



THURSDAY, AUG. 27 • 8AM-3:30PM PACIFIC • 11AM-6:30PM EASTERN • WORKSHOPS AUG. 18 & 20

Time	cGMP Workshop	Presenter
Aug. 20, 2020 9am-Noon PT Noon - 3pm ET	<p>This three-hour workshop will provide an overview of current good manufacturing practice (cGMP) requirements for hemp-CBD dietary supplements. This interactive workshop is being presented by EAS Consulting Group, LLC, and will provide in-depth information on:</p> <ul style="list-style-type: none"> • Master Manufacturing and Batch Production Records • Quality Unit Responsibilities and Material Reviews • Product Complaints • Specifications and Testing • Material Control – Components, Packaging and Labels • Holding and Distribution Operations • Own Label Distribution Requirements • Managing an FDA inspection • Product Labeling • Special Considerations for the Cannabis Industry 	

Time	NDI-GRAS Workshop	Presenter
Aug. 18, 2020 9am-Noon PT Noon - 3pm ET	<p>This three-hour workshop will cover U.S. regulatory considerations for hemp as a food additive and dietary ingredient. This interactive, virtual workshop is being presented by AIBMR and will provide attendees with an overview of new dietary ingredient (NDI) notifications and generally recognized as safe (GRAS) for hemp and hemp-derived cannabidiol (CBD). The workshop will provide in-depth information on:</p>	

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- GRAS Independent Conclusion or FDA NDI Notification? Pros and cons of each route for establishing proper regulatory status for CBD-containing ingredients.
- Understanding the presentation of manufacturing and identity
- Exposure estimation and how important this is for reasonable certainty (GRAS) or expectation of safety (dietary ingredients/dietary supplements)
- Toxicology as the basis for establishing proper margins of safety (MOS) and discussion of “Feasibility Study” concept regarding whether toxicology studies are needed.

Time	Congress Sessions	Presenters
8-8:15am	Virtual Congress Login and Networking Opportunity	
8:15-8:25am	Welcome and Introduction	<ul style="list-style-type: none"> • Amber Bennett, Director of Membership, AHPA • Michael McGuffin, President, AHPA
8:25-9:25am	<p>The Hemp-CBD Farm and Retail Financial Snapshot</p> <p>Conservative forecasts by Nielsen indicate the U.S. hemp-based CBD market could be a \$2.25-\$2.75 billion industry this year alone. This session will provide a financial overview from three different perspectives: retailer, farmer, and buyer. Speakers will provide a comprehensive review of which CBD retail brands, categories, and products are trending, while also projecting where the market is heading based on buyer perception and activity, and will report on what’s driving the growth of hemp cultivation and processing across the country.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • John Grubb, Managing Partner, Summit Venture Management <p>Presenters:</p> <ul style="list-style-type: none"> • Roy Bingham, Co-founder & CEO, BDS Analytics • Ian Laird, CFO & General Counsel, HempBenchmarks.com • Rich Maturo, Vice President, Cannabis Product Measurement, Nielsen
9:25-9:40am	Networking Break	

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9:40-10:40am	<p>Meeting Hemp Cultivation Challenges <i>Sponsored by: Lazarus Naturals</i></p> <p>This session will address farm operations and various challenges with the cultivation of hemp as an agricultural commodity. Topics to be addressed may include the following: acquiring germplasm as seeds or clones; certified seed programs; selecting varieties optimized for cannabinoid content or food/fiber types; pathogens and pest control; controlling and testing for THC content; weather considerations; and issues in harvest and processing such as availability of appropriate machinery; and processing facilities.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Mark Wheeler, Founder, Pacific Botanicals <p>Presenters:</p> <ul style="list-style-type: none"> • Kelly O'Connor, Client Services, Columbia Labs • Jeff Higley, Owner, Oshala Farm • Chris Bourne, Co-founder & Vice President Agriculture, Klersun LLC • Evan Skandalis, Vice President of Farm Operations, Lazarus Naturals • Adrienne Snow, Founder, Western States Hemp
10:40-11am	<p>Networking Break</p>	
11-11:30am	<p>Keynote Presentation</p>	<p>Introduction: Michael McGuffin, President, AHPA</p> <p>Keynote:</p> <ul style="list-style-type: none"> • Oregon Senator Ron Wyden
11:30am-12:30pm	<p>Progress on Interim Final Rule (IFR) Implementation</p> <p>With the October 2019 promulgation of the USDA's Interim Final Rule (IFR) for the U.S. domestic hemp production program, hemp growers must adapt to the new regulatory framework for the 2020 growing season. This session will cover the USDA's initial implementation of the IFR and insights into the important public comments received by the Agency that may shape its future regulatory direction. Presenters will also address perspectives on the transition to hemp production plans, and the impact of other State specific initiatives.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Andrea Golan, Esq., Associate Attorney, Vicente Sederberg, LLP <p>Presenters:</p> <ul style="list-style-type: none"> • Mai Dinh, Esq., Assistant General Counsel, Marketing, Regulatory, and Food Safety Programs, Division Office of the General Counsel, USDA • Additional speakers invited
12:30-1pm	<p>Lunch Break</p>	

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1-2pm	<p>Regulatory Update with FDA and States</p> <p>The Food and Drug Administration (FDA) has issued several public statements on its intention to create a lawful “pathway” for hemp and CBD as ingredients in foods and supplements. This session will address challenges in understanding the evolving regulatory landscape for hemp and hemp-derived CBD products by outlining recent actions taken by FDA. In addition, regulatory issues at the State level, and emerging class action lawsuits will also be discussed.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Eric Steenstra, President, Vote Hemp <p>Presenters:</p> <ul style="list-style-type: none"> • Will Woodlee, Esq., Partner, Kleinfeld, Kaplan & Becker LLP and AHPA General Counsel • Marc Ullman, Esq., Of Counsel, Rivkin Radler LLP • Ashish Talati, Esq., Partner, Amin Talati Wasserman • Malcolm McGeary, Natural Resources Director, Oregon Senator Ron Wyden’s Office
2-2:15pm	<p>Networking Break</p>	
2:15-3:15pm	<p>Maximizing Sales by Minimizing Risks</p> <p>This session will focus on how to maximize marketing by taking the necessary steps to ensure supplement claims are truthful, legal, and substantiated. The Federal Trade Commission (FTC) enforces against false, misleading, and deceptive advertising, and considers claims misleading if they are not substantiated. In addition, the Food and Drug Administration (FDA) has been sending warning letters to hemp-CBD companies making drug claims. Presenters will address problematic social media posts and customer testimonials, and discuss how to minimize risks presented by plaintiffs’ attorneys, state law enforcement, and competitors.</p>	<p>Moderator: Asa Waldstein, Senior Vice President Operations, Functional Remedies</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Richard McKewen, Esq., Attorney, Northwest Regional Office, Federal Trade Commission • Cynthia Meyer, Esq., Partner, Kleinfeld, Kaplan & Becker LLP
3:15-3:30pm	<p>Closing Remarks and Overview</p>	<p>Michael McGuffin, President, AHPA</p>

**Agenda subject to change*

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