

# SUPPLY CHAIN sustainability STORIES

New for  
2024

Offered  
**exclusively**  
for Supply

## UNDERSTANDING THE **COMMITMENTS AND SCIENCE** DEFINING SUSTAINABLE SUPPLY CHAINS

**S**ustainability has become mission critical for natural consumer products, and by extension suppliers and producers across the health and nutrition supply chain. Avoiding greenwashing, the fundamentals of sustainable consumer packaged goods (CPG) are predicated in the supply chain – from ingredient cultivation and production to packaging and co-manufacturing materials and operations.

Suppliers understand that this is foundational; they see it as a moral and ethical imperative and essential to their future business. They have rigorous sustainability commitments and quality practices to share, but they need help educating the market with this information to gain traction. Telling compelling, authentic, and thorough stories raises the integrity bar for the entire CPG supply chain, including their customers, creating greater social and environmental impacts.

Supply Chain Sustainability Stories will build the communication bridge, educating and fashioning communication strategies to help suppliers tell their stories and showcase industry impacts and leadership. The stakes are high. Sustainability is more than messaging; it is commitments and practices that raise the tide for all CPG industry stakeholders – and beyond.



Launch: March 2024, **Sales deadline March 15, 2024**

Program cost \$22,500

## SUPPLY CHAIN SUSTAINABILITY STORIES PROGRAM INCLUSIONS

### ROUNDTABLE KICKOFF

This virtual event will invite partners and other industry experts and stakeholders to discuss sustainability practices and marketplace challenges, influencing key messaging priorities for Supply Chain Sustainability Stories program development.

### NEWSLETTER – 6 EACH NPI AND FBI

Two bi-monthly curated content newsletters reporting on news and information related to sustainable supply chains for supplements and food and beverages. Each newsletter will be targeted toward the needs and interests of the respective Natural Products Insider (NPI) or Food & Beverage Insider (FBI) audiences.

### PARTNER PROFILE

This custom lead-generating co-branded Snapshot Download style asset will feature the partner's unique sustainability story, highlighting key commitments and programs with a focus on defining key messaging priorities. One custom profile per partner.

### 2 SUSTAINABILITY SPECIAL REPORTS

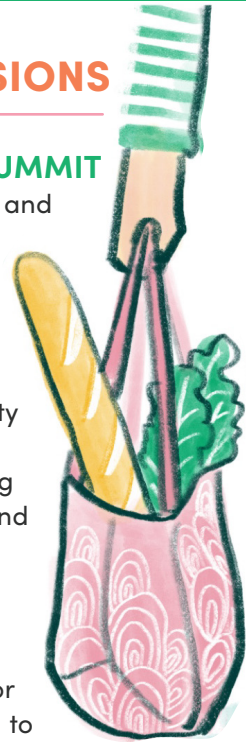
Why is sustainability challenging? There is not a single shared definition and not all companies and organizations embrace the same commitments. Operations and specific supply chain challenges vary for different product types. Supply Chain Sustainability Stories will overview key challenges and opportunities with two shared lead generating reports with a view into category specific priorities for supplement and food and beverage suppliers, respectively.

- 1 report for the Natural Products Insider audience.
- 1 report for the Food & Beverage Insider audience.

Each report will feature category specific market data and intelligence, state of the industry commentary from experts and Ask the Expert Q&A style partner profile content.

### SUPPLY CHAIN SUSTAINABILITY SUMMIT

Whereas supplement product and food and beverage product supply chains share some overlapping concerns, they also face unique challenges and opportunities. To address these specific audience and brand owner considerations, Supply Chain Sustainability Stories will produce two separate lead generating 90-minute summits, examining environmental and human stewardship and geopolitics driving sustainable supply chain solutions. One will be focused on supplement supply chains and marketed to the NPI audience. The other will address food technologies and systems for long-term sustainability and be marketed to the FBI audience.



### SUPPLYSIDE WEST 2024 – SUPPLYSIDE STAGE: SUSTAINABILITY IN PRACTICE

Sustainability has become a prominent marketing catchword. Consumers want to know that sustainability claims have merit and brands need to understand how their supply chain is delivering on the promise. This hosted 75-minute live education session will examine consumer attitudes and beliefs about sustainability, how sustainable supply chain practices are gaining ground and explore effective ways to measure and communicate impact and success.

### PROGRAM MARKETING

All custom content inclusions will receive performance marketing campaigns which include email marketing, social media posts, email newsletter mentions.

A comprehensive performance marketing report will be included at full program conclusion. Certain interim program metrics may be reported within the year. Performance metrics will include pertinent performance and audience metrics, including email performance, lead delivery, page views and other pertinent data.

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