



440 1st St. NW, Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250

NEWS RELEASE

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Contact: Justin Bartolomeo
(202) 789-4365
jbartolomeo@hdmk.org

Jim Emme, CEO of NOW Health Group and NPA Board Member to Speak at The Big Natural

WASHINGTON, D.C. – Jim Emme, CEO of NOW Health Group (NHG) and member of NPA’s Board of Directors, will speak at the Natural Products Association’s “The Big Natural” at the MGM National Harbor. The Big Natural is a two-day event on September 11 and 12 that will coincide with the 22nd Annual Natural Products Day, NPA’s premier advocacy lobby event on Capitol Hill for the natural products industry on September 10.

“Jim grew up on a farm in Indiana learning the basics of design and management of food manufacturing and distribution and now he runs some of the top supplement operations in North America,” said Daniel Fabricant, Ph.D., President and CEO of NPA. “NPA is proud to have Jim on our Board of Directors and we are excited to hear what he has to say at this year’s Big Natural.”

Jim Emme serves as CEO of NHG, and now manages Canada’s leading national distributor and manufacturer of natural health products; The Fruitful Yield, a chain of 13 natural food stores in the Chicagoland area; and NOW Foods, the largest division of the company and manufacturer of more than 1,400 dietary supplements, foods, sports nutrition and personal care products that are sold in more than 60 countries. Emme’s industry leadership positions include the Natural Products Association Board of Directors, Alliance for Natural Health, and the Economic Development Authority of Western Nevada, in addition to other initiatives.

The Big Natural is bringing together a diverse group of industry leaders and experts in the nutritional supplements and natural products industries.

The Big Natural
September 11-12
www.thebignatural.com
MGM National Harbor

Offering two days of industry-driven, educational sessions, workshop programming, case studies and interactive discussions. Plus, there will be ample time for networking and benchmarking. The Big Natural brings together industry leaders, innovators and government officials who share insights that will educate, empower and spark innovative ideas to drive the industry forward.

Open to both NPA Members and Non-Members, The Big Natural attracts a diverse cross-section of senior executives spanning the C-suite as well as department leadership within the Retail, CPG, Natural, Health Foods, Supplements and Investment sectors with budget and/or human capital responsibility in the following areas:



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- Strategy & Product Development
- Legal, Regulatory & Compliance
- Digital Initiatives, Branding, Marketing and Advertising
- Merchandising, Distribution & E-Commerce
- Analytics and Big Data
- Customer Experience and Customer Service
- Business Development & Finance
- Quality & Scientific Affairs
- Probiotics and Novel Ingredients
- Medical/Functional Foods
- Sports Nutrition
- Defining Natural

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Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.npanational.org