



## Predicting the Future of a Fickle Marketplace: Top Ten Mega Trends You Can't Ignore

Saturday, Jan. 26<sup>th</sup> 10:15am

### *About the Session:*

Join a romp through the top trends affecting consumer choices and what they bode for Colorado farmers, ranchers and food manufacturers. Sylvia Tawse, Founder of Fresh Ideas Group will distill marketing advice that will help make these trends work for, not against you. Kenny Meyers, “local forager” for Whole Foods Markets reveals the latest about what markets are looking for and why.

### *About the Speakers:*

Fresh Ideas Group founder Sylvia R. Tawse has conducted national campaigns for dozens of brands. Her “healthier-living-for-all” commitment is evident in her nonprofit work, from Chef Ann Cooper’s [LunchBox.org](http://LunchBox.org) and Salad Bar Project, to years of work for the [Boulder County Farmers Market](http://BoulderCountyFarmersMarket.com). Sylvia was an instrumental force in the “Keep Organic Organic” public awareness campaign for the [Organic Trade Association](http://OrganicTradeAssociation.org), which resulted in the highest number of letters received by the USDA, all 280,000+ of them. Sylvia has firsthand knowledge of the food industry, from the ground up. She and her husband own [Pastures of Plenty Farm](http://PasturesofPlentyFarm.com), a 32-acre organic farm in Longmont, Colorado.

[sylvia@freshideasgroup.com](mailto:sylvia@freshideasgroup.com)

Kenny Meyer started in the Natural Foods Industry in 1982 and joined Alfalfa’s Market in Boulder in 1985. Wild Oats Markets purchased Alfalfa’s Markets in 1997. He was named National Produce Purchasing Director for Wild Oats. He joined Whole Foods Markets in 1999 and is currently the Associate Local Products Coordinator & Forager for Whole Foods Rocky Mountain region- with a focus on farm & agricultural products. Whole Foods Rocky Mountain region operates over 30 stores in Colorado, New Mexico, Utah, Idaho, Kansas & Missouri.

[kenny.meyer@wholefoods.com](mailto:kenny.meyer@wholefoods.com)