris Lu. For more information, visit canfo.com.

Dicentra launches on-line GMP training for NHPs

Dicentra, the scientific and regulatory affairs consulting firm in the natural products (NHPs) industry has launched GMP Online Training for natural health products. Up until now, Dicentra has delivered on-site and off-site GMP training programs to companies and has issued certificates of training duly recognized by the Natural Health Products Directorate as proof of GMP training.

GMP Online Training offers convenience and cost savings. Members will be able to train their staff at their own time from the comfort of their desk. Clients will also have all year access to the latest training and retraining in GMPs to ensure compliance, optimize processes, procedures and record keeping, and thus avoid costly mistakes and improve profitability.

For more information, please visit www.gmponlinetraining.com.

European Union to approve sale of stevia in 2012

According to an article in *Natural Foods Merchandiser*, global demand for stevia could increase as the European Union is set to approve the sale of the calorie-free sweetener in 2012. In the US, sales of food and beverage products sweetened with stevia grew 67 per cent between 2009 and 2010. Between 2004 and 2008, there have been 2000 stevia-sweetened products introduced worldwide and the global stevia market is predicted to grow to \$825 million by the end of 2014.

Products fortified with essential fatty acids are also increasing in sales according to *Natural Foods Merchandiser*. There was an 8.6 sales increase of natural DHA supplements and DHA-fortified foods in 2010 with an estimated 40 per cent sales growth of the omega-3 ingredients market by 2015.

CK Nutritional and Kelatron strike a strategic alliance

CK Nutritional Ingredients (based in Toronto, ON) and Ogden, Utah-based Kelatron Corp. have reached an exclusive distribution agreement.

CK Nutritional Ingredients has been granted exclusive responsibility in Canada for sales and distribution of Kelatron's K-Pure line of premium mineral products. K-Pure products have been developed in Kelatron's new pharmaceutical-grade spray dryer to add value and increase full line mineral support.

"We are delighted to bring Kelatron's K-Pure mineral line to the Canadian market" says Michael Chernyak, president and CEO of CK Nutritional Ingredients. "Our clients are seeking mineral solutions that offer enhanced stability, solubility, purity and bioavailability and K-Pure delivers on all counts."

Kelatron is a supplier of bio-active minerals. For over 25 years Kelatron has provided mineral solutions for mineral fortification. CK Nutritional Ingredients is a supplier of innovative, value-added raw materials to Canadian functional food, beverage, dietary supplement and natural health product markets.

Canadian natural health product manufacturers can contact CK Nutritional Ingredients at 905/760-1176, ext. 223 or office@ckfoods.com for product and technical information, pricing and test samples.

What a comedian taught me about succeeding in business

by Nicole Saltsman

I recently found myself inspired by comedian Steve Martin and his autobiography *Born Standing Up: A Comic's Life*. It caused me to stop and think about my businesses and how I perform. As an actor, his over-the-top shtick - which can be kitsch at best - is what I love about him. But his writing is what has completely blown me away. Not only was I learning more about this incredibly talented person, I was learning how I could improve my own performance, bit by bit, day by day.

Here's what I learned from Steve Martin about succeeding in business:

1. Focus: Steve Martin studied performers around him while he worked at Disneyland in his early teens. He studied how they performed, what got them laughs and then applied (in the beginning mostly copied) the successful acts until he was able to make original material of his own. He studied books on comedy and performing and practiced comedy at every possible available moment each day. It was something that he simply had to do and every decision he made was based on how he could get closer to his dream/goal/mission of becoming a professional stand up comedian. He was obsessed with getting better every day.

2. Dedication: Everything Steve Martin did was to ensure that he moved his

craft forward. He was always practicing, watching, learning, tweaking, discussing, thinking, sleeping and planning for the life he wanted as a comedian, even when he had no audience to perform for. (One club asked him to perform even when there was no one in the place so that pedestrians on the street would hear him outside and want to come in.)

3. Determination: He never, ever gave up. It took him ten years of doing stand up in front of small audiences, virtually a complete unknown even though he had been on the Johnny Carson Show numerous times. He went against his parent's wishes, was always broke, constantly alone going from town to town, gig to gig, and never knowing for sure if he was ever going to be able to afford a permanent residence or if he was going to make it.

He never gave up because he believed in what he was doing.

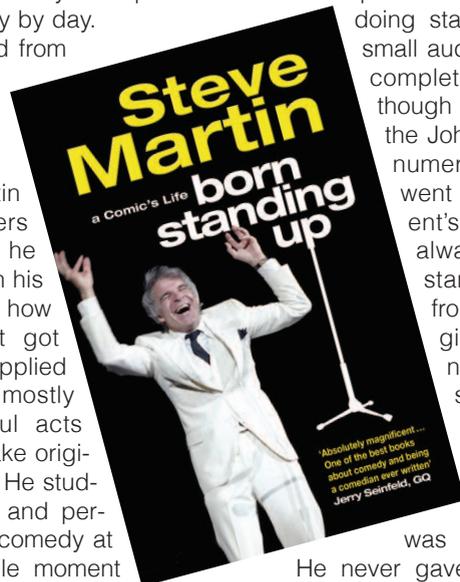
4. Evaluation: After every single show, he meticulously wrote out each part of his act - the timing, the words, the inflection, the tone, the pauses, the props, the lighting, the sequence and the reaction (or lack thereof) from the audience - and tweaked and tweaked and tweaked every aspect until it was ALL funny. If a

part of his show died, he retired it - quickly. If he received moderate laughs, he modified that part until he got big laughs. He learned, over time, what his audience wanted and he gave it to them - beautifully.

5. Experimentation: He never shied away from trying something new. Martin always remained within the context of his craft. He had a very specific and unique way of doing stand up and he experimented with new ways that fit in with what he was doing. He was consistently "wild and crazy!" which made him reliable and enjoyable every time he got on stage. However, he also made sure to bring something new to audiences to keep it fresh for them as well as himself.

Born Standing Up was a wonderful read for me on so many levels. I'm always trying to find new ways to perform for my clients and Steve Martin has certainly given me lots to think about. Hopefully, I can do for you what Steve Martin has done for millions: give you the performance that you want and expect from me and CNHR consistently, reliably and hopefully with a little fun thrown in.

Until my next book review, take care and all the best.



Nicole Saltsman is National Account Manager with CNHR Magazine. You can reach Nicole at: 705/549-7081 nicole@cnhr.ca



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Here's what an advertising plan in CNHR will deliver to your company

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Retailers read CNHR. They view it as a trusted source, referring to it for advice, ideas, news, information and industry trends. If you want to get your new products and promotional initiatives in their hands, a regular advertising plan with CNHR will give you this exposure.

Seasonal Frequency

With six issues published each year, you can target your advertising message to match any of your season sales focuses. This gives retailers time to bring your products in and properly promote them to their customers.

Cover-age

False covers are available for purchase. Would you like to take over the cover of CNHR? Well, you can now – with the CNHR False Cover program. Get your sales message on the cover of CNHR. Be the first company retailers read about in that issue! Ask your account manager for full details.

Impact!

Ads in CNHR Magazine are impactful: 74 per cent of readers said advertisements in CNHR Magazine helps or influence them when they are sourcing new products or making buying decisions.



Large Reach

Our most recent survey shows over 11,000 retailers in traditional health food stores read each issue of CNHR. This includes sales staff, owners, store managers, department managers, buyers and other staff members. These are the people who do more than buy your products: they recommend the products to their customers. Virtually our entire retailer readership is comprised of people working in traditional health food stores, although there is some distribution to retailers in other sectors, including pharmacy, grocery and mass/big box stores.

Open Doors

An advertising plan in CNHR introduces your company and products to retailers before your sales rep even sets foot inside the store. It creates familiarity between you and the retailer, speeding up the sales process. You'll find an ad plan in CNHR really does "open doors" to more opportunities.

Reward Program

When you book six consecutive full or half-page ads, you receive a free insert valued at \$1,650. And when you book any ad one-third page or larger, you get a free Product Profile in that issue, (valued at \$400!)

Free Exposure

Get free exposure with your buying audience via our Trade Talk section. Got company news? New people? A new product? An expansion or new building? Send them to bruce@cnhr.ca to get your news into Trade Talk for some free exposure.

Affordability

Ad prices to fit any budget! Starting from as low as \$400, you can reach retailers in all corners of Canada six times a year for mere pennies per reader. This type of value is hard to match! (Very affordable ads are also available on our website, cnhr.ca.)



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Contact Nicole or Dale to learn how CNHR Magazine can help your company reach more retailers



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CK Nutritional's EstroG-100 receives NPN

Toronto-based raw material supplier CK Nutritional Ingredients has announced its EstroG-100 menopause ingredient has received NPN 80026169 from the Natural Health Products Directorate in a finished product format. This designation will allow Canadian NHP suppliers to include EstroG-100 in their formulations without any concern for licensing, and with the approved health claim, "helps to relieve the symptoms associated with menopause such as hot flashes, night sweats, paresthesia, insomnia, nervousness, melancholia, vertigo, fatigue, rheumatic pain and vaginal dryness."

EstroG-100™ is a blend of phytochemicals that is clinically proven to help manage symptoms associated with menopause. Evidence includes phase I and phase II human studies, a four-week toxicology, a 13-week toxicology, three

genetic toxicology studies, a binding affinity test using a model created by the National Institutes of Health, a MCF-7 in vitro analysis showing no cancer affinity, and a liver protective study as validated by WHO. EstroG-100™'s USA-based phase II randomized, placebo-controlled human clinical study was recently peer-reviewed and the results are to be published in the *Journal of Phytotherapy Research* in the coming months.

CK Nutritional Ingredients is also pleased to announce the introduction of NEM® Natural Eggshell Membrane to the Canadian market. NEM® is supported by multiple clinical studies and demonstrates pain reduction and improved flexibility in as little as ten days. Contact the company at 800/821-8995 for further information.

Regulations Update: Schedule F changes

In 2009, NHPD began the scientific assessment of 11 naturally-sourced substances on Schedule F of the Food and Drug Regulations to determine if they could be regulated (in whole or in part) as non-prescription products under the Natural Health Product Regulations. As of December 7, 2011, 10 of those 11 substances are now eligible for pre-market review by the NHPD, depending on certain requirements.

1) Apiol, oil of, Deanol and its salts and derivatives, Theobromine and its salts and Centella asiatica extract and active principles thereof have been removed from Schedule F and are now allowed to have nonprescription status.

2) The Schedule F listing of Dopamine and its salts, Gold and its salts and Uracil and its salts have been amended to the following:

- Dopamine and its salts, when sold for administration by injection.
- Gold and its salts when sold for administration by injection.
- Uracil and its salts when sold for the treatment of cancer.
- For the above substances, all other dosage forms and routes of administration at any strength and for any use are exempt from prescription status.

3) The status of Dimethyl sulfoxide, Levocarnitine (L-carnitine) and its salts and derivatives and L-Tryptophan, have been revised to retain their prescription status as follows:

- Dimethyl sulfoxide – for veterinary use,

or when sold for the treatment of interstitial cystitis or scleroderma in humans.

- Levocarnitine - when sold for the treatment of primary or secondary levocarnitine deficiency.
- L-tryptophan, when sold for human use in oral dosage form at a concentration of more than 220 mg per dosage unit or per daily dose, as a single ingredient or in combination with other ingredients, or for human or veterinary use as a single ingredient intended for any route of administration other than oral.

The proposed amendment to the Schedule F listing of Lovastatin is still under review by Health Canada.

For further information on this release, please contact Source Nutraceutical, Inc. at info@sourcenutra.ca.

PNP to build new facility

PNP Pharmaceuticals Inc. has begun construction on a new 20 million dollar production facility. The 108,000 square foot facility located in Glenlyon Business Park, in Burnaby B.C is set to be completed by June 2012. "Our new facility will allow us to continue our growth in the pharmaceutical nutraceutical industry while expanding our R&D and clinical division to help service our customer requirements," president and CEO Glen North.

Ohio abandons "misguided" rule on labelling of organic dairy products

The State of Ohio has agreed that it will no longer pursue regulations limiting labelling on organic dairy products. "Ohio's abandonment of this misguided rule is a victory for consumers, farmers and manufacturers alike," said Christine Bushway, executive director and CEO for the Organic Trade Association (OTA).

Court sides with citizens

Ohio had attempted to prohibit statements on labels which informed consumers that organic dairy products are produced without antibiotics, pesticides or synthetic hormones. After the Organic Trade Association (OTA) sued the State of Ohio, the Sixth Circuit Court of Appeals sided with consumers' right to know and gutted the Ohio rule, finding that it was unconstitutional. Ohio has now agreed to abandon the rule rather than trying to revive it.

"This is significant for all of us who support what organic foods are about, and for consumers who carefully read food labels to find out what's in their food and how it's produced," said Christine. "The organic label is a federally regulated program that provides consumers with the knowledge that their food is produced without the use of antibiotics, pesticides or added growth hormones. Consumers have the right to make informed choices about the foods they eat, and farmers and manufacturers can continue to communicate truthfully with consumers."

OTA will continue to fight

OTA is continuing its fight for transparency in labelling as part of the *Just Label It: We Have a Right to Know initiative*. This initiative is driven by a coalition of more than 400 businesses and organizations interested in seeing genetically engineered (GE) foods labelled as such. Visit justlabelit.org for more information.

The OTA is the membership-based business association for organic agriculture and products in North America. OTA is the leading voice for the organic trade in the United States, representing over 6,500 organic businesses across 49 states. Its members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants and retailers.





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