

SupplySide. Community

*The first always-on,
content-driven community
site that connects the
health and nutrition
ingredients supply chain*

The image displays two screenshots of the SupplySide Community website. The top screenshot shows the homepage with a navigation bar, a featured report 'Free 2011 Food & Beverage Report', and a grid of articles categorized by 'Food and Beverage', 'Cosmetics', and 'Supplements'. The bottom screenshot shows a detailed view of a blog post titled 'Precision and Measurements' with a comment section and related site links.

What is the SupplySide Community?

SupplySide Community is an online environment that enables attendees of SupplySide their first “always on” destination to connect all year long—serving as the digital complement to our SupplySide MarketPlace and SupplySide West annual live events.

Delivering content in a blog, comment and message board format, SupplySide Community is built of three unique communities, per the individual needs within the markets we serve:

- Supplements
- Food and Beverage
- Cosmetics

SupplySide Community will provide a venue for like minded professionals to interact around a new thematic topic each month, where participants will be able to discuss, debate and define major issues by posting their comments, creating links to deeper information, launching message boards and more.

Our audience will also be able to download premium content such as reports, research and community summaries by category (called Definitions) by becoming members of the site.

The screenshot displays the SupplySide Community website. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. Below this is a search bar and a main banner for a 'Free 2011 Food & Beverage Report' by FOOD PRODUCT INSIDER. The main content area is divided into three columns: 'Food and Beverage', 'Cosmetics', and 'Supplements'. Each column contains a grid of article thumbnails with titles, author names, and dates. For example, in the 'Food and Beverage' column, there are articles like 'Precision and Responsiveness' and 'Sugar + Salt and Water'. In the 'Cosmetics' column, there are articles like 'The Effect of FDA Approved Botanical Devices on the Cosmeceutical Market' and 'An Untapped Market - Cosmeceuticals for In-Between Skin'. In the 'Supplements' column, there are articles like 'Avoiding Test Anxiety' and 'Bringing Botany Back - Who's In?'. To the right of the main content area, there is a 'Top Reports' section with three featured reports: '2011 Food and Beverage Report', '2011 Cosmeceutical Report', and '2011 Supplement Report'. Below this is a 'More Reports' section and a large promotional banner for a 'Health Practitioners & Supplements Channel Data, Strategies & Opportunities Workshop' on May 3rd. At the bottom of the page, there is a 'Related Sites' section with logos for FOOD PRODUCT INSIDER, cosmeceuticals, INSIDER, FOCUS + FUTURE, and Natural Products. A final banner at the very bottom promotes a 'FREE 2011 Cosmeceutical Report' by cosmeceuticals.

How to Participate in the SupplySide Community

As a user first comes to the SupplySide Community, they will be greeted by the Home Page, where they will find highlights from each of the communities—with the community leader's latest blog posts. They will also see our latest reports, message board posts, polls and more.

The user then self selects the community they want to enter—Food and Beverage, Supplements or Cosmetics—and are taken to that community's page.

Once on the community page, they can post a comment without registering for the site—making it very simple for them to discuss, debate and be a part of defining topics.

The user can post questions and start discussions on the message boards, but they need to register for the site for this privilege. Once registered, they will also have access to all of our premium content—which is deep analytical information in the form of community-specific reports.

The screenshot displays the SupplySide Community website. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. Below this is a search bar and a main banner for a 'Free 2011 Food & Beverage Report' by FOOD PRODUCT INSIDER. The main content area is divided into three columns: 'Food and Beverage', 'Cosmetics', and 'Supplements'. Each column features a grid of articles with author photos and titles. For example, in the 'Food and Beverage' column, there is an article titled 'Precision and Responsiveness' by Doug Peckenspaugh. To the right of the main content is a 'Top Reports' section with three featured reports: '2011 Food and Beverage Report', '2011 Cosmeceutical Report', and '2011 Supplement Report'. Below this is a 'More Reports' section and a large promotional banner for a 'Health Practitioners & Supplements Channel Data, Strategies & Opportunities Workshop' on May 3rd. At the bottom, there is a 'Related Sites' section with logos for FOOD PRODUCT INSIDER, cosmeceuticals, INSIDER, FOCUS + FUTURE, and Natural Products. A final banner at the very bottom promotes a 'FREE 2011 Cosmeceutical Report' by cosmeceuticals.

SupplySide Community Home Page In-Depth

The most recent blog from each of our three communities will always be featured on the main home page

Supplements, Food & Beverage and Cosmetics Community Leaders' most recent blogs, organized per community, respectively

Most recent blogs listed in each community by bloggers, moderators and members

Bottom banner ad ROS on the community home page

Top banner ad ROS on the community homepage

Top reports from each of the communities

IMU ad ROS on the community home page

Top Community poll dynamically rotating from each community

The screenshot shows the SupplySide Community homepage. At the top, there is a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. Below this is a search bar and a main banner for a 'Free 2011 Food & Beverage Report' by Food Product News. The main content area is divided into three columns: 'Food and Beverage', 'Cosmetics', and 'Supplements'. Each column features a 'Welcome to the Community!' message from a community leader and a list of recent blog posts with author photos and titles. On the right side, there is a 'Top Reports' section with three featured reports: '2011 Food and Beverage Report', '2011 Cosmeceutical Report', and '2011 Supplement Report'. Below this is a 'More Reports' section and a large advertisement for a 'Health Practitioners & Supplements Channel Data, Strategies & Opportunities Workshop'. At the bottom, there is a 'Supplements' section with a poll titled 'What is the best tactic for reducing economic globalization?' and a 'Related Sites' section with logos for Food Product News, Cosmeceuticals, Insider, Focus = Future, and Natural Products. A bottom banner ad for a 'Free 2011 Cosmeceutical Report' is also visible.

Who Are the Community Managers—and what do they do?

Community Managers lead topical discussions within each of their respective communities. Each is an expert in the field, and will dive into the most pressing topics affecting the category. Their goal is share intelligence, whilst engaging our users within the community to ask questions, debate topics and work together to set definitions.

Food & Beverage Community Manager



Douglas J. Peckenpaugh brings 20 years of experience in the food and agricultural arena to the table, most recently as managing editor for *Food Product Design* for 7 years.

<http://community.supplysideshow.com>

Supplement Community Manager



Pete Croatto has written about the natural products industry since 2003. You've seen his articles in *Natural Products Marketplace*, *Vitamin Retailer Magazine*, *Life Extension* and *Natural Foods Merchandiser*.

Cosmetics Community Manager



Lindsay Mattioli has written on trends in cosmetics, innovations in skin care and cosmeceuticals, and mainstreaming the natural and organic market. Her articles have appeared in *HAPPI* and *Beauty Packaging*.

<http://community.supplysideshow.com>

The Food and Beverage Community

Food & Beverage Community Manager



Douglas J. Peckenpaugh brings 20 years of experience in the food and agricultural arena to the table, most recently as managing editor for *Food Product Design* for 7 years.

<http://community.supplysideshow.com>

The Food and Beverage Community, led by industry veteran Doug Peckenpaugh, analyzes the most pressing topics facing the category. Primary topics include Food Safety, Costs, Natural Ingredients, Production, Food Coloring, Regulations, Design and more...

The screenshot shows the SupplySide Community website. At the top, there's a navigation bar with 'SupplySide West', 'SupplySide Marketplace', and 'SupplySide Science Tour'. Below that, a banner for a 'Free 2011 Food & Beverage Report' is visible, including topics like Health Claims, Fiber & Weight Management, and Ingredients & Immunity. The main content area features a 'Food and Beverage' section with a 'Top Reports' sidebar on the right. The central feed includes a 'Most Recent Blogs' section with entries like 'Precision and Responsiveness' by Scott Trapp and 'Welcome to the Community!' by Doug Peckenpaugh. Below that is a 'Most Comments' section with posts like 'FORE! Don't forget to sign up for SupplySide East golf tournament'. At the bottom, there's a 'Related Sites' section with logos for FOOD PRODUCT DESIGN, COSMECEUTICALS, INSIDER, FOCUS + FUTURE, and Natural Products. A 'FREE REPORT' banner for a 'FREE 2011 Cosmeceutical Report' is also present at the bottom.

The Food and Beverage Community In-Depth

The most recent blog from this community will always be featured at the top of the page

The latest blogs from all of the community members in chronological order showing number of comments

Listing of the most commented on blog posts, showing where the hottest discussions are taking place

Bottom banner for the specific community

Banner ad for the specific community

Featured report for the specific community

IMU ad for the specific community

Featured poll and results from this community

Listing of the hottest message boards, where members are asking their own questions in this community

The screenshot shows the SupplySide Community website interface. At the top, there's a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. Below this is a search bar and a featured report for the 'Free 2011 Food & Beverage Report'. The main content area is divided into several sections: 'Most Recent Blogs' (with the top blog 'The Challenges of Cheap Food, Part 2' highlighted), 'Most Comments', 'Hotest Message Boards', and 'Related Sites'. A poll titled 'What is currently your biggest cost-related issue?' is also present. At the bottom, there's a banner for the 'Free 2011 Cosmeceutical Report'.

The Cosmetics Community

Cosmetics Community Manager



Lindsay Mattioli has written on trends in cosmetics, innovations in skin care and cosmeceuticals, and mainstreaming the natural and organic market. Her articles have appeared in *HAPPI* and *Beauty Packaging*.

<http://community.supplysideshow.com>

The Cosmetics Community, led by industry veteran Lindsay Mattioli, analyzes the most pressing topics in this category. Primary topics include Cosmeceuticals, Natural Ingredients, Regulatory Issues, Label Concerns, Safety and more...

The screenshot displays the SupplySide Community website interface. At the top, there's a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. A prominent banner advertises a 'Free 2011 Food & Beverage Report' with a 'Download today!' button. Below this, the 'Cosmetics' section is highlighted, featuring a profile for Lindsay Mattioli and a 'Join the Community' button. The 'Most Recent Blogs' section lists several articles, including 'The Effect of FDA Approved Skincare Devices on the Cosmeceutical Market' and 'An Untapped Market - Cosmeceuticals for In-Between Skin'. A 'Top Reports' section highlights a '2011 Cosmeceutical Report'. A 'Health Practitioners & Supplements: Channel Data, Strategies & Opportunities' workshop is also advertised. The 'Cosmetics' section includes a poll: 'What do you predict will be the future of the nutraceutical market?'. At the bottom, there are 'Related Sites' like 'FOOD PRODUCT EXHIBITOR', 'cosmeceuticals', 'INSIDER', 'FOCUS - FUTURE', and 'Natural Products'. A footer banner promotes a 'FREE 2011 Cosmeceutical Report'.

The Cosmetics Community In-Depth

The most recent blog from this community will always be featured at the top of the page

The latest blogs from all of the community members in chronological order showing number of comments

Listing of the most commented on blog posts, showing where the hottest discussions are taking place

Bottom banner for the specific community

The screenshot shows the SupplySide Community website for the Cosmetics community. At the top, there's a navigation bar with links for 'Home', 'About Us', 'Message Boards', and 'Reports'. Below that is a banner ad for a 'Free 2011 Food & Beverage Report' with a 'Download today!' button. The main content area is divided into several sections: a 'Cosmetics' header with a profile picture and a 'Join the Community to:' list; a 'Top Reports' section featuring the '2011 Cosmeceutical Report'; a 'Most Recent Blogs' section with several blog entries including 'The Effect of FDA Approved Skincare Devices on the Cosmeceutical Market', 'An Untapped Market: Cosmeceuticals for In-between Skin', and 'The Evolution of Cosmeceuticals'; a 'Most Commented' and 'Hottest Message Boards' section; a 'Cosmetics' poll titled 'What do you predict will be the future of the nutraceutical market?'; and a bottom banner for a 'FREE 2011 Cosmeceutical Report'.

Banner ad for the specific community

Featured report for the specific community

IMU ad for the specific community

Featured poll and results from this community

Listing of the hottest message boards, where members are asking their own questions in this community

The Supplements Community

Supplement Community Manager



Pete Croatto has written about the natural products industry since 2003. You've seen his articles in *Natural Products Marketplace*, *Vitamin Retailer Magazine*, *Life Extension* and *Natural Foods Merchandiser*.

<http://community.supplysideshow.com>

The Supplements Community, led by industry veteran Pete Croatto, analyzes the most pressing topics facing this category. Primary topics include Economic Adulteration, Supply Chain Management, Regulatory Compliance, Health Claims, Digestion, Probiotics, Fiber and more...

The screenshot displays the SupplySide Community website interface. At the top, there's a navigation bar with links for Home, About Us, Message Boards, and Reports. A prominent banner advertises a "Free 2011 Food & Beverage Report" which includes articles on Health Claims, Fiber & Weight Management, Ingredients & Immunity, and Reducing Sodium. Below this, the "Supplements" section features a "Most Recent Blogs" list with entries by Pete Croatto, such as "Assessing Total Anxiety" and "Economic Adulteration: Really Targeted?". A "Top Reports" section highlights a "2011 Supplement Report" available for download. A sidebar on the right promotes a "Health Practitioners & Supplements Channel Data, Strategies & Opportunities Workshop" for May 3rd. The bottom of the page includes a "Related Sites" section with logos for FOOD PRODUCT MARKET, COSMECEUTICALS, INSIDER, FOCUS + FUTURE, and Natural Products Marketplace. A footer banner offers a "FREE 2011 Cosmeceutical Report" with a download button.

The Supplements Community In-Depth

The most recent blog from this community will always be featured at the top of the page

The latest blogs from all of the community members in chronological order showing number of comments

Listing of the most commented on blog posts, showing where the hottest discussions are taking place

Bottom banner for the specific community

SupplySide Community

Where experts and thought leaders discuss, debate & define the issues affecting your business.

Home About Us Message Boards Reports

Food and Beverage Cosmetics Supplements

Free 2011 Food & Beverage Report
Includes: Health Claims • Fiber & Weight Management • Ingredients & Immunity • Reducing Sodium • More!
Download today!

Supplements

What is Economic Adulteration Really Targeting?
Pete Croatto 04/19/2011 0 Comments
Mark Blumenthal, founder and executive director of the American Botanical Council, outlined a fix.

Join the Community too!
• Access reports
• Access premium content
• Launch a message board
• And more.

Top Reports

2011 Supplement Report
This exclusive report contains a collection of articles offering i

Most Recent Blogs

Avoiding Test Anxiety
Pete Croatto 04/19/2011 0 Comments
An important, obvious aspect in manufacturers not being conned via economic adulteration is testing. What isn't so obvious: Determining what bloody tests to run. "There is a need for more testing methodologies, and more ingredient information databases, but there is no one size that fits all," says Dr. Michael Lalath.

Bringing Botany Back - Who's In?
Pete Croatto 04/19/2011 0 Comments
In this world of 4G and CM5 and other high-tech acronyms, a voucher specimen can actually play a big role in making sure that a manufacturer gets the right botanical ingredients while strengthening its record-keeping system. Let's have the people with scientific degrees explain. From the study, "Standard operating

The Supply Chain Keeps Us Together
Pete Croatto 04/19/2011 0 Comments
Manufacturers can be victimized by economic adulteration. George Porthakis, the president and CEO of BI International, Inc., today describes the raw material marketplace for nutraceuticals as being "replete with people completely lacking ethics." Having a reliable, transparent supply chain isn't a necessity just

Economic Adulteration: Regulatory Blunt Tool?
Pete Croatto 04/19/2011 0 Comments
The Current Good Manufacturing Practices, which is enforced by the Food and Drug Administration, establish a set of rules that should keep companies from cutting corners in the hopes of saving a buck, or two. "There shouldn't be a problem, right? Um, right? Apparently not. In Dr. Margaret Hambour's much-publicized op

One Quality & Chance
James Gurney 04/19/2011 0 Comments
FDA defines economic adulteration as: "The fraudulent, intentional substitution or addition of a substance in a product for the purpose of increasing the apparent value of the product or reducing the cost of its production, i.e., for economic gain." Suppliers and manufacturers guilty of this are what would call cheap jax.

Supplements

What is the best tactic for reducing economic adulteration?

- Increased industry education from trade associations and veteran companies.
- More supervision from the federal government.
- Tougher penalties for companies that are caught.
- Nothing - what's being done now is fine.

Submit

INSIDER

Most Comments

- What is Economic Adulteration Really Targeting? 0 comments
- Check out the new website 2 comments
- A View from the Inside 1 comments
- SupplySide West 2010 Site Exhibit that 0 comments
- Check out the new website for Natural Products Insider 0 comments

Hottest Message Boards

Related Sites:

FOOD PRODUCT INSIDER • cosmeceuticals • INSIDER • FOCUS • FUTURE • Natural Products

FREE REPORT

FREE 2011 Cosmeceutical Report
Includes articles on: Oxidative Stress & Skin Aging • Anti-Aging Market • NUTRAC Standard 305 • Natural Oral Care Products • More!
Download today!

Home About Us Message Boards Reports

Banner ad for the specific community

Featured report for the specific community

IMU ad for the specific community

Featured poll and results from this community

Listing of the hottest message boards, where members are asking their own questions in this community

SupplySide Community Registration Page

Registration on the site is only mandatory if a user wants to launch a discussion on a message board, or if they want to download our premium content reports. The user does not need to register to view the site, nor to comment on the site—this is completely open for the user.

The registration process is painless and quick for the user—we have a series of “business card data” fields the user fills out, and then they are automatically registered with full access to the site.

The fields include:

- Name
- Title
- Company Name
- email address
- Password
- Geography/Region they are in

The screenshot shows the SupplySide Community registration page. At the top, there's a navigation bar with 'Login / Join', 'SupplySide West', 'SupplySide Marketplace', and 'SupplySide Science Tour'. Below that is the SupplySide Community logo and the tagline 'Where experts and thought leaders discuss, debate & define the issues affecting your business.' A search bar is located in the top right. The main content area features a prominent banner for a 'Free 2011 Food & Beverage Report' with a 'Download today!' button. Below this is a section titled 'Become a Community Member' which lists benefits of membership. The registration form includes fields for Email Address, Password, Screen name, Re enter Password, and a 'Register' button. It also has sections for 'Choose a Community' (Food and Beverage, Cosmetics, Supplements) and 'Choose a Geographical group' (NorthEast, SouthEast, NorthWest, SouthWest, Midwest, International Markets). Other fields include First Name, Last Name, Job Title, and Company. A checkbox for 'I agree to the Privacy Policy and Terms of Use' is present. To the right, there are 'Top Reports' for 2011 Food and Beverage, Cosmeceutical, and Supplement reports. A sidebar promotes a 'Health Practitioners & Supplements Channel Data, Strategies & Opportunities Workshop' on May 3. At the bottom, there are 'Related Sites' like FOOD PRODUCT, COSMECEUTICALS, INSIDER, FOCUS - FUTURE, and Natural Products, and another 'FREE REPORT' for 2011 Cosmeceutical Report.

Premium Content for Registered Users

As a registered user, community members have the ability to access premium content on the site.

Premium content comes in the form of reports, slide shows, editorial content, video and more that will be created by the editors and analysts from the Health & Nutrition Network at VIRGO.

Our reports will be organized by community—Food and Beverage, Cosmetics and Supplements—and the user will be greeted with a landing page that lists all of the premium content for that community.

As the user picks and chooses the premium content they want to download, they will be linked to an executive summary of that content and a “download” button. Clicking the button will automatically download the report, or other content, to the user’s computer.



Message Boards for Registered Users

As a registered user, community members have the ability to launch their own discussions via the message boards.

The message boards will enable the user to control a discussion or debate on a specific topic that is of relevance to them.

As a blog post becomes more popular—and users are posting comments—often the discussion will splinter off into different directions. Message boards will let the user continue that specific discussion with an interested group.

The screenshot displays the SupplySide Community Blog Boards interface. At the top, there is a navigation bar with categories: Food and Beverage, Cosmetics, and Supplements. A prominent banner for the "Free 2011 Food & Beverage Report" is visible, listing topics like Health Claims, Fiber & Weight Management, and Ingredients & Immunity. Below the banner, the main content area is divided into two columns. The left column lists several articles, including "The Challenges of Cheap Food, Part 2" and "The Challenges of Cheap Food". The right column features "Top Reports" such as the "2011 Food and Beverage Report" and "2011 Cosmeceutical Report".

The bottom portion of the screenshot shows a detailed view of a comment thread. The main text discusses a consumer survey about Zeno Line Rewind. A comment from a "Guest" user asks, "Re : What is the science?". The response explains that stimulating the skin's natural process of collagen and elastin production has been proven to reduce the appearance of fine lines. Another comment from the same "Guest" user asks, "Re : What is the science?" and mentions research on heat, vibration, and red LED technology used to fight wrinkles and sunburns.

On the right side of the bottom section, there is a sidebar with a search bar, a "More" link, and a promotional banner for "Official SupplySide GMP Training". Below this, there is a "Supplements" section with a poll question: "What is the best tactic for reducing economic adulteration?". The poll options are: "Increased industry education from trade associations and veteran companies", "More supervision from the federal government", "Tougher penalties for companies that are caught", and "Nothing - what's being done now is fine". A "Submit" button is located below the poll.