

# SENPA



# SPEAKS!

## SEPTOCT2019



December 5-8, 2019



May 29-31, 2020

## PRESIDENT'S Message

The past year we have seen many substantial changes in our natural products industry. Hemp is legal again! The last time hemp oil was legally sold as a supplement was in 1937. Several big name supplement manufacturers have been sold to companies who have traditionally operated outside of this industry. Eating vegetarian/vegan has gone mainstream, This trend is easily evidenced when a veggie burger company went public and experienced an eight hundred percent increase in its valuation in a few short months, and a fast food chain with parking lots filled with vehicles after the debut of its new veggie burger. Unfortunately in the past 12 months we have also seen a surprising number of independent natural product retailers close their doors, succumbing to the relentless onslaught of large chain stores and manufacturers who are not controlling their e-commerce pricing.



Lester Burks

Yes "health food" is mainstream now, and our industry is mature, but that does not mean that we succumb to our maturity, roll over, and die. Healthy alternative foods and dietary supplements should not be a passing fad. We should not allow our industry to be taken over by huge corporations outside of our natural products industry who are only interested in the "Health Money" they can suck out of people looking for healthy alternatives. We must recognize how important we, as the independent natural product industry, are to the people in our community as well as to society at large. Recognizing this importance, we should all double our commitment to educate, inform, and help the people in our communities. We should also inform them of the insidious slow growing cancer that is occurring as the "Healthy Alternatives" go "mainstream". These dangers are real and will eventually kill the alternative health movement. Your customers and communities need to understand what will happen if they are seduced by "bigger is better". We've seen it happen in our local communities as big box stores have caused the death of Main Street America. I'm sure your customers do not want to lose the personal services and healthy alternative selections that our independent retailers provide.

SOHO Expo is only a few weeks away. We are sure you will be well pleased with the opportunities we have for you and your staff at this year's SOHO Expo. Your SENPA board and staff have been hard at work doing all we can to help you, the Independent Natural Products Retailers and manufacturers, have an association that can help you navigate the ever changing landscape in which we operate. All of our board members and staff members are committed to making SENPA the best ally and most responsive resource the Independent Natural Products Industry has. One of the best things you can do to help your association help you is to share your ideas, needs, and concerns with the SENPA Team. We work for you, the members of SENPA, so please communicate with us. Our email is [info@SENPA.org](mailto:info@SENPA.org) and our phone number is 727.846.0320. An immediate way you can impact the your association is by filling out and returning the board member election ballot you have received in the mail.

-Lester

## SOHO EXPO...KEYNOTE SPEAKER

### A Deep Dive Into the Endocannabinoid System

In this seminar, Dr. Jeffrey Bland will take us beyond the surface of the Endocannabinoid System (ECS) so that we can learn of the deeper intricacies of this system and how it influence's human performance and functionality. As a founder and pioneer of the field of Functional Medicine, Dr. Bland is acutely aware of the science and research on the ECS---from its first discovery to its most recent revelations. So join us for this immersive experience into the world of the ECS to discover how you can leverage this system for optimal health.

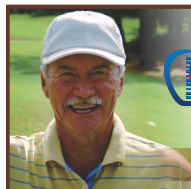


Dr. Jeffrey Bland

Provided By Garden of Life

20th Annual

## Alan Kristowski Memorial Golf Tournament



**START TIME** ▼  
**Thurs., Dec. 5th**  
**at 9:00am**  
(Warm Up 8:00am)



**\$110** per person **REGISTRATION**



## Mobile App - Show Information at Your Fingertips

### Don't Miss a Thing!

- Save your own Schedule / Agenda
- Place Exhibitors in your Favorites
- Make notes on each Exhibitor
- Sort Exhibitors by Name or by Booth
- Sort Speakers by Track or by Name

### CHECK IT OUT TODAY!

**We are now in the app stores!**

Download the **2019 SOHO Expo** app in the Apple App Store or the Google Play Store. Search for **SOHO Expo 2019**.

SOHO Expo Hotel Info (page 2)

SOHO Expo Retail Registration Form (page 3)

Show-At-A-Glance (page 4)

SOHO Expo Current Exhibitors (page 5)

SOHO Expo Sponsors (page 6)

# Are you ready for SOHO Expo?

## SOHO EXPO

Showing Others Healthy Options

2019



Dec 5-8, 2019

Visit **SOHOexpo.net** to register for  
Education, Meals and Exhibits

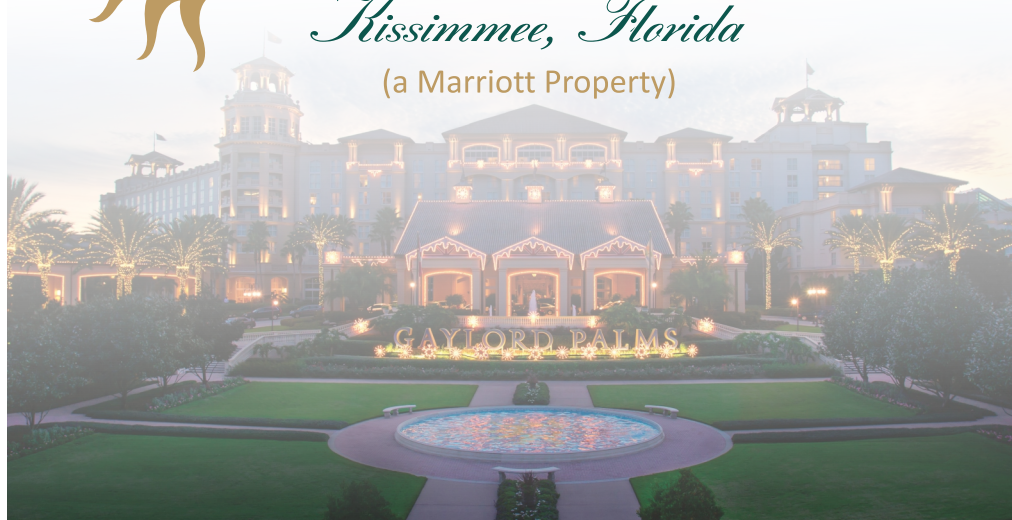


**GAYLORD PALMS®**

RESORT & CONVENTION CENTER

*Kissimmee, Florida*

(a Marriott Property)



### SHOW-AT-A-GLANCE



#### Golf Tournament

Thursday, December 5th

#### Education Sessions

Thurs., beginning at 5pm, Dec. 5th  
Friday all day, Dec. 6th

#### Exhibits Open

Sat., Dec. 7th - 10:30am-5pm  
Sun., Dec. 8th - 9:30am-3pm

#### President's Party

Saturday 7:30pm-11pm

THE Official Way to Book Your Hotel is at  
**www.SOHOexpo.net**

**Book Your Reservation Now!**

**877.382.7299**

When booking your room by phone  
be sure to mention SOHO Expo to save!

**\$65\*** rebate program for retailers  
for each night Gaylord stay

**STAY** at Gaylord Palms Resort during SOHO Expo 2019,

**SUBMIT** your rebate form along with your hotel receipt and

**RECEIVE** \$65 rebate per room/per night used by your qualified retail business!

\*Submit form by January 12, 2020. Once rebate form and proper documentation have been received and validated, checks will be made out to business, and mailed within 6-8 weeks.



Hotel Rebate Savings made possible for qualified retailers by our Hotel Sponsors.



▶ **Education and Events**  
Dec 5 - 8, 2019 (Thurs-Sun)

THE Official Way to Book Your Hotel is at  
**www.SOHOexpo.net**

▶ **Tradeshow Exhibits**  
Dec 7 & 8, 2019 (Sat & Sun)

2

SENPA SPEAKS!

www.SENPA.org



# RETAILER PRE-Registration Form

 Return by **11/15/19** to AVOID additional fees of \$15 each

## RETAIL BUSINESS INFORMATION Proof of business license may be requested.

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

\*EMAIL: \_\_\_\_\_

\*Providing an e-mail will ensure you receive timely registration confirmations, critical updates and exhibitor follow up in a way that saves time, money and paper.

Check your preferred means of communication from SENPA & SOHO EXPO:

☐ Mail ☐ Email

Your registration confirmation will be sent via your preferred method checked above.

**PLEASE review confirmation upon receipt.**

## ATTENDEE INFORMATION

After 11/15/19 add \$15 to every attendee listed below.

Check appropriate box:

- ☐ Yes, my business is a **SENPA MEMBER - FREE** entrance to all functions. (FULL-ACCESS)
- ☐ I am paying applicable dues for SENPA membership with this registration. (FULL-ACCESS)
- ☐ I am attending exhibits and seminars as a non-member for \$50 per person. (FULL-ACCESS)
- ☐ Check here to attend **EXHIBITS ONLY** at **NO CHARGE** (Registration must be received by 11/15/19).  
**Saturday** ☐ **Sunday** ☐ Enter the name(s) of each attendee and indicate if buyer.

**Retail Members Get  
UNLIMITED  
Staff Badges**

## Fill in name of each staff member and check each function attending for Full Access Badges

	Buyer	Staying at Gaylord	Thurs. Dinner	Friday Breakfast	Lunch	Dinner	Sat. Breakfast	Dinner	Sunday Breakfast
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: Duplicate form for additional names.

List and indicate children under 16 on separate form.

## PAYMENT METHOD

☐ **PAY BY CHECK** - make payable to SENPA

☐ **PAY BY CREDIT CARD** - Visa, MasterCard and American Express Accepted.

NOTE: Invoice will be sent with payment instructions. Credit card are processed through Authorize.net to ensure secure transactions. Your invoice will come from SENPA, Inc. invoice@authorize.net

REQUIRED: Authorize Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date \_\_\_\_\_

## TOTAL DUE

Registration Fees \_\_\_\_ @\$50 (if applicable)..... \$ \_\_\_\_

Single Store Membership dues @ \$95..... \$ \_\_\_\_

• For Multi-Store Membership, Contact Office

SENPA Support Club..... \$ \_\_\_\_

Add \$15 X \_\_\_\_ # of attendees registered after 11/15/19 \$ \_\_\_\_

**Grand Total: \$ \_\_\_\_**



Showing Others Healthy Options

Gaylord Palms & Convention Center  
(a Marriott property) Kissimmee, FL (Orlando)



DEC  
5  
DEC  
8

*Thank You!*  
**2019 SPONSORS**



NOTE: All Meal Functions require pre-registration and are FREE for FULL-ACCESS attendees

**FREE**

A confirmation will be sent via your preferred method checked above.  
Please review confirmation upon receipt.  
Badges to be picked up at show.

### SPECIAL SERVICES:

☐ Check here if an attendee requires special accommodations to fully participate. Attach a written description of their needs and their name.



**Everyone** is required to wear a SOHO EXPO badge at ALL functions. Advance meal reservations are required due to the number of sponsored meal sessions. Meals available on a first-come basis. Once the event is "sold out", we will be unable to confirm a reservation for that event. Cancellations and requests for refunds must be received in writing by 11/15/19. NO REFUNDS will be made after 11/15/19 or for no-shows.



**FAX:** completed form to 800-545-1374  
**MAIL:** SENPA  
5946 Main Street, New Port Richey, FL 34652  
**EMAIL:** info@SENPA.org

Visit our website at [SOHOexpo.net](http://SOHOexpo.net) for more information. And stay updated at



SENPA SPEAKS! **3**

Education Program Track Key



PRE-REGISTRATION ENDS FRIDAY NOV. 15th

## Leave it to SOHO EXPO to **HAVE IT ALL!**

SHOW OFFICE CLOSED TUES DEC 3rd & WED DEC 4th - REOPENS ONSITE THURS DEC 5th

### THURSDAY, DECEMBER 5



9:30am  
20th Annual SOHO  
Golf Tournament  
Alan Kristowski Memorial  
Disney's Magnolia Golf Course



6:00pm-9:00pm Open Forum Roundtable  
Food and Fuel for Thought



sponsored by:



Showing Others Healthy Options  
**Dec 5-8, 2019**

4:30pm-7:00pm REGISTRATION - BOTTOM OF ESCALATORS

### FRIDAY, DECEMBER 6

7:30am-7:00pm REGISTRATION - BOTTOM OF ESCALATORS

7:45am Early Bird Prizes! - Outside Sun Ballroom A

8:00am-10:00am Education Program with Breakfast



Platinum Meal Sponsor: Bluebonnet Nutrition Corp.  
(Full-Access Reservation Required)  
Getting Intimate with Supplements - How  
Nutrition is Redefining Sexual Health & Fertility  
Carl Germano, CNS, CDN



10:15am-11:15am Simultaneous Education Programs



Drug-Herb Interactions: Safely Guiding Your  
Customer in Today's World  
Jason DuBois



Hemp: The Supplement of The Now,  
The Instrument of The Future  
Tim Gordon



Spices: Their Role in Supporting a Healthy Body  
Response for Inflammation  
Dr. Cass Ingram, B.S., D.O.



Marketing Toolkit for Independent Retailers  
Ryan Sensenbrenner



11:30am-12:15pm OPEN TO ALL

Annual Business Meeting and Industry Awards



12:30pm-2:30pm Education Program with Lunch



Platinum Meal Sponsor: EuroPharma  
(Full-Access Reservation Required)  
From Ancient Remedies to Natural Medicine:  
Optimal Health Depends on Quality, Science,  
and Dosage  
Terry Lemerond



2:45pm-3:45pm Simultaneous Education Programs



Mitochondria: The Benefits of L-Carnitine  
& D-Ribose  
Lorri Franckle, PA



The State of Natural Retail and What Today's  
Customer Wants from You  
Christine Kapperman



Nutrients for Our Aging Brains!  
Neil E. Levin, CCN, DANLA



Restoring Health of At-Risk Populations  
Using an Integrative, Multi-Tiered Strategy  
with a Silver Based Approach  
Decker Weiss, NMD, FASA



4:00pm-5:00pm KEYNOTE SPEAKER



A Deep Dive Into the  
Endocannabinoid System  
Dr. Jeffrey Bland  
Sponsored By Garden of Life



5:15pm-7:15pm Education Program with Dinner



Platinum Meal Sponsor: Natural Factors  
(Full-Access Reservation Required)  
Discover the Power of Fermentation!  
Dr. Kate Rhéaume, ND



7:30pm-9:30pm Exhibitor-Sponsored Programs



Oxylate and Dietary Recommendations  
for Kidney Stone Management: A Human  
Clinical Trial with New Innovative Enzyme  
Helena Cowley, MS, MBA



Understanding Progesterone & Other  
Bio-Identical Hormones How they affect  
your Health and Wellbeing  
Rudy Dragone, R. Ph



Your Supplement Beyond the Certificate  
of Analysis - Where Trust Is Earned  
Nick Labinsky



Diversity - The Next Generation of Probiotics  
Brenda Watson



### SATURDAY, DECEMBER 7

7:00am-5:00pm REGISTRATION - BOTTOM OF ESCALATORS

8:00am Early Bird Prizes! Win Big! - Outside Sun Ballroom A

8:15am-10:15am Education Program with Breakfast



Platinum Meal Sponsor: Nature's Way  
(Full-Access Reservation Required)  
Sound Out Sambucus - A Berry Paradox  
Dean Morris



## 10:30am-5:00pm EXHIBITS OPEN

5:30pm-7:30pm Education Program with Dinner



Platinum Meal Sponsor: Enzymedica, Inc.  
(Full-Access Reservation Required)  
New Innovations in Digestive Care  
Michael T. Murray, ND



7:30pm-11:00pm President's Party

OPEN TO ALL  
ALL ATTENDEES and GUESTS  
Welcome



### SUNDAY, DECEMBER 8

8:00am-2:30pm REGISTRATION - BOTTOM OF ESCALATORS

7:45am Early Bird Prizes! - Outside Sun Ballroom A

8:00am-10:00am Education Program with Breakfast



Platinum Meal Sponsor: Nordic Naturals  
(Full-Access Reservation Required)  
Omega-3s & CBD - A Closer Look at their Unique  
and Complementary Properties  
Kira Diestelkamp



## 9:30am-3:00pm EXHIBITS OPEN



GAYLORD PALMS®  
RESORT & CONVENTION CENTER  
Kissimmee, Florida  
a Marriott property

3:00pm-3:15pm CLOSE OF SHOW  
Win Big! Prize Drawings (cash and merchandise)  
In Front of Exhibit Hall A

perfect show!  
**REGISTER**  
for SHOW  
& HOST HOTEL  
**SOHOexpo.net**  
today

# 4

SHOW OFFICE CLOSED TUES DEC 3rd & WED DEC 4th

MUST be registered and have a show badge to attend programs & events. Programs are subject to change. For more info visit SOHOexpo.net



# SOHO Expo Current Exhibitors

Visit [SOHOexpo.net](http://SOHOexpo.net)  
for the most current exhibitor list  
Listing as of 10/1/19

4 MK LLC	Enzymedica, Inc.	Life Line Foods LLC	Nutrigen	Simply Silver Oral Care
Abena North America Inc.	Essential Formulas Incorporated	LifeSeasons	Olds Products Company	Simply Silver Pet Products
Ablis Southeast, LLC	EuroPharma	Lily of the Desert Nutrition	Oral Essentials	SmashMallow
Advanced Protein Technology, LLC	Falcon Trading Co.	Lipari Foods	Oregon's Wild Harvest	SodaStream USA
Al Dente Pasta	Family First Health	Liver Medic, Inc.	Pacific Resources International Inc.	SOHO World
Albert's Fresh Produce	Focus Marketing	Lone Star Botanicals, Inc.	Palko Services	Solgar Vitamin and Herb
All Good	Foods of Lebanon	Main Street Marketing	Peaceful Mountain	Source Atlantique, Inc.
Amazing Organics	French Transit	Maximum Marketing, Inc.	Performance Science Nutrition USA LLC	Split Nutrition
American Biotech Labs	Functional Remedies	Medi Air Purifier	Perio Pack Multi Vitamin	Stevita Company, Inc.
Ample Hills Creamery	Garden of Life, LLC	Medical Mary, LLC	Pharm-Aloe, Inc.	SunForce Health & Organics Inc.
Ancient Nutrition	Genexa LLC	Medicanja Limited	Plant People	Super Natural Distributors
AOR	Genius Central	MedTech International Group	Plant Therapy	Symphony Natural Health
Apricot Power	GoGreen Hemp	Metacan, Inc.	PlusCBD Oil	Taste For Life
Aromatic and Allied Chemicals	Grab The Gold	Michael's Naturopathic Programs	Presence Marketing	Tender & True Pet Nutrition
Arthur Andrew Medical	Grape A Day LLC	Milagro Farms	Probulin	Terrasoul Superfoods
AST Enzymes	Grato Holdings, Inc.	Montana EMU Ranch Company	Protexin (Bio-Kult)	The Gluten Free Guys
Aunt Fannie's	Great Lakes Gelatin Company	Morgan's Creek Ltd.	Provida Health	Thousand Hills Lifetime Grazed
Badia Spices	Green Gorilla	Mountain Alternatives	Pure Essence Labs	Threshold Enterprises LTD
Bees and Trees Honey, LLC	Greenair, Inc.	Mushroom Wisdom, Inc.	Quantum Nutrition Labs	Thyme Out LLC
Blk International / BANU Bamboo Water	Hair 4 Daze Limited	Naked Earth, Inc.	QuickLabel	Tile World Corporation
Bluebonnet Nutrition Corp.	Healthy Chocolate Florida, LLC	Natural Dairy Products Corporation	Rebel Green	Trace Minerals
Body Dynamics, Inc.	Herbalist & Alchemist	Natural Dynamics	Redd Remedies	Transfer Point, Inc.
Boiron	Heritage Health Foods	Natural Factors	Reddy Naturals LLC	Treat Yourself Distributors
Carbon & Clay Co.	Hero Nutritionals	Natural Foods Merchandiser	RedTree Nutraceuticals, Inc.	Tropiceel Products Inc - Naturulz
Charlotte's Web	Himalaya Herbal Healthcare	Natural Immunogenics	Regalabs, Inc.	True CBD Hemp Oil
ChildLife Essentials	Honeyvera Limited	Natural Living International LLC	Relax Saunas of Momentum98 Inc.	True Lyes
Clean Remedies	Hoppy & Company, Inc.	Natural Organics, Inc.	Reliance Vitamin Company	Trugman-Nash, LLC
Country Life Vitamins	Host Defense Mushrooms	Natural Path/Silver Wings	Relive Everyday	Ultima Replenisher
Curativa Bay Inc.	Hybrid Remedies	Natural Products Expos	Renew Life	US International Trading Corp.
Daily Manufacturing, Inc.	Incrediwear	NaturaNectar, LLC	Retail Insights LLC	Vegetable Kingdom
Darby Farms	Inesscents Aromatic Botanicals, LLC	Nature's Pure Oils & Cosmetics	Reviva Labs	Vital Planet
Daybreak Natural Sales	Innovative Nutraceuticals, LLC	Nature's Way	Rheostasis	Vitanica
De La Rosa Real Foods	IP-6 International, Inc.	New Hope Network	RidgeCrest Herbs	VRM Media
Del Sol Foods Company, Inc.	Irwin Naturals	New South Botanicals	Root Down Naturals, Inc.	Wainer Finest Communications
DeLand Bakery Inc.	Jamaica Promotinos Corporation	NewHope.com	Roots and Leaves, LLC	Wakunaga of America
Divine Health	Jamrow Trading & MF6 Co. Ltd.	Newton Laboratories	Santé Naturelle AG Ltée	Warren Laboratories, LLC
Early Detection Foundation	Jarrow Formulas, Inc.	NHP LLC / Dr. Mercola	Saraya USA	Westfield Egg Farm, LLC
ECRS	Just Thrive Probiotic	Nordic Naturals	SEBO	White Egret Personal Care
Eden Foods	Jyoti Natural Foods	Norm's Farms	Seidman Food Brokerage	Wisdom Natural Brands
Ella's Flats LLC	KeHE Distributors	North American Herb & Spice	Seitenbacher America LLC	Wyndmere Naturals, Inc.
Else Nutrition Gh Ltd.	La Preferida, Inc.	NOW Foods	SENPA World	Youtheory
Emerald Health Bioceuticals, Inc.	Laser Health	Nox Nutrients LLC	ShiKai Products	Zero Gravity
Engine Orange LLC	Lekithos Inc.	NRG Foods, Inc.	Signature Formulations LLC	Ziyad Brothers Importing
Entring	Lidtko	Nutraceutical Corporation	Silvolution LLC	

## 2019 Officers and Board of Directors

### PRESIDENT

Lester Burks  
Life Line Foods LLC  
Pikeville, TN  
(423) 881-3231

### PAST PRESIDENT

Michelle DuFresne  
KeHE Distributors  
Elkton, FL  
(904) 823-3846

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Organic Marketplace  
Gastonia, NC  
(704) 864-0605

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Venice, FL  
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Karen Greenway • Get Healthy Vitamins & Natural Foods • Spring Hill, FL • (352) 688-9119  
Marie Montemurro • Lovey's Natural Foods & Café • Wilmington, NC • (910) 509-0331  
Angie O'Pry Blades • Fiesta Nutrition • Monroe, LA • (318) 387-8446  
Paula Porter • Wholefoods • Cushing, OK • (918) 225-2622

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Andrew Fleming • Impact Group • Westmont, IL • (630) 654-2100  
Steve Palko • Palko Services • Michigan City, IN • (800) 759-4931

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SENPA FINANCE DIRECTOR • Zeljka Travoric • [zeljka@SENPA.org](mailto:zeljka@SENPA.org)

SOHO EVENT DIRECTOR • Stacey Lett • [stacey@SOHOexpo.net](mailto:stacey@SOHOexpo.net)

SOHO MARKETING DIRECTOR • Sarah Robinson • [sarah@SOHOexpo.net](mailto:sarah@SOHOexpo.net)

For any questions,  
call 727.846.0320

[www.SENPA.org](http://www.SENPA.org)

**SAVE THE DATE**



**SOHO**

*Showing Others Healthy Options*

**Healthfest**

**MAY 29-31, 2020**

**DALLAS, TX**

**Omni Mandalay at Las Colinas**  
221 E. Las Colinas Blvd., Irving, TX 75039

SENPA SPEAKS!

5

# Thank YOU Sponsors of SOHO EXPO!



## INVESTMENT, PLATINUM HOTEL & PRESIDENT'S PARTY



## PLATINUM HOTEL



## GOLD HOTEL



## SILVER HOTEL



## MEAL PROGRAM SPONSORS



## BRONZE



## PATRONS

## OPEN FORUM

## BADGE



## BAG



## BAKERY



## FOOD



## MIRROR



## MEDIA





**Saturday, December 7, 2019  
7:30pm-11:00pm**

**SOHO Retailers, Exhibitors  
& Their Guests Invited**

*sponsored by:*



**Join us on Saturday evening, December 7th for our SOHO Expo Annual President's Party!**



It's casino night and your chance to be a high roller and win prizes.

Games will include Blackjack, Poker, Roulette and Craps.

Don't worry though – you won't be playing with your own money –  
each attendee will receive a voucher for 5,000 chips.

The more chips you have at the end, the more chances you will have to win!

**We will also have dancing, karaoke, and a selfie-station with photo props.**

**All SOHO retailers, exhibitors and their guests are invited.**

**It's sure to be a lucky evening for everyone!**

**Dancing, Karaoke, Games, Selfie Station, Contests, Fun!**



**SOHO EXPO...Join Us Thursday, Dec. 5th**

**Program Begins 5:15pm**



**FOOD AND FUEL FOR THOUGHT**

**Offering you FOOD for thought and FUEL for your body**

**Food For Thought:** SENPA's retail roundtable will bring together top retail decision-makers to discuss key issues that will shape the growth and development of your retail business in 2019 and beyond. The roundtable will provide you with action steps and advice on such topics as merchandising, inventory and finance.

**Fuel for the Body** will be provided so attendees can focus and enjoy the discussions.

*sponsored by:*



[www.SENPA.org](http://www.SENPA.org)

**SENPA SPEAKS!**

**7**



**Positively Natural**  
**October 17-18, 2019**  
 Portland, Oregon  
[www.positivelynatural.org](http://www.positivelynatural.org)



**Dec 5-8, 2019**  
 Orlando, FL  
[www.sohoexpo.net](http://www.sohoexpo.net)

**SOHO Healthfest**  
**May 29-31, 2020**  
 Dallas, TX  
[www.sohohealthfest.net](http://www.sohohealthfest.net)

**SENPA 2020 Road Shows:**  
 Shreveport, LA **April 26**  
 Asheville, NC **June 28**  
 Washington DC (area) **July 12**  
 Oklahoma City, OK **August 16**

For the latest up-to-date on SOHO Expo info go to:



**SENPA**  
 5946 Main Street  
 New Port Richey, FL 34652  
[www.SENPA.org](http://www.SENPA.org)

First Class Mail  
 Presorted  
 US POSTAGE PAID  
 TAMPA, FL  
 PERMIT NO. 6600

## Manuka Honey Testing, Ratings & Labeling

By Mike Everly, Founder, Bees and Trees Manuka Honey

Bees and Trees has enjoyed 7 years in the natural products industry and when I meet with retailers no topic commands more attention and garners more questions than interpreting the ratings on the jar labels. My goal is to help you interpret Manuka Honey labels in order to make informed decisions about what products to carry and allow you to answer questions from your customers.

When Manuka Honey is produced in New Zealand samples are sent to an independent laboratory. The primary test that is performed measures the concentration of methylglyoxal (MG or MGO) in the honey. The result is reported in mg/kg with typical results from 100-600. It's this measure that determines the value of the honey as it directly corresponds with the anti-microbial and anti-inflammatory properties of the honey. Manuka honey should either be labeled directly with this test result (e.g., 200+, 400+, 550+, etc.) or should contain a UMF symbol and number that correlates to the MG concentration in the honey. Typical UMF ratings and their corresponding MG values are UMF 5+ (83+ MG), UMF 10+ (263+ MG) and UMF 15+ (514+ MG). Some labels are starting to display both MG/MGO and UMF.

However, if the label does not actually have the letters MG/MGO or UMF, it is not portraying one of the two industry recognized and trusted ways of properly labeling the amount of methylglyoxal that is in the jar. The one exception to this rule is the less commonly used "Molan Gold Standard," named after the late Dr. Peter Molan, which is a sister rating to UMF and can also be trusted. Bees and Trees is a family owned business producing 100% pure, raw, hive-to-jar Manuka Honey.