

Newsline

Teamwork Makes the Dream Work!

Nature's Trading Company LLC

**Volume 11, Issue 3
August 2017**

Notes from Sherry

This month marks our 4 year anniversary of moving into our sweet little office across the street from the beach. Here we are toasting with champagne after closing and before the remodeling.

It's a hot summer in the Southeast, but that doesn't stop expansion. We've included a grid listing the names and address of the 14 stores that have opened in 2017 and we still have 10 more stores on the schedule. Resets have slowed down and are nearing completion. We are including the Whole Body Supplier Update which shows the new Category Review and in July of 2018 there will be a nationwide reset .

On June 28th, Dee Hagen and myself attended the first KeHe Broker Summit in Orlando Florida at the Airport Marriot. It was an informative afternoon with discussions on: Communication, Vendor Portal, Published and Non-Published Promotions, Supporting Customer Requirements and Vendor Training and Spiffs. We've included the PowerPoint pages on the Portal and Vendor Training portion for you to look over.

Expo East – Dee will be emailing you to setup booth meetings with Susan B, Anna M and myself. Remember it's a month away and looks like attendance is growing every year.

SOHO 2017 – for those of you who have booth reservations, we will be bringing in 4 Team members to walk the floor and cover for breaks. If you need someone to work your booth we ask a small fee of \$400 for the weekend to help cover expenses and you can schedule this with Dee.

Please remember our Vendor Support Tools:

- **Monday Afternoon Conference Calls** – new items, promotions, challenges, packaging changes connect with our Team at least once per quarter. Contact Elizabeth for a reservation time.
- **Focus Binder** – send promotions, new items, etc to be bound and sent out to the team the last week of the month.
- **Vendor Field Travel** – contact Dee to calendar a trip.

Enjoy our August Newsline and stay cool this summer!

Sherry Partlow



23
years and counting
1994-2017
**NATURE'S TRADING
COMPANY**

Nature's Trading News

HOLIDAYS 2017

Please remember our offices will be closed the following days:

- September 4th - Labor Day
- November 23rd & 24th - Thanksgiving
- December 25th - January 1st - Holiday Break



NEW STORE SETS & RESETS



ACCOUNT	LOCATION	CITY	ST	ZIP	DATE	REP
OPENED/OPENING IN 2017						
Earth Fare	Ocala	2405 SW 27th Ave #10	Ocala	FL 34471	Q2 2017	PAMELA
Earth Fare	Concord	8885 Christenbury Pkwy	Concord	NC 28027	06/01/17	EMILY
Earth Fare	Mandarin	11901 Atlantic Blvd	Jacksonville	FL 32225	08/23/17	PAMELA
Earth Fare			Roanoke	FL	Q4 2017	SUSAN
Earth Fare			Lake Mary	FL	Q4 2017	PAMELA
Lucky's Organic Mkt	Melbourne	3170 W New Haven Ave	West Melbourne	FL 32904	01/11/17	PAMELA
Lucky's Organic Mkt	Ft. Lauderdale	1030 E. Oakland Park Blvd.	Oakland Park	FL 33334	08/30/17	Marsha
Sprouts #526 W. Cobb	Marietta	3805 Dallas Highway, Suite 200	Marietta	GA 30064	01/25/17	ANNA
Sprouts #612 Carrollwood	Tampa	15110 N. Dale Mabry Hwy	Tampa	FL 33618	02/22/17	PAMELA
Sprouts #525	Decatur	2552 Blackmon Dr.	Decatur	GA 30333	03/01/17	ANNA
Sprouts #540	Falls Of Neuse	9414 Falls of Neuse Rd	Raleigh	NC 27615	03/15/17	EMILY
Sprouts #614	Sarasota	8308 S Tamiami Trail	Sarasota	FL 34238	04/12/17	DEE
Sprouts #527	Tucker	North Lake Pkwy and LaVista Rd	Tucker	GA 30084	04/26/17	ANNA
Sprouts #610	South Tampa	1523 S. Dale Mabry Hwy	South Tampa	FL 33629	05/24/17	PAMELA
Sprouts #523	Woodstock	1430 Towne Lake Parkway	Woodstock	GA 30189	06/28/17	Anna
Sprouts #583	Memphis	576 S Perkins	memphis	TN 38117	07/12/17	Kelly
Sprouts #582	Bellevue	7620 Highway 70 South	Nashville	TN 37721	08/02/17	Kelly
Sprouts #611	Palm Harbor Commons	US19 & Nebraska Ave	Palm Harbor	FL 34684	07/12/17	PAMELA
Whole Foods FL	University Station		Sarasota	FL	10/18/17	DEE
Whole Foods FL	Jacksonville Beach		Jacksonville Beach	FL	Q3 2017	PAMELA
Whole Foods South	Waverly	7221 Waverly Walk Ave.	Charlotte	NC 28277	05/09/17	Emily
Whole Foods South	Brookhaven	5001 Peachtree Blvd Bldg 300	Atlanta	GA 30341	Q3 2017	ANNA
Whole Foods South	Hoover		Hoover	AL	09/26/17	KELLY
Whole Foods South	Kennesaw (Cobb Relo)		Kennesaw (Cobb Relo)	GA	10/17/17	ANNA
Whole Foods South	Cary		Cary	NC	11/07/17	EMILY
OPENING IN 2018						
Whole Foods FL	Ft Myers		Ft Myers	FL	Q1 2018	SHERRY

Nature's Trading News

MOM'S HEADQUARTER CALL!



NJC Anniversaries

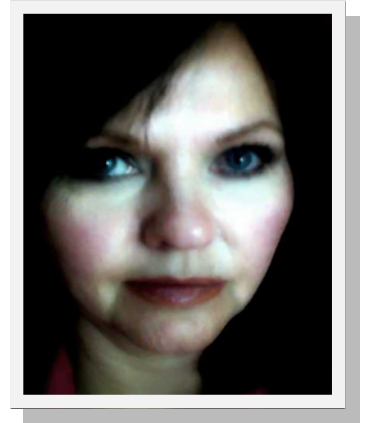
- | | |
|-------------------------------------|-----------------------------------|
| Sherry Partlow - 23 years | Pamela Archer - 8 years |
| Dee Hagen - 14 years | Kelly McCullough - 7 years |
| Elizabeth Keesler - 13 years | Susan Bradshaw - 6 years |
| Marsha Hochman - 13 years | Anna McKee - 4 years |
| Lindy Krickbaum - 8 years | Emily Joyner - 2 years |



Nature's Trading News

ANNA MCKEE - REP SPOTLIGHT!

Anna McKee is our Territory Manager based in Atlanta, covering GA and portions of South Carolina. Anna's professional background is steeped in retail, and her roots to the natural industry began at age 20 when she worked in a health spa as an exercise instructor/nutrition sales rep. She's also worked in the beauty industry selling for the largest cosmetics company in the world, L'Oreal. Before joining the NTC team over 3 years ago, Anna served 12 years in the Pet Specialty industry, most of that time as a Regional Operations Director for the Pet Firm (a retail brokerage) supporting popular natural brands such as Blue Buffalo, Newman's Own, Natural Chemistry, and Castor and Pollex. When she's not busy covering the opening of a new Sprouts (there are now 14 in Atlanta), she enjoys taking relaxing trips to the mountains and spending time with her 3 grandchildren.



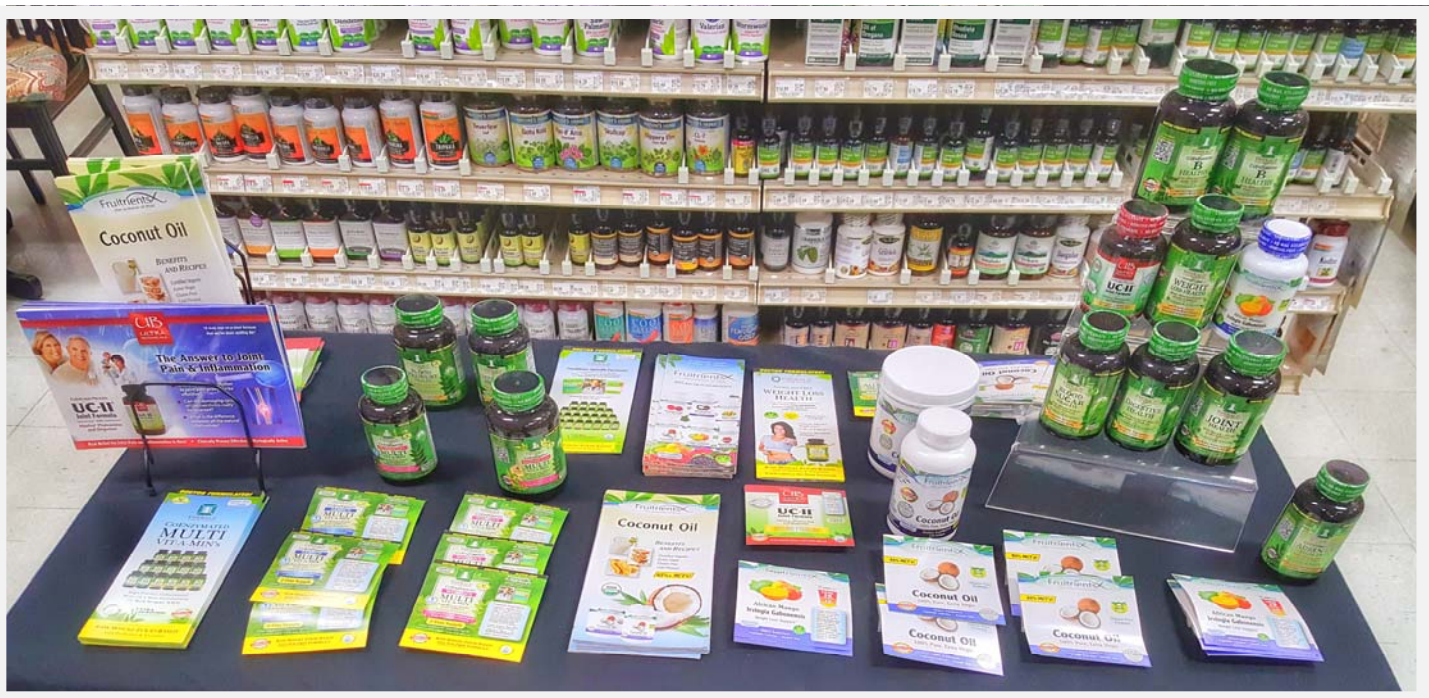
JoAnn from Lafes and Emily at the Geensboro EF



Emily having fun at the new Earth Fare Concord Store

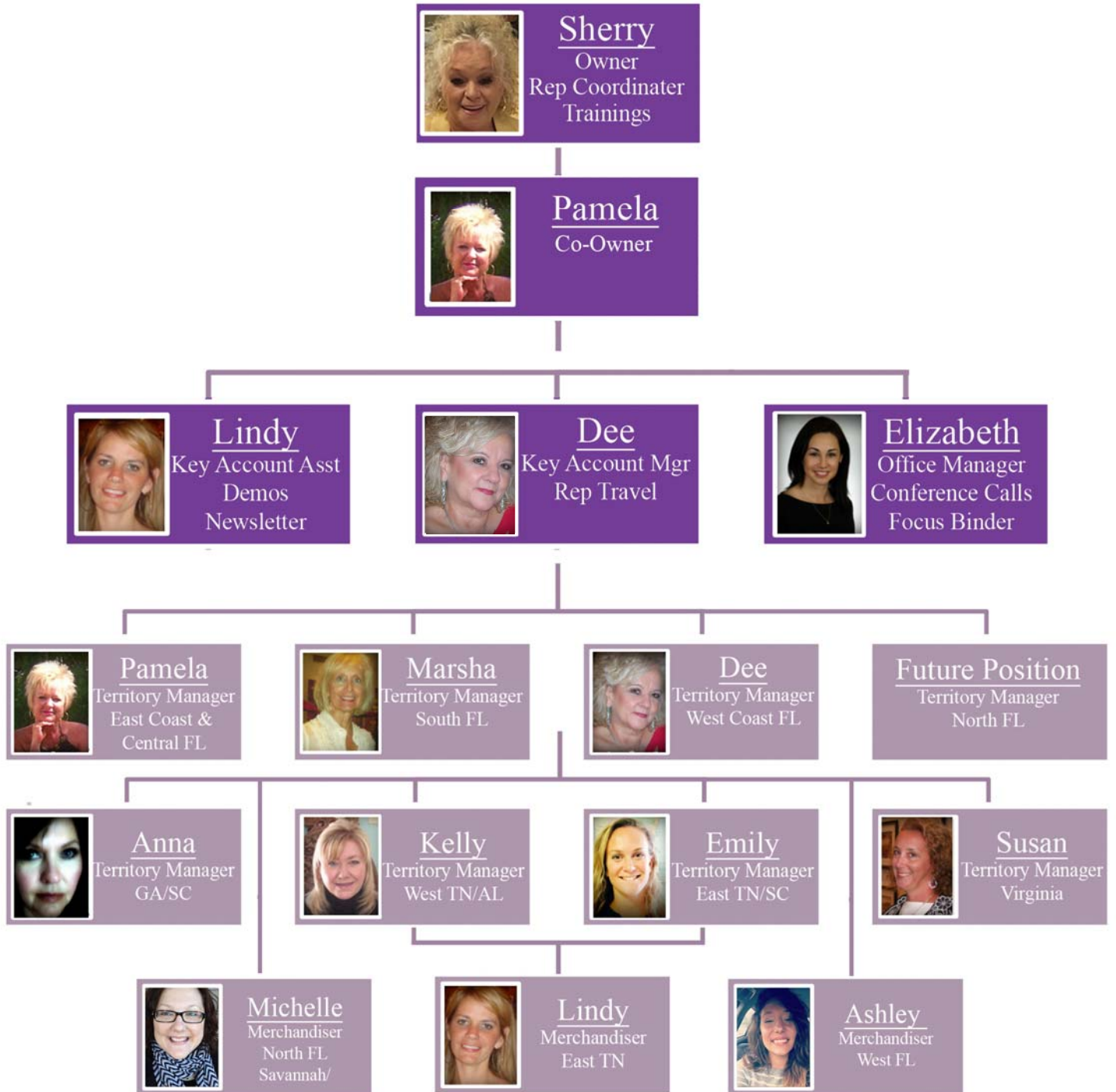
Nature's Trading News

DEMOS, DEMOS, DEMOS!

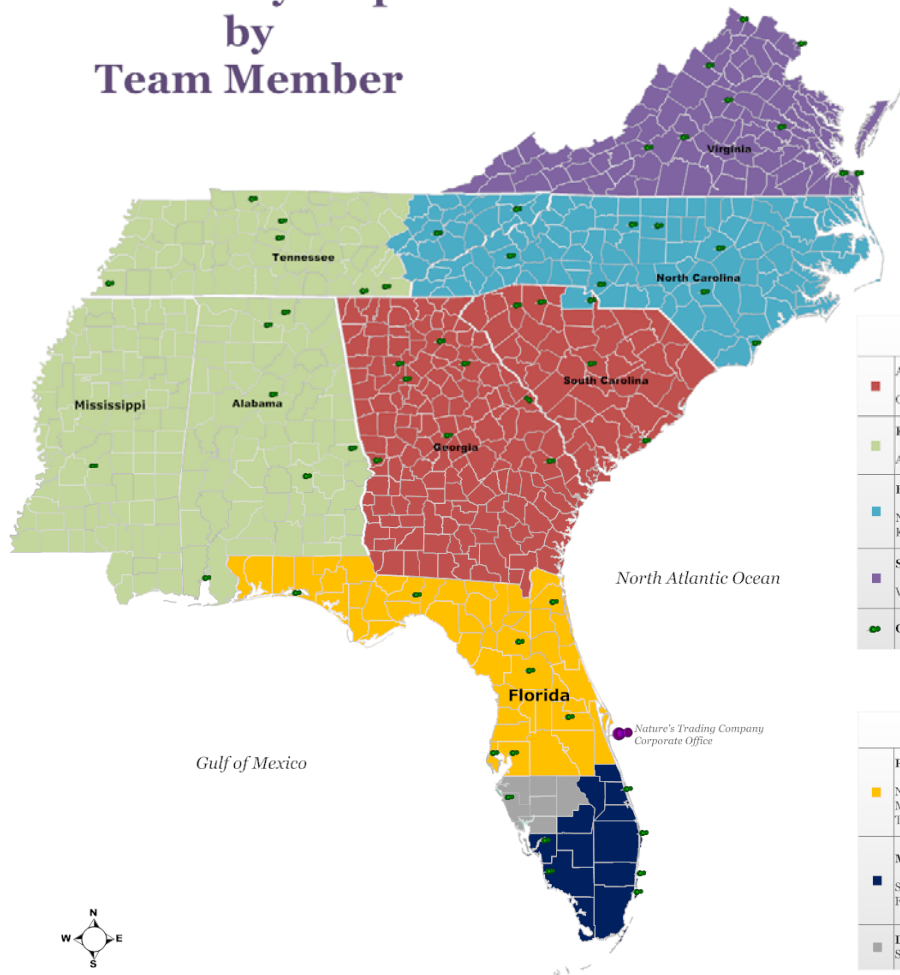


Nature's Trading News

NTC ORGANIZATIONAL CHART



Territory Map by Team Member



SOUTH & MID ATLANTIC LEGEND	
■	ANNA MCKEE GEORGIA, SOUTH CAROLINA
■	KELLY MCCULLOUGH ALABAMA, MISSISSIPPI, TENNESSEE (Memphis, Nashville, Chattanooga)
■	EMILY JOYNER NORTH CAROLINA, SOUTH CAROLINA (Rock Hill), TENNESSEE (Johnson City, Knoxville)
■	SUSAN BRADSHAW VIRGINIA
●	GREEN PUSHPIN: Indicates a major city

FLORIDA LEGEND	
■	PAMELA ARCHER NORTH FLORIDA Melbourne, Orlando, Daytona Beach, Jacksonville, Tallahassee, Gainesville, Ocala, Tampa, St Petersburg
■	MARSHA HOCHMAN SOUTHEAST & SOUTHWEST FLORIDA Fort Pierce, West Palm Beach, Ft. Lauderdale, Boca Raton, Miami, Naples, Fort Myers
■	DEE HAGEN Sarasota, Port Charlotte

Team list

Corporate Office

OWNERS TEAM

Sherry Partlow, CEO
2194 Highway A1A, Suite 209
Indian Harbour Beach, FL 32937
Ofc: 321-779-4445
Mobile: (321) 431-2887
E-mail: sherry@naturestradingco.com

ADMINISTRATIVE TEAM

Elizabeth Keesler, Accountant
(Accounting, HR, Sales Genius, Rep Support)
Ofc: 321-779-4445
Mobile: (321) 501-1234
Email: elizabeth@naturestradingco.com

KEY ACCOUNT TEAM

Dee Hagen, Key Account Manager
Ofc: 321-779-4445
Mobile: (321) 474-0430
E-mail: dee@naturestradingco.com

Lindy Krickbaum, Key Account Assistant
(Category Review, Promos, Demo Coordinator)
102 Silkwood Ct
Johnson City, TN 37615
Mobile: (423) 741- 7211
Email: lindy@naturestradingco.com

Territory Manager & Merchandiser Field Offices:

Florida - North Office:

Pamela Archer
2194 Highway A1A, Suite 209
Indian Harbour Beach, FL 32937
Mobile: (321) 591-4073
Email: pamela@naturestradingco.com

MERCHANDISER:

Florida/West Coast & Panhandle (Sarasota, St. Petersburg, Tampa, Destin, Pensacola)

Ashley Lewis-Lavin
285 Mateo Way NE Unit B
St Petersburg, FL 33704-3606
Mobile: (804) 301-1285
E-mail: ashley@naturestradingco.com

**North Carolina,
South Carolina (Rock Hill),
Tennessee (Knoxville/Johnson City) Office:**

Emily Joyner
301 Marsh Landing Dr
Holly Springs, NC 27540
Mobile: (919) 609-3142
E-mail: emily@naturestradingco.com

Florida Panhandle (Destin)

Sherry Partlow, CEO
2194 Highway A1A, Suite 209
Indian Harbour Beach, FL 32937
Mobile: (321) 431-2887
E-mail: sherry@naturestradingco.com

MERCHANDISER:

**Florida (Jacksonville, Tallahassee)
Georgia (Savannah), SC (Hilton Head)**

Michelle Pritchard
3827 Millpoint Drive
Jacksonville, FL 32257
Mobile: (904) 838-6860
E-mail: michelle@naturestradingco.com

**MERCHANDISER:
North Carolina/Tennessee
(Asheville/Knoxville/Johnson City)**

Lindy Krickbaum, Key Account Assistant
102 Silkwood Ct
Johnson City, TN 37615
Mobile: (423) 741- 7211
Email: lindy@naturestradingco.com

Florida - South Office:

(East Coast-Vero Beach south / West Coast - Fort Myers-Naples)

Marsha Hochman
716-1/2 Sunset Road
West Palm Beach, FL 33401
Mobile: (561) 389-5502
E-mail: marsha@naturestradingco.com

Georgia, South Carolina Office:

Anna McKee
34 Deer Trail
Stockbridge, GA 30281-5124
Mobile: (678) 595-1193
Email: anna@naturestradingco.com

Virginia Office:

Susan Bradshaw
8183 Flannigan Mill Road
Mechanicsville, VA 23111
Mobile: (804) 363-4252
E-mail: sbradshaw@naturestradingco.com

Florida West Coast (Sarasota)

Dee Hagen, Key Account Manager
2194 Highway A1A, Suite 209
Indian Harbour Beach, FL 32937
Mobile: (321) 474-0430
E-mail: dee@naturestradingco.com

**Alabama, Mississippi, Tennessee (Nashville,
Memphis, Chattanooga) Office:**

Kelly McCullough
506 Leslie St SW
Decatur, AL 35603
Mobile: (256) 566-4750
E-mail: kelly@naturestradingco.com

The National Key Account Scoop

WHOLE FOODS CATEGORY REVIEW

WHOLE BODY SUPPLIER UPDATE 7/13/17

Dear Valued Supplier Partners,

As you know, Whole Foods Market has committed to evolving into one team Category Management structure. The Whole Body team is excited to share our new Category Management Team.

Our current team of Global Category Managers and Senior Category Leaders will be focused on product categories vs. functions. Effective immediately, the Category Managers will be the key point of contact for you and will be responsible for all aspects related to their categories including supplier partnerships and meetings. Category Managers will reach out to you directly as meetings are necessary.

In addition to building and staffing our team, included in this document are further details around our hierarchy changes, 2018 Category Review calendar, and 2018 Category Management reset.

We hope that you are excited as we are to move forward with this transition and recognize that win-win supplier partnerships are critical to this evolution of our team and company. We are committed to keeping the lines of communication open as we continue to grow and evolve our teams here at the Global office.



Merchandising Team Structure

Whole Body Executive Coordinator
Senior Category Leaders
Category Managers
Purchasing Assitants

The National Key Account Scoop

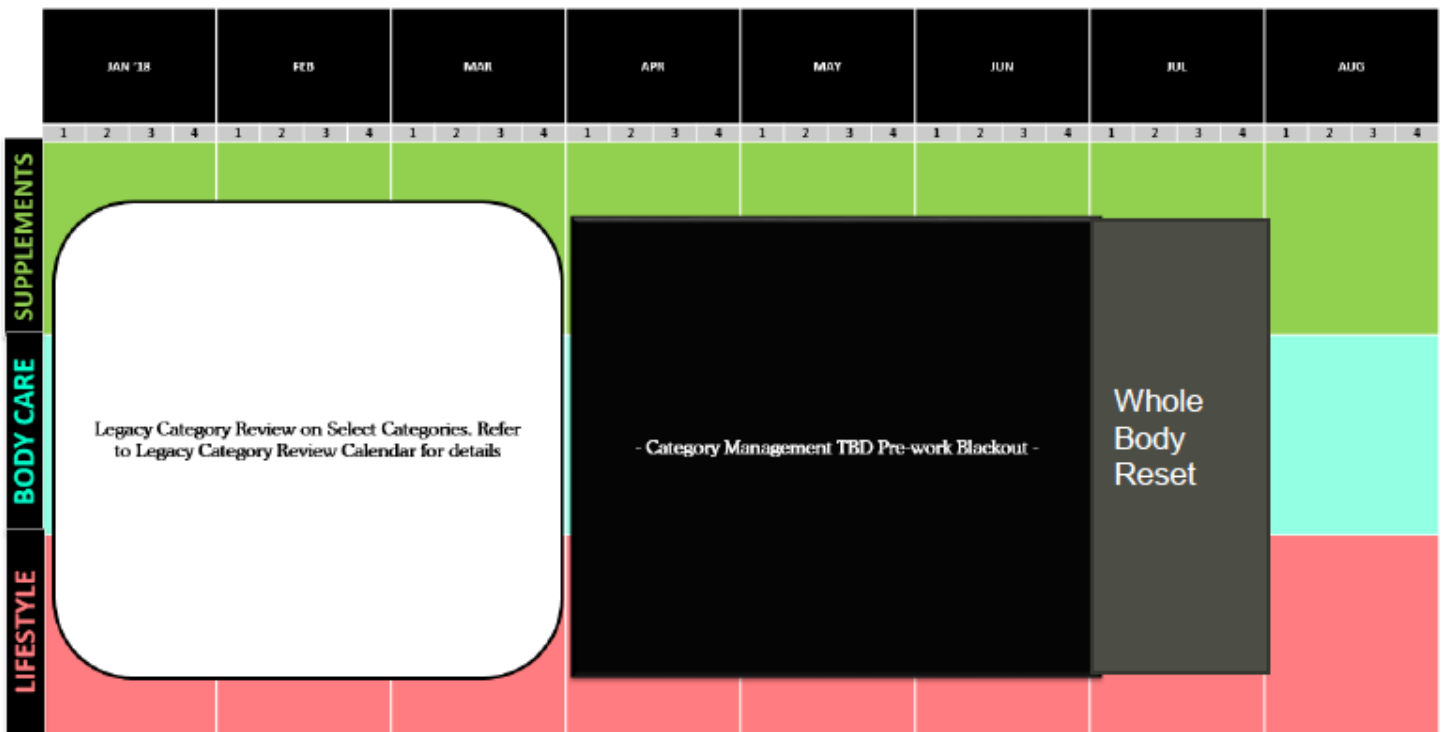
WHOLE FOODS CATEGORY REVIEW

Global Executive Coordinator	Senior Category Leader	Master Category	Purchasing Assistants	Category Managers	Category
Alyssa Vescio	Keith McBride	Supplements Master Category	Paige Morgan	Kate Brunson	Specialty Supplements
				Casey Gaston	Sports Nutrition & Weight Management
				Maloree Kish	Functional Foods
					Herbs & Homeopathy
					Functional Supplements
				Jen Coccaro	Body Care Master Category
	Jeanne Tamayo	Vitamins & Minerals			
	Tamara Perret	Beauty			
	Steven Benoit	Bath & Body			
	Steven Benoit	Personal Care			
	Marissa Norden	Aromatherapy			
	Jen Coccaro	Lifestyle Master Category	Jason Cordeiro	Steven Benoit	Home & Kitchen
Marissa Norden				Media	
Marissa Norden				WFM Merchandise	
Marissa Norden				Apparel & Accessories	
				Marissa Norden	Card & Party
				Marissa Norden	Toys

Hierarchy is subject to updates & will be posted to the Supplier Portal.

Our Whole Body Product Hierarchy has recently been updated, a detailed overview is located on the Whole Foods Market Supplier Portal. The hierarchy is subject to updates; any will be posted to the Whole Foods Market Supplier Portal. Hierarchy does not dictate merchandising.

2018 Legacy Category Review & Future State



The National Key Account Scoop

WHOLE FOODS CATEGORY REVIEW

WHOLE BODY CATEGORY MANAGEMENT ROLLOUT – JULY 2018

- Goals and Objectives for July 2018 (Phase I):
 - Develop a Whole Body strategy, with a multi-year approach kicking off in July 2018
 - Reset all 3 Master Categories at once, through a total department-wide reset, across all US domestic stores during the month of July 2018
 - Obtain accurate and comprehensive space discovery, including end caps, tables, and floor display fixtures
 - Optimize the assortment, increase distribution on ACV gap items, execute national retail pricing, and create a foundation ready for future strategic innovation
 - Potentially right-size space, adjust flow and adjacencies (when not constrained by current fixtures)



FY18 Whole Body Category Review Calendar

Master Category	Category	Subcategory	New Item Submission	Sample & Submissions Deadline to Global/Regions	Prework call with the regions	Category Review Call Date	Global Product Decision Timeframe
Round 1 - Category Review Call Date Thursday, September 07, 2017							
Supplements	Sports Nutrition & Weight Management	Protein Powder, Weight Management, Sports Nutrition	Open For Submission	Thursday, July 28, 2017	8/10/2017	9/7/2017	September
Body Care	Bath & Body	Bath, Soap, Hand Sanitizers	Open For				
New / On Trend	<i>Truly new, unique, innovative, and trending items that warrant off-cycle</i>		Open For				
Round 2 - Category Review Call Date Thursday, October 05, 2017							
Body Care	Beauty	Facial Care, Cosmetics, Hair	Open For	Thursday, August 24, 2017	9/21/2017	10/5/2017	October
Body Care	Aromatherapy	Carrier oils, essential oils, Mists & Hydrosols, Diffusers, Accessories, Kits	Open For Submission				
Supplements	Functional Foods	Greens, Superfoods, Seeds, Bee Products	Open For				
New / On Trend	<i>Truly new, unique, innovative, and trending items that warrant off-cycle</i>		Open For				
Round 3 - Category Review Call Date Thursday, November 02, 2017							
Supplements	Specialty Supplements	Probiotics	Open For	Thursday, September 21, 2017	10/12/2017	11/2/2017	November
Body Care	Personal Care	First Aid, Sun Care, Feminine Care	Open For				
Lifestyle	Apparel (Fall/Winter Collections)	Global Apparel Market by invitation Only. New Brands submit via RangeMe.com.	By Invitation Only				
New / On Trend	<i>Truly new, unique, innovative, and trending items that warrant off-cycle</i>		Open For				

The National Key Account Scoop

WHOLE FOODS CATEGORY REVIEW

Business Critical New Item Submissions Only

During Rounds 1-3 for Legacy Category Review we are only reviewing business critical Global launch new items; there will not be a regional level new item submission process during this time. Business critical is defined as truly new, unique, and innovative that allow us speed-to-shelf on a trending, sales-driving item. Any items submitted that do not follow this criteria will not be reviewed.

Why?

In order to reset all 3 Master Categories at once, through a total department wide reset, across all US domestic stores during the month of July 2018.

Frequently Asked Questions

Should I still present items to the regions for rounds 1-3?

-We are only accepting Global submissions for rounds 1-3.

What categories will you be resetting in July?

-We will be resetting the entire WB department in July.

Can we still submit seasonal items?

-We will be sending instructions on seasonal items at a later date.

Who should I reach contact about my products?

-Please reach out to the category manager for your specific category.

-Please note that this will be multiple people if you are in multiple categories.

How do I sign up for updates on the Supplier Portal?

1. Log into the supplier portal
2. Go to Purchasing -> Global Whole Body
3. Click on the subscribe link below
4. Fill out required fields & be sure to check Whole Body under teams!

The National Key Account Scoop

WHOLE FOODS FLORIDA

Currently 26 Stores in this Region!

- ◆ NTC Key Account Manager: Dee Hagen
- ◆ Whole Body Coordinator: Michael D'Andrea, Whole Body Buyer: Jen Doyle, Whole Body Assistant Coordinator: Zachary Almirell.

Next to Open

- Gainesville - Fall 2017 - The First 365 Store - Team Member - Pamela Archer
- University Station (Sarasota)- 10/18/17 - Team Member - Dee Hagen
- Jacksonville Beach- Fall 2017 - Team Member - Pamela Archer. Michelle Pritchard will assist in setting this store.



WHOLE FOODS SOUTH (GA, AL, SC, NC, TN)

- ◆ NTC Key Account Manager: Dee Hagen
- ◆ Whole Foods SO Personnel: Suzanne Geohagan - Whole Body Associate. Coordinator - Supplements, Bodycare & Lifestyle.

Now Open

- South Charlotte, NC (Waverly) - Team Member - Emily Joyner

Currently 37 Stores in this Region!

Next to Open

Atlanta, GA - 08/18/17—Team Member—Anna McKee. Anna will assist in setting the store.

Hoover, AL—09/26/17—Team Member—Kelly McCullough

Kennesaw (Cobb Relo) - 10/17/17—Team Member—Anna McKee

WHOLE FOODS MID-ATLANTIC

- ◆ Virginia Only - NTC Key Account Manager: Dee Hagen

Now Open

- Pentagon City - Team Member - Susan Bradshaw



The National Key Account Scoop



Currently 41 Stores, 32 in this Region!

- ◆ NTC Key Account Manager: Dee Hagen.,
- ◆ Earth Fare Personnel: Liz Rodriguez, HBC; Misty Turbeville, Supplements, Ron Stockman, Supplements/Lifestyle

Now Open

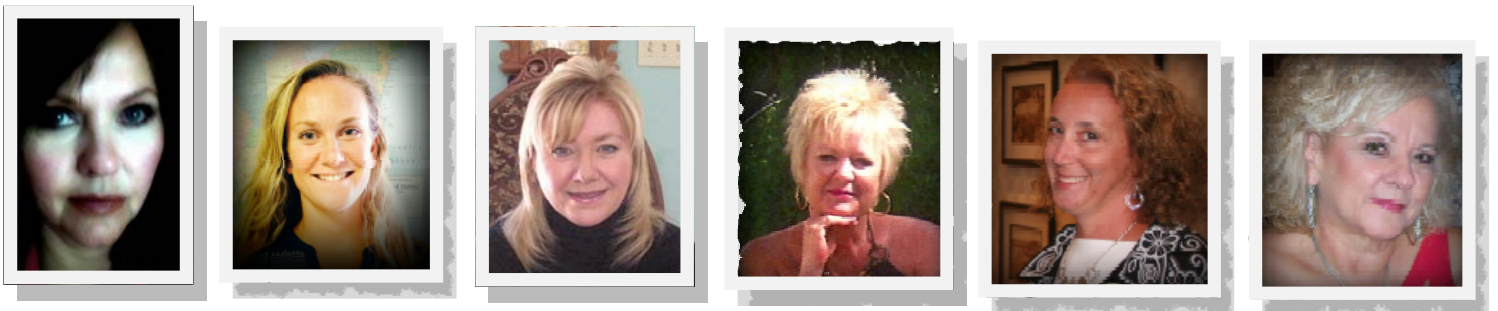
- Ocala, FL - Team Member—Pamela Archer
- Concord, NC - Team Member - Emily Joyner

Next to Open

- Mandarin, FL—08/23/17 —Team Member—Pamela Archer. Michelle Pritchard will assist in setting this store.
- Lake Mary, FL—Q4 2017—Team Member—Pamela Archer
- Roanoke, VA—Q4 2017—Team Member—Susan Bradshaw
- Oldsmare, FL—Q4 2017—Team Member—Pamela Archer
- Palm Beach Gardens, FL—TBA—Team Member—Marsha Hochman



YOUR EARTH FARE TEAM!



Anna calls on the Georgia stores; Emily calls on the North Carolina and Tennessee stores; Kelly calls on Tennessee and Alabama stores; Pamela calls on the Florida stores and Susan will call on the Virginia stores. Dee calls on Earth Fare Corporate.

Earth Fare Market is Coming to Roanoke

According to Roanoke.com, Earth Fare is the new grocery that's headed to Roanoke's Ivy Market development, the company announced Wednesday. The store is slated to open in the fall. This will be the first Virginia store for this Asheville, North Carolina-based supermarket, which has 41 locations.

The National Key Account Scoop



Vendor OPPORTUNITIES

Print OPPORTUNITIES

Launch or showcase your brand in one of our many print vehicles. From price & item to functional coupons and aspirational editorials, Earth Fare has the right tool to drive traffic and build meaningful customer relationships.

Flyer

NOW IN STORES!

Our flyers deliver the best deals of the week to new and existing customers. These 2 or 4-page, full color circulars are all about bringing a bounty of value from each department to the right customers—in-store and distributed by daily and local papers across the chain. Includes product image and one line of copy.

DISTRIBUTION VARIES BY MARKET.



Monthly Booklet

FRESH, NEW LOOK AND FORMAT!

Take advantage of our newly designed Monthly Booklet aimed at delivering valuable product information and savings, while telling relevant seasonal stories. All products featured are on sale for the whole month, allowing you to focus on key seasonal themes and category promotions. Includes your product image and copy.

IN-STORE AND ONLINE DISTRIBUTION, REACHING 60,000+ CUSTOMERS/MONTHLY.



Coupon Pad

SAVINGS THAT INSPIRE!

Our in-booklet, on-shelf and online coupons put your products in our shoppers' hands, right where they want it most—IN-STORE, providing for an immediate connection. Coupons are valid for two months. Includes product image, item, and price.

IN-STORE AND ONLINE DISTRIBUTION, REACHING 220,000+ CUSTOMERS/MONTHLY.



Wellness Hotsheet

NOW IN STORES!

Our new Beauty and Wellness guide features Earth Fare's "total beauty" approach—helping customers achieve optimal health, inside and out. Brands can use this tool to share skin care, make-up, and beauty trends along with must-have product recommendations, while bringing important wellness tips, supplement education and healthy lifestyle advice to customers.

IN-STORE AND ONLINE DISTRIBUTION, REACHING 60,000+ CUSTOMERS/MONTHLY.



Active Demos

The Earth Fare Active Demo Program is a strategic service offered to Earth Fare vendors. Our demo staff promotes sales of innovative brands and new products, and educates consumers about features and health benefits your customers may not be aware of. We offer support in scheduling and planning your demo. We offer your company active and passive demos executed by our in-house demo team. Instore sampling is one of the best ways to spotlight your product in our stores.

Vendor-Performed Demos:

We also support your effort to promote your products through vendor-performed demos at no charge. about this service contact: demo@earthfare.com to obtain a request form and guidelines.

The National Key Account Scoop



Currently 11 Stores in this Region!

- ◆ NTC Key Account Manager: Dee Hagen
- ◆ Earth Origins Personnel: Anthony Guthrie, - Purchasing Manager- Vitamins/Supplements and Personal Care, Books



YOUR EARTH ORIGIN'S TEAM!

Pamela calls on North and Central, Florida. Marsha calls on South Florida.

2018 Marketing Programs

Monthly In-Store Flyer

Shelf Promotion/TPR
Line item with item description; no image.
\$300



6-Month Save Everyday Cycle
\$300
Cycles: Jan 1-June 30 & July 1-Dec 31



Standard ad 3" x 2"
Includes Product Image - \$550



Quarter Page 5" x 5.5" - \$1900



Half Page 10" x 5.5" - \$3500



All options include website & eblast features.

Endcaps

Grocery
Main Shelf \$300
Sub Shelf \$200

Supplements
Endcap Shelves \$300
*Contact Category Manager for full endcap

Power Panel

Full with 3 month intervals \$500

*Contact Category Manager for off-shelf opportunities.
i.e. Shipper displays/case stacks.

Digital

Facebook - 4 posts \$150

Register Slide - \$250. First come first serve.

All New Loyalty & Mobile App Platforms

*With purchase of monthly ad. See Category Manager for full details.

Store Supported Active Demo - \$500

4 hours • Includes 11 stores

New Item Package - \$500

- Standard ad featured on "New Item" page in monthly flyer.
- Same ad featured on "New Item" page on earthoriginsmarket.com
- Same ad included on eblast to all EOM subscribers.

The National Key Account Scoop (cont.)



- ◆ Headquarters - Phoenix, AZ
- ◆ NTC Key Account Manager: Dee Hagen

Now Open

- Tucker, GA - Team Member Anna McKee
- South Tampa, FL —Team Member Pamela Archer
- Woodstock, GA - Team Member—Anna McKee
- Memphis, TN - Team Member—Kelly McCullough

Next to Open

Bellevue (Nashville), TN - Team Member—Kelly McCullough

YOUR SPROUTS TEAM!

Anna calls on Georgia, Kelly calls Alabama and Tennessee, Dee will call on Sarasota, Pamela will call on Tampa.



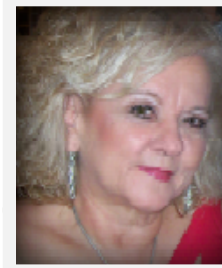
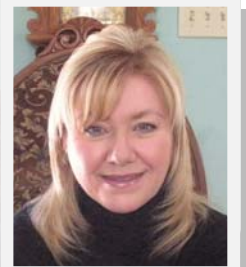
- ◆ NTC Key Account Manager: Dee Hagen

New Hybrid Stores

- Savannah, GA - Team Member - Anna McKee
- Spartanburg, SC - Team Member - Emily Joyner
- Largo, FL - Team Member - Pamela Archer
- Villages, FL - Team Member - Pamela Archer

If you would like to setup a scan promo, please contact Dee Hagen.

Currently 26 Stores in this Region!



**Currently 3 Greenwise and
50+ Hybrid Stores**



The National Key Account Scoop (cont.)



◆ Headquarters - Iowa City, IA

Currently 18 Stores in this Region!



Current Locations

Florida

Ever'man Cooperative Grocery & Cafe

New Leaf Market Co-op

Georgia

Daily Groceries Co-op *

Life Grocery & Cafe

Sevananda Natural Foods Market

Virginia

Friendly City Food Co-op

Roanoke Natural Foods Co-op (Grandin Road)

Roanoke Natural Foods Co-op (Market Square)

Tennessee

Three Rivers Market

North Carolina

Chatham Marketplace

Company Shops Market

Deep Roots Market

French Broad Food Co-op

Hendersonville Community Co-op

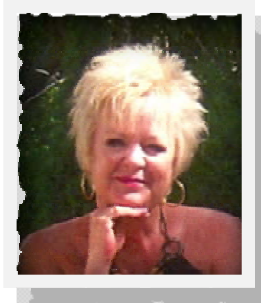
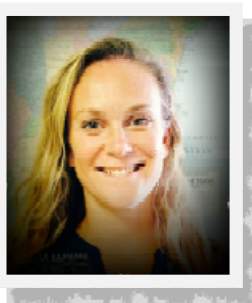
Tidal Creek Cooperative Food Market

Weaver Street Market (Carrboro)

Weaver Street Market (Chapel Hill)

Weaver Street Market (Hillsborough)

YOUR NCG TEAM!



Anna calls on the Georgia stores; Emily calls on the North Carolina stores,; Pamela calls on the Florida stores and Susan calls on the Virginia stores.

The National Key Account Scoop (cont.)

Lucky's Market

◆ Headquarters - Niwot, CO

Now Open

- Neptune Beach, FL - Team Member - Pamela Archer
- West Melbourne, FL - Team Member - Pamela Archer

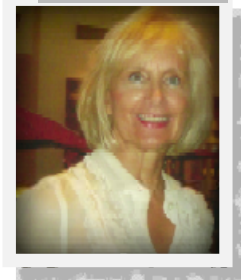
Next to Open

Oakland, FL (Ft Lauderdale) - 08/30/17 - Team Member - Marsha Hochman

YOUR LUCKY'S TEAM!

Pamela calls on Melbourne, Gainesville, Neptune Beach, Tallahassee and Orlando, FL; Marsha calls on Naples, Coral Springs and Plantation, FL and Anna calls on Savannah, GA.

Currently 9 Store sin this Region!



- ◆ NTC Key Account Manager: Dee Hagen.
- ◆ April Schatschneider, Sr. Category Manager – VMS/HBC

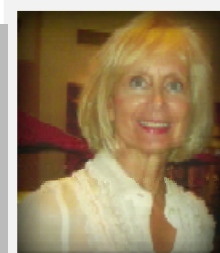
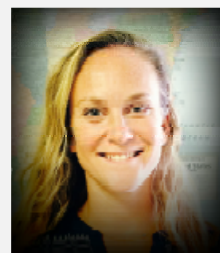
Now Open to include Supplements and Body Care

3712 Lawndale Drive, Greensboro, NC	10828 Providence Road, Charlotte, NC	223 Greenville Highway, Hendersonville, NC
3655 SW Cary Parkway, Cary, NC	4215 University Drive, Suite A3, Durham, NC	400 Woodburn Road, Raleigh, NC
1560 Highwoods Boulevard, Greensboro, NC	230 Glensford Drive, Fayetteville, NC	4223 Providence Road, Charlotte, NC
3285 Robinhood Rd, Winston-Salem, NC	5540 N. Military Tr, Boca Raton, FL	7625 Pineville/Matthews Rd, Charlotte, NC
6325 Falls of Neuse Road, Raleigh, NC	10286 Two Notch Rd, Columbia, SC	1408 East Blvd Unit C, Charlotte, NC
155 Beverly Lane, Southern Pines, NC	3580 NW 83 Ave, Doral, FL	9375 Poplar Ave., Germantown, TN
1200-A Raleigh Road, Chapel Hill, NC	1960 East West Parkway, Fleming Island, FL	835 South White Station Road, Memphis, TN
20623 Torrence Chapel Rd., Cornelius, NC	1378 Hendersonville Road, Ashville, NC	2145 Union Ave, Suite 100, Memphis, TN
3024 Prosperity Church Rd, Charlotte, NC	944 Merrimon Avenue, Ashville, NC	

YOUR FRESH MARKET TEAM!

Emily calls on the North Carolina stores, Kelly calls on the Tennessee stores and Marsha calls on the South Florida stores.

Currently 175 stores with 120 in our Region!



The Independent Key Account Scoop



- ◆ NTC Key Account Manager: Dee Hagen
- ◆ Territory Managers: Marsha Hochman and Pamela Archer
- ◆ Nutrition Smart Personnel: Bill Frisher: Director of Purchasing/Merchandising
- ◆ Keiona Smythe: Vitamin Manager



Smart Team 2017

Currently 7 Stores in this Region!

SMART TEAM is the official name of our co-Op advertising and marketing partnership with you (our vendors) and the Marketing Department of Nutrition Smart. Our goal is simple: work effectively and intelligently to increase your sales and enhance your visibility throughout our store.

What we offer to you:

- Competitive pricing everyday
- Endcap promotions throughout the year (1-4 a year, depending on level of participation.
- Employee training
- When possible; floor displays, case stacks, end cap promotions
- Brand and product integration with our print, email, website and social media marketing
- Submit a blog post
- Yelp and Foursquare check-in marketing
- Opportunity for your company salesperson to do in-store lectures, training and demos at all of our stores.

What are we asking for? We are asking for your support as we are concerned with private label retailers entering our space and attracting customers away from your trusted brand as well as the oncoming competition from mass market retailers. In this highly competitive market place we need to offer our customers compelling products at reasonable prices with an improved and radical approach to the customer experience in the store.

Specifically we request:

- Minimum of a 15% EDLP (negotiable)
- Co-Op marketing dollars
- Samples
- Active demo support and live products for passive demo support



The Independent Key Account Scoop



Currently 3 Stores in this Region!

- ◆ NTC Key Account Manager: Dee Hagen
- ◆ Tunie's Personnel: Haley Roose, Director of Purchasing

Stores

- Ft Lauderdale, FL - - Team Member - Marsha Hochman
- Coral Springs, FL - - Team Member - Marsha Hochman
- Palm Beach, FL - - Team Member - Marsha Hochman

Exciting New End Cap Program!

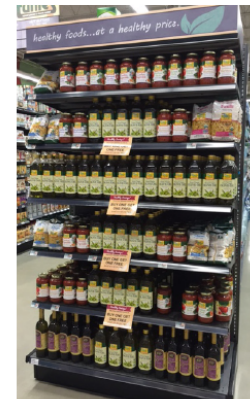
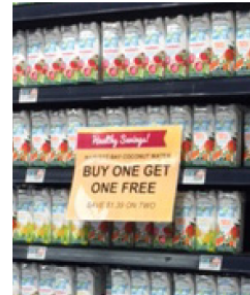
Your products showcased
for an entire month
at all 3 Tunie's locations



FORT LAUDERDALE
CORAL SPRINGS
PALM BEACH GARDENS

15 End Cap Slots Available Per Store.

All Tunie's End Caps will now feature
promotional product offerings each month!



Want to Be Featured in Tunie's Monthly In-Store Flyer?

Make sure to sign up at least 6 weeks prior to the month in which you would like to participate in order to be included. *E.g. To be featured in our January 2016 flier, please submit your agreement no later than November 15, 2015, for Feb. no later than Dec. 15th and so on.*

Requirements

40% MCB for one month
for Buy 2 Get 1 Free deals
50% MCB for one month
for Buy 1 Get 1 Free deals

To participate , please contact Dee Hagen

dee@naturestradingco.com

The Independent Key Account Scoop



Now Open

- Jacksonville Beach, FL - Team Member - Pamela Archer

Currently 3 Stores in this Region!



Now Open

- East Orlando, FL - Team Member - Pamela Archer

Closed

- Winter Park, FL



Currently 3 Stores in this Region!



Now Open

- Palm Bay, FL - Team Member - Pamela Archer

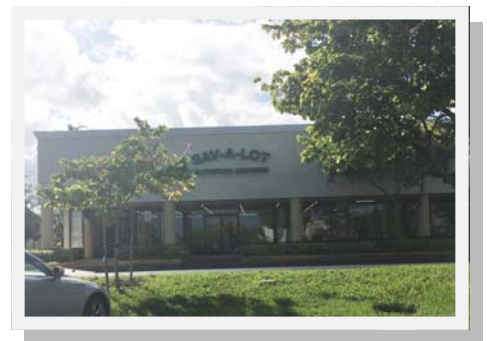
\$150 Ad Fee to participate in 2017 Flyer —3 stores. Please contact Dee if you are interested.



- ♦ Owner: Al Forman. Buyer: Kyle Zant

Now Open

- Margate, FL - Team Member - Marsha Hochman - 4800 square feet brick and mortar store.



KEHE UPDATES

Vendor Training/Spiff Program

Vendor Trainings

- 33 Natural Customer Care Specialists
- Average of 5,000 calls per week = large amount of personal contact with our customers

Specialized Training

- Opportunity to train the Customer Care team in Jax, FL.
- Brand/Product Education
- Sampling

Vendor Trainings

Limited to two sessions per week

- Wednesday and Thursdays
- Trainings done in three twenty minute sessions
- Requests for trainings will go through an approval process prior to scheduling

For more information, contact:

Sandy Meehan
Customer Care Manager
904-807-1818
Sandra.Meehan@kehe.com

Spiff Program

- Items promoted for one month period
- Discounts taken as MCB's with KeHE contribution
- Incentives for CC Specialists to sell products

Requirements

- Must be active in the 7 Natural Distribution Centers
- Approved by Regional Promotion Manager and CC Manager

Online Vendor Portal- KeHEConnect

<http://connect.kehe.com>

The screenshot displays the KeHEConnect online vendor portal interface. It features a grid of six main navigation tiles:

- Announcements:** Contains links for "S2S Contract Update", "KeHEConnect Reports", "Questions about KeHEConnect?", and "KeHEConnect Outage".
- Promotions:** An orange tile with a tag icon.
- Reports:** A green tile with a bar chart icon, highlighted with a red border.
- User Management:** A dark blue tile with a group of people icon.
- Documents and Downloads:** A teal tile with a document icon, showing "5 New documents added".
- New Item:** A green tile with a shopping cart icon, labeled "Coming Soon!".
- K-Solve:** A dark blue tile with a circular arrow icon, labeled "Coming Soon!".



Natural Products EXPO EAST®

- Meet in-person with buyers of natural, organic, and healthy lifestyle products
- Highlight new products and/or build brand awareness
- Network with the natural products community
- Keep up-to-date on new trends and innovative ideas
- Interact with trade and consumer press
- Boost your presence in the industry
- Strengthen relationships with existing buyers, brokers, and distributors
- Build new business connections

Register Today: <http://www.expoeast.com/>

Days

Education & Events: September 13-16, 2017
Trade Show: September 14-16, 2017

Location

Baltimore Convention Center
Baltimore, MD, USA

**Please contact Dee Hagen to setup appointments
with Nature's Trading Company!**



CEO

Sherry Partlow

Key Accounts Manager

Dee Hagen

Key Accounts Assistant

Lindy Krickbaum

Accountant

Elizabeth Keesler

Territory Managers

Marsha Hochman
Southeast & Southwest Florida

Pamela Archer
North & Central Florida

Dee Hagen
Florida West Coast (Sarasota)

Anna McKee
Georgia & South Carolina

Emily Joyner
North Carolina, South Carolina & East
Tennessee

Kelly McCullough
Alabama, W Tennessee, Mississippi

Susan Bradshaw
Virginia

Merchandisers
Ashley Lewis-Lavin
Sarasota, Tampa & Destin

Michelle Prichard
Jacksonville, Tallahassee, Savannah

Lindy Krickbaum
East Tennessee



SOHO EXPO 2017
Showing Others Healthy Options

SAVE THE DATE
Nov 30-Dec 3, 2017

There's always something **NEW** at
SOHO
Over **100 NEW Companies** exhibit
each year. Returning companies
use us as a launching pad for
their **NEW Products.**

GAYLORD PALMS®
RESORT & CONVENTION CENTER
Hispannee, Florida

SO Right.
Since 1971

EDUCATION & EVENTS: Thursday - Sunday, NOV 30 - DEC 3, 2017 **TRADESHOW EXHIBITS: Saturday & Sunday, DECEMBER 2-3, 2017**