



Natural Products Field Manual

Special offer to HEI Attendees

Bob Burke

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Natural Products Field Manual *Ninth Edition*



- Ninth Edition updated and expanded January 2021
- Complete, comprehensive, 4 volume, guide on “how to go to market” for natural, organic and specialty products
- Rich, insightful guest editorials by notable natural buyers, brokers and CEO’s
- Includes Flash Drive with directory of top natural retailers, brokers, brand management companies, distributors, retailer and distributor programs and much more
- Practical, proven, best practices shared and illustrated by industry veterans
- >\$100,000 in coupons
- Half Day consulting by author
- www.NaturalConsulting.com
- Click [here](#) for more info

natural products consulting

4 Volumes, 44 Chapters of Content

- Volume 1: Basics
- Volume 2: Trade Marketing
- Volume 3: Consumer Marketing
- Volume 4: Trends and Updates
- Enriched by >50 Industry experts writing essays, editorial, commentary, chapters

Databases

- Directories of
 - Key natural and specialty stores
 - Brokers and brand management companies
 - Distributors
 - Distributor and retailer programs
 - Sales planner/tracker
 - More...

Coupons for Services

- >\$100K in coupons for services
- People I know, like and trust
- Many contributors to the manual
- Win-win-win in that if you review and plan to use any of the coupons will most likely defray the cost of the manual package or pay for it several times over.
- Sample coupons: SPINS, Betsy McGinn, Jeremy Smith, brand management, branding, PR firms, recruiters, sourcing co-mans, more...

Half-Day Consulting by Me

- Very flexible – as a consultant do not normally work by the hour
 - Can use an an open door throughout the year to call and email with questions
 - Can schedule an hour as needed or 4 hours at once
- By reviewing the content in the manual can spend our time more strategically

Special Limited Time Offer!

- There is so much value here we normally do not discount the package.
- Regular price: \$3,999. In the spirit of what HEI stands for we will **take \$500 off** today until April 15, 2021.
- And for each Natural Products Field Manual package sold in this time frame will also donate \$500 to the non-profit 501c3 HEI to help make their programs more accessible to entrepreneurs in our community.

Bob Burke

- Advisory work in bringing natural, organic and specialty products to market across most classes of trade
- Go-to-market plans for international companies entering the US market
- Write business plans for raising capital and growth strategies for management teams
- Co-Author/Publisher of the *Natural Products Field Manual, 9th Edition*
- Co-produce and co-lead seminars on “Becoming a More Effective Sales Manager in the Natural and Specialty Channel” and “Financing your Consumer Products Company”
- Serve as outside director of: EcoFish, Saffron Road, King Arthur Baking Co., Cali’flour Foods, Uncle Matt’s Organic, Halsa Foods
- Advisory Board: Soapbox Soaps, Noops, Wildgood
- Former director: Stonyfield Farm, Orgain, Equal Exchange, Stirrings, FoodState
- Former Co-chair, Specialty Food Association’s Natural and Organic Council
- Specialty Food Association, Industry Working Group: Education
- Prior to consulting was VP Sales and Corporate Development for Stonyfield Farm for 11 years

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