

Associate Group Business Meeting

Sebnem Karasu, Associate Group Representative



Welcome



AGENDA

- Call to Order
- Introduction of New Associate Representative
- Association Updates
 - New Website
 - Sponsorships and Advertising
 - Networking/Committees
 - Advocacy & Strategic Planning Update
- What to Expect in Savannah
 - Associate Group Happy Hour
 - Other Networking
 - Exhibitor Layout
- Associate Group Feedback/Requests
- Adjourn



Introduction of New Associate Representative

- Chad Becnel, Global Entry Business Development Manager – Merieux NutriSciences

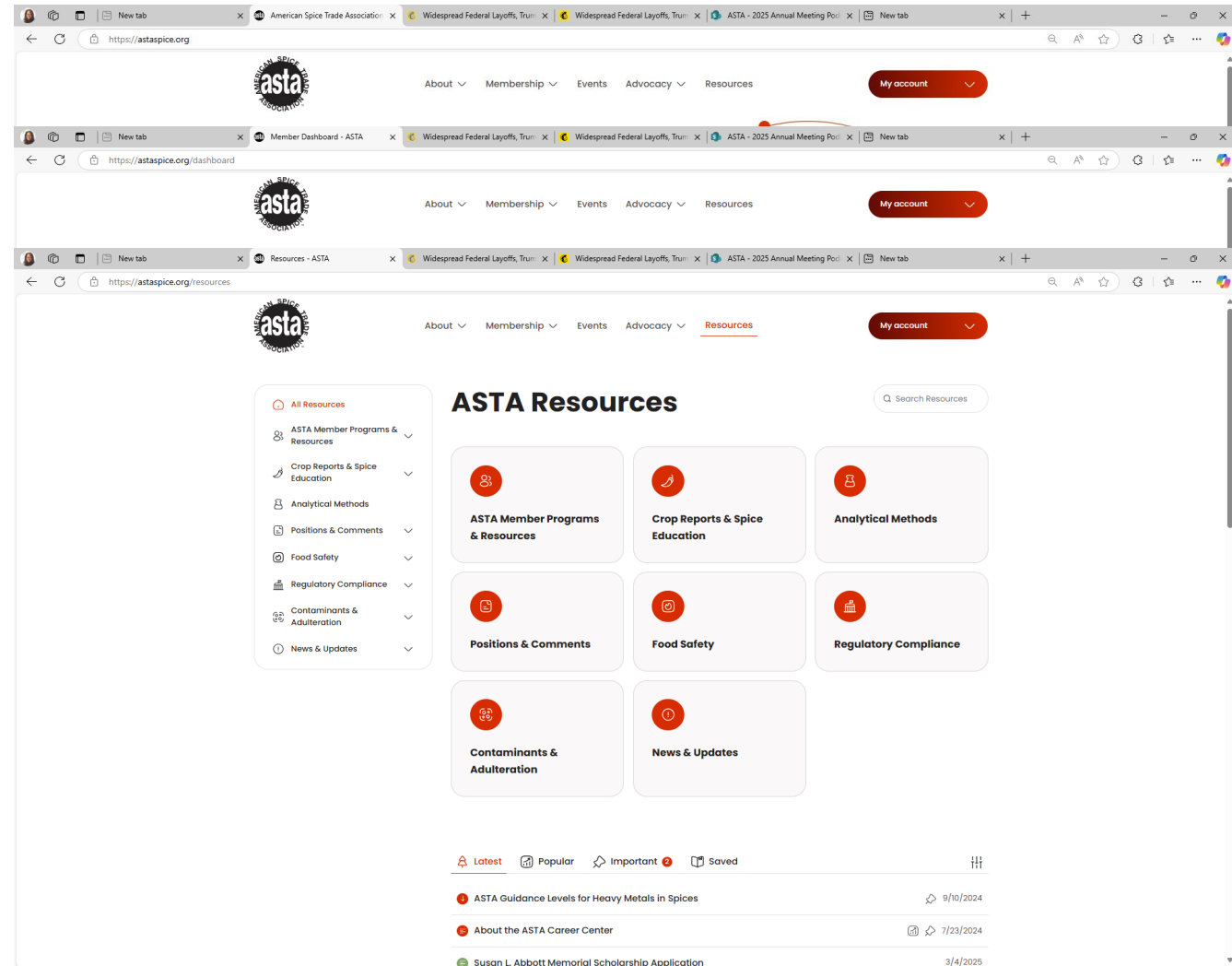


Association Updates



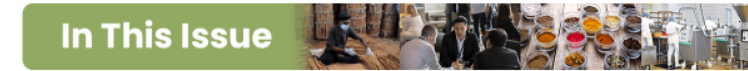
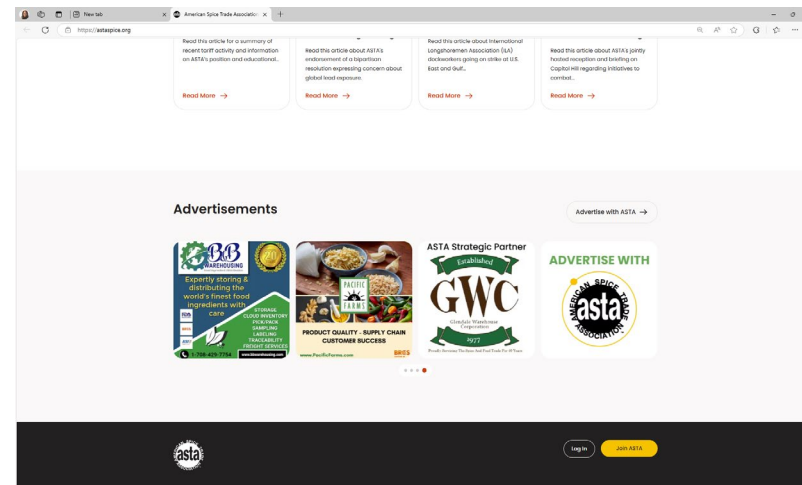
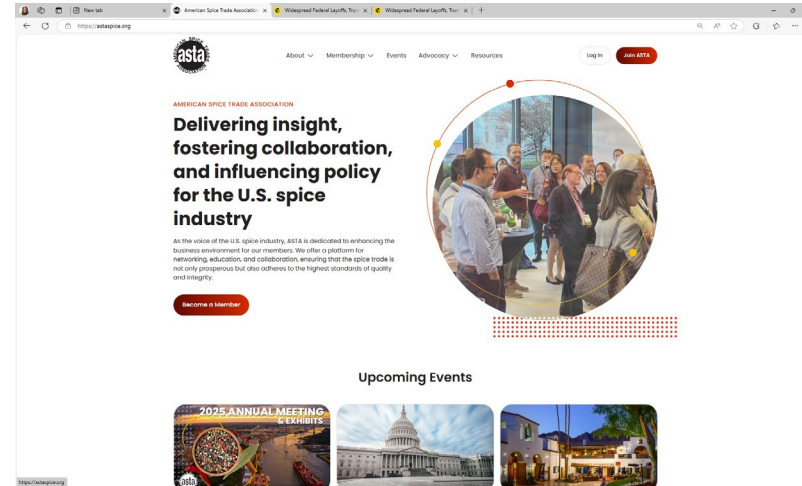
Have you explored the ASTA website?

- Member Dashboard
 - Update your profile or company listing
 - Check out latest notices for ASTA members
 - Review events open for registration
 - Save resources for easy reference
- Resource Library
 - Central hub for all information
 - ASTA documents
 - Archived newsletters and events
 - Compliance and regulatory resources and more...



Strategic partnerships

- 12-month partnership
- Recognition for your support
 - Featured on the ASTA website
 - Communications to members



Associate Member Representative Election Underway

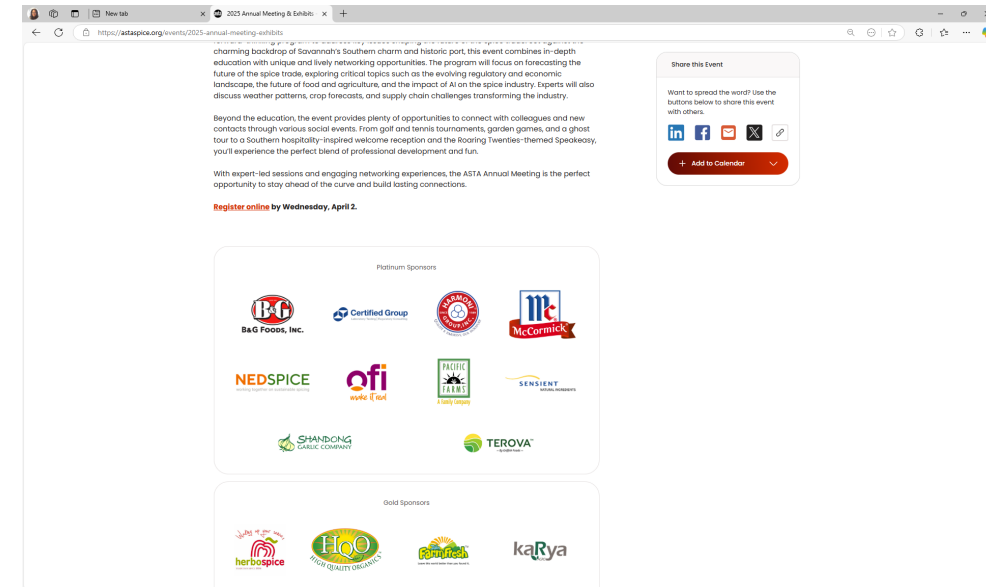
Voting is now open for a new Associate Member Representative to succeed Sebnem Karasu of Karasu Consulting, whose two-year term concludes in April 2025. The candidates are Mark Barnett of Cassia Cottage, Chad Becnel or Merieux NutriSciences, R.D. Cathey, Manager of FTS Labs, and Mike Collette of Glendale Warehouse Corporation. Each Associate member company is entitled to one vote and a designated representative has been appointed to vote for each company. The voting period runs through Friday, February 21.

FYI ASTA Strategic Partner



Sponsorships

- **Event Sponsorship** – show your support for ASTA while gaining targeted exposure for your company. Event sponsorship typically opens at the same time as event registration and will close about one month before the event.
- **Sponsor Premier Events** – ASTA hosts two premier annual events: the ASTA Annual Meetings & Exhibits each spring and the ASTA Regulatory Workshop in the fall. We offer a variety of sponsorship opportunities for these events.
 - Benefits:
 - Your company logo in marketing communications, on signs and banners at the event, or on branded items such as lanyards.
 - Many premier event sponsorships also include additional advertising benefits, such as website or newsletter advertising packages.



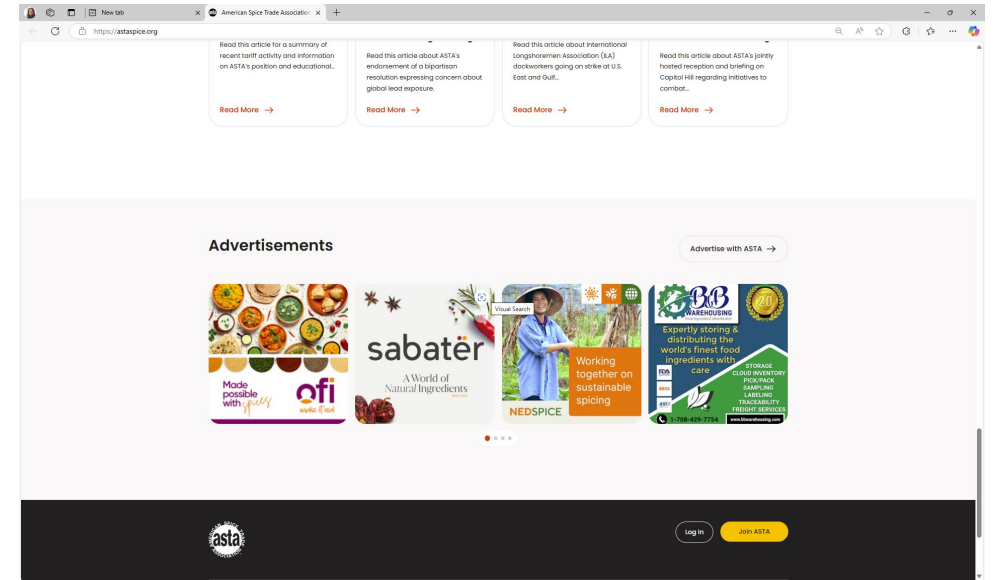
Sponsorship of ASTA's premier events is an exclusive, members-only benefit.



Advertising

- Banner Advertising
 - Purchase space on the newly redesigned ASTA website to feature your company's advertisement with a link to your website URL.
 - We offer several subscription options for banner advertising.
 - Quarterly Ad
 - Half-Year Ad
 - Annual Ad

- Newsletter
 - ASTA's weekly newsletter, FYI ASTA, reaches more than 1,000 professionals across a broad spectrum of the spice industry.
 - Several subscription options are available for newsletter advertising.
 - Monthly (4 issues)
 - Quarterly (12 issues)
 - 6 Months (26 issues)
 - 12 Months (52 issues)



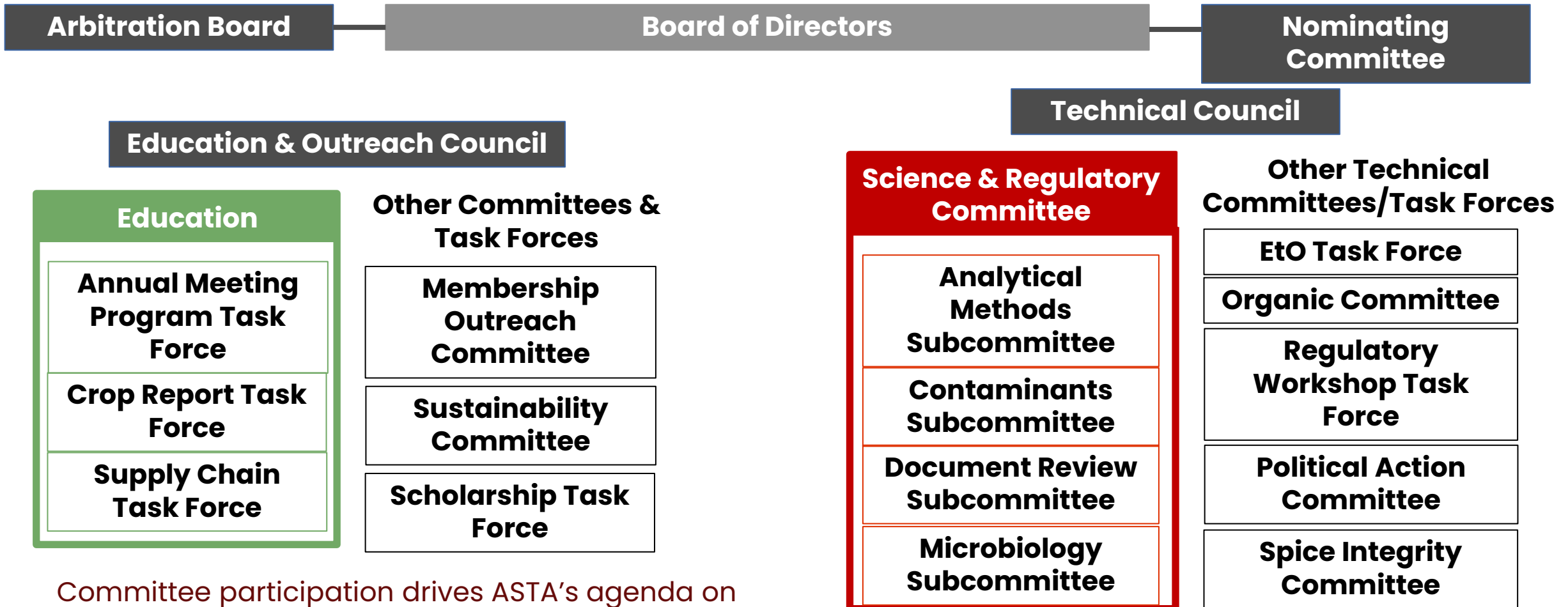
Key 2024–2025 Advocacy & Research Initiates

- **Heavy Metals**
 - Advocacy on achievable lead limits
 - Research on reducing levels in spices
 - Partnerships with NGOs to reduce adulteration
- **Pesticides**
 - Petitioning U.S. Government to establish MRLs
- **Fumigants (ETO, PPO)**
 - Advocating for favorable U.S. and global policies
 - Research on trace levels of ETO
- **Tariffs/Supply Chain**
 - Providing education
 - Advocating for fair trade policies

2024-2025 Networking Opportunities



Committee Structure



Committee participation drives ASTA's agenda on policy and technical issues and offers opportunities for information sharing and collaboration



Committee Leadership Workshop

ASTA held a Leadership Workshop in September to discuss how to improve the committees/volunteerism



ASTA Committee Charters – Available on the ASTA Website

Annual Meeting Program Planning Task Force Charter

Goal(s)/Expected Outcomes	Objectives	Ways of Working
<p>Goal: Plan sessions for the Annual Meeting and affiliated events</p> <p>Outcomes: ASTA Annual Meetings creates value for members by addressing educational needs / fostering business opportunities and generates revenue for the association.</p>	<ol style="list-style-type: none"> Identify key topics of interest and potential speakers for impactful educational programming Assist ASTA staff to liaise with speakers, finalize sessions, and promote the event Work with Membership Committee to generate ideas for networking events that are engaging and advance business interests of members Work on task forces for specific programs, such as crop reports and symposiums 	<p>Meeting management – Kick-off to planning for the following year begins with an in-person meeting at the Annual Meeting. The committee also meets in person at Chicago IFT and with the Regulatory Workshop. In between in-person meetings, virtually meetings are scheduled as needed primarily between July and October. Calendar invitation/meeting pre-reads which include a draft program at a glance are circulated in advance of each meeting.</p> <p>Term Limits: 1-2 years</p> <p>Communications:</p> <ul style="list-style-type: none"> Promote Annual Meeting through ASTA website, e-blasts, LinkedIn, etc. Share key metrics on attendees/revenue/etc. at business meeting and in annual report Circulate "Key Takeaways" email following the event to share photos and critical updates from event Add select slide decks to resource library 6 months – 1 year following the event Store all information in SharePoint and give Committee members access <p>Behaviors – Come prepared; Actively participate. Minimize use of electronics to avoid multi-tasking during meetings. Contribute in brainstorming sessions. Willingness to conduct outreach to potential speakers. Register for and assist in the promotion of ASTA's educational events. Introduce and/or moderate sessions Think broadly across ASTA and not just your own company needs. Work on actions outside of meetings to keep things moving.</p>
ASTA Strategy Alignment		
Collaboration		
Leadership		
<p>Board Liaison: Suvan Sharma (2023-2025)</p> <p>Committee Chair: Brad Gampper (2023-2025)</p>	Key Actions and Time Frame	
Committee Member Roles	<p>2024</p> <ul style="list-style-type: none"> Completion of program planning for 2025 in Savannah <p>2025 and Beyond</p> <ul style="list-style-type: none"> Promote 2025 Annual Meeting Planning of 2026 Palm Springs Annual Meeting 	
	Interdependencies	
	Other Committees/Task Forces	
	<ul style="list-style-type: none"> Crop Report Task Force & Symposium Task Force (assigned various committees based on subject matter expertise), foster connection and dialog between these task forces and program committee. 	

Annual Meeting Program Planning Task Force 2024 Accomplishments

GOAL: Plan sessions for the Annual Meeting and affiliated events

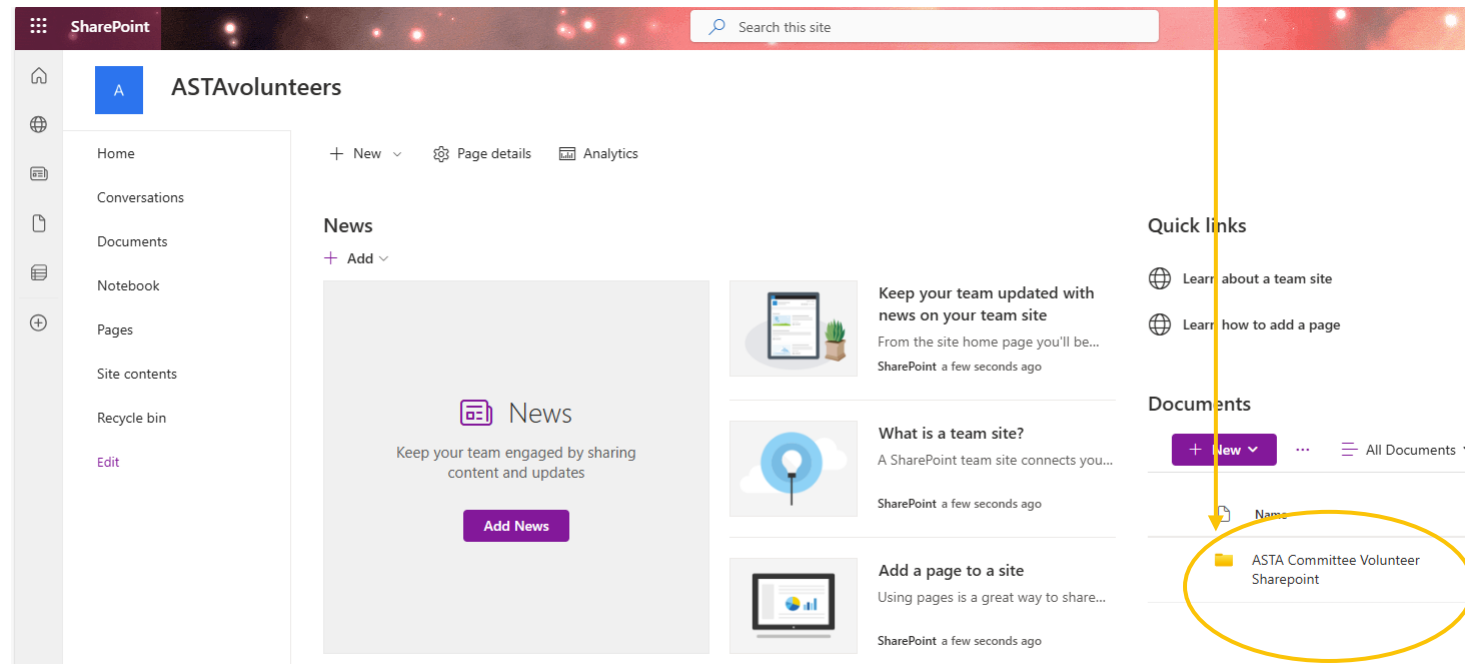
EXPECTED OUTCOMES: ASTA Annual Meetings creates value for members by addressing educational needs / fostering business opportunities and generates revenue for the association.

Objectives	Year-To-Date Accomplishments	Looking Ahead to 2025
1. Identify key topics of interest and potential speakers for impactful educational programming	<ul style="list-style-type: none"> Executed a successful Annual Meeting program in 2024 Tucson (record attendance/revenue, highly rated surveys). 	<ul style="list-style-type: none"> Execute a successful event in Savannah for 2025 Begin planning for 2026 in Palm Springs
2. Assist ASTA staff to liaise with speakers, finalize sessions, and promote the event	<ul style="list-style-type: none"> Secured keynote and other topics speakers for 2024 program in Tucson. Planning underway for 2025 program, keynote and other speakers are confirmed. 	<ul style="list-style-type: none"> Work with staff to promote call for presentations and brainstorm on what session of interest for program in 2026
3. Work with Membership Committee to generate ideas for networking events that are engaging and advance business interests of members	<ul style="list-style-type: none"> Held first global networking reception in Tucson 	<ul style="list-style-type: none"> Work with Membership Committee and ASTA staff on networking for Savannah (golf, global networking, committee dinner, receptions, city tour, PAC dinner, etc.) Work with staff on creating engaging networking events for 2026 program in Palm Springs
4. Work on task forces for specific programs, such as crop reports and symposiums	<ul style="list-style-type: none"> Worked with ASTA Crop Report Task Force on new format for crop report presentations Held strong rated Pesticide Symposium 	<ul style="list-style-type: none"> Further enhance new Crop Report presentation format Hold Symposium on Supply Chain issues



ASTA Committee Sharepoint

- Volunteer shared site for access to committee documents
 - Committee charters, goals and objectives, rosters, etc.



Strategic Planning

The ASTA Board of Directors held a strategic planning session in Puerto Rico in January

- Prior to the Strategic Planning Session, ASTA conducted a member needs survey
 - With 178 respondents, ASTA member average rating of the association was 9/10
- The Board discussed enhancing ASTA's investment into consumer influence, global standards, and future leaders and growing the Association's revenue and resources



2025 ANNUAL MEETING & EXHIBITS

What's coming up!



The Westin Savannah Harbor Golf Resort & Spa | **SAVANNAH, GEORGIA**

APRIL 8-10

Program Networking– Monday, April 7, 2025

- 1:00pm – 6:00pm | GOLF TOURNAMENT
 - **Separate registration required; Limited availability**
 - *Sponsored by Accurate Ingredients*
- 1:00pm – 4:00pm | TENNIS TOURNAMENT
 - **Separate registration required; space available**
 - *Sponsored by PT. Gorom Kencana and Sabater*
- 6:00–6:30pm | ASSOCIATE MEMBER RECEPTION
 - **Please RSVP if you will attend**
 - **Still sponsorship opportunity!**
- 6:30–9:00pm | COMMITTEE VOLUNTEER APPRECIATION DINNER
 - *Sponsored by Silva International*



Program Networking – Tuesday, April 8, 2025

- 5:00–6:30pm | WELCOME RECEPTION: A TASTE OF SOUTHERN HOSPITALITY IN EXHIBIT HALL AND FOYER
 - *Sponsored by Verger*
- 7:30–11:00pm | SAVANNAH’S HAUNTED HISTORY – GHOST TOUR FUNDRAISER
 - *Still openings for registration! Please consider joining us and supporting ASTA’s SEASONPAC, or if you are ineligible, donations will be made to the scholarship on your behalf*



Program Networking– Wednesday, April 9, 2025

- 8:00–9:30am | ASTA BUSINESS MEETING
 - *Join to celebrate Award recipients, hear updates on Association Business, and participate in discussions on ASTA's Strategic Plan!*
- 9:30–10:00am | BREAK IN EXHIBIT HALL AND FOYER
- 10:45 –11:15am | BREAK IN EXHIBIT HALL AND FOYER
- Noon–2:00pm | EXHIBIT HALL LUNCH BUFFET
 - *Sponsored by ofi*
- 3:00–3:30pm | BREAK IN EXHIBIT HALL AND FOYER
- 5:00–6:00pm | HAPPY HOUR WITH BOURBON & WHISKEY TASTING
 - *Sponsored by Eurofins*



Program Networking– Thursday, April 10, 2025

- 8:00–9:00am | BREAKFAST IN EXHIBIT HALL AND FOYER
- 9:45–10:15am | BREAK IN EXHIBIT HALL AND FOYER
- Noon – 2:00pm | EXHIBIT HALL LUNCH BUFFET
 - *Sponsored by Merieux NutriSciences*

Join everyone for

ASTA'S SPEAKEASY SOIREE: A ROARING GOOD TIME

Exclusively sponsored by Kalustyan

7:00pm – 10:00pm



EXHIBITS

- 21 - Agri-Neo Inc.
- 17 - Balchem
- 19 - Bughary Bio Spices Pvt Ltd
- 5 - C.A.P.S. Inc.
- 6 - DINA Farms
- 7 - Eurofins
- 14 - Factoria-Agro LTD
- 15 - FSNS, The Certified Group Company
- 10 - FTS Labs
- 3 - Gemini Shipping Assn
- 8 - HDDDES Extracts PVT Limited
- 12 - IFC
- 16 - Joma Plastics Engineering
- 4 - KREYENBORG GmbH & Co. KG
- 24 - MRP Solutions
- 22 - Qingdao Deeshenghengxin Food Co Ltd
- 11 - Radio Frequency Company
- 23 - Raphael
- 13 - REVTECH
- 25 - Safesteril/Vow
- 20 - SGS North America
- 9 - Tema Process
- 2 - Trece
- 1 - Ventilex
- 18 - Wanesco Land for Medical Plants





Exhibit Hall and Foyer Layout

- Combination format –Exhibit hall and foyer wrap around meeting space
- Convenient access to the entire meeting space
- Conversation seating throughout both spaces during general sessions and receptions
- Limited table dining during lunches and some networking (**meeting space will be open during lunch for additional seating**)
- Food and beverage stations throughout
- *If you have not signed up to exhibit, we may have room, please contact ASTA staff today to secure a tabletop*

Concerns, Feedback, Questions?

