



The industry's top 50 influence makers, movers and shakers.

The men, women, organizations and events to watch that will shape the next year.

1) Gary Erickson, Founder, Owner, Clif Bar

Because he and his team keep creating products that excite us. Because he adds more and more organic ingredients. Because he does more than just purchase alternative energy credits and actually works at creating a sustainable planet. And of course, because he loves his company too much to sell.

www.clifbar.com

4) Trader Joe's

Because Trader Joe's makes natural and organic that even the cheapskates love. Because they know how to contract private label better than anyone else. Because they have small stores with large oomph. Because they pay their invoices on time. And because they offer transitional natural consumers a way to come on board.

www.traderjoes.com

7) Nell Newman, Newman's Own Organics

Because she is crazy enough to be a multi-category food manufacturer who does it for charity. Because she is as smart as her parents are famous. Because her team hits home run after home run. Because we love her cookies and chocolate and raisins, too. And because we don't always expect much from the children of the famous.

www.newmansownorganics.com

2) John Mackey, CEO & Chairman, Whole Foods Market

Because Mackey's vision and leadership floated the natural and organic boat to new levels. Because he brought theatre back to retail. Because he made conventional grocers see that they were missing that boat. Because he's eccentric and true to himself. Because his online chats proved that he's still having fun. And because in an age of greedy corporate leaders, Mackey's a breath of fresh air.

www.wholefoodsmarket.com

5) Jeffrey Hollender, President, CEO, Seventh Generation

Because he has stayed true to the cause, even when the average Jane and John Doe still don't understand. Because he's teaching people that biodegradable works just as well. Because integrity counts. And because his vision creates a triple bottom line future that can sustain for generations.

www.seventhgeneration.com

8) Aran Stephens, Nature's Path

Because his vision combines integrity, passion and creativity. Because that adds up to lots of great products that we love. Because he started 40 years ago and hasn't lost his touch. Because he knows how to grow with the market. And because Optimum Energy bars are one of our favorite snacks at NBN's offices.

www.naturespath.com

3) Irwin Simon, CEO, The Hain Celestial Group

Because Simon's shopping sprees continue to roll. Because he confounds us, yet makes Wall Street happy. Because he doesn't mind the critics. Because even though we think he's spending too much and managing too little, he keeps going and going. And because his vision is as big as his ego.

www.hain-celestial.com

6) Corporate Buyouts

Because the consumer packaged goods giants can't do it themselves. Because innovation comes from companies with heart, not numbers on a spreadsheet. Because consumers know our products are different and MBAs know our margins are higher. And because creativity in corporations is rarer than a double rainbow.

www.cornucopia.org

9) Organic Valley and Cooperative Farming

Because they are a family of small farms. Because they are teaching the world's largest dairy that might doesn't always conquer right. Because they know how to market and make packaging shine. And because they provide leadership and training to farmers and ranchers looking to transition to organic methods, we love them even more.

www.organicvalley.coop



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10) Rachel Berliner, Amy's Kitchen

Because for decades she's shown consumers what real foods taste like even when they're frozen. Because she kicked General Mill's Cascadian Farms' butt. And because Amy's captures nearly 50% of all natural frozen food sales and no one comes close.

www.amyskitchen.com

13) Michael Pollan, Author & Social Critic

Because the Omnivore's Dilemma changed the way everyone thinks about food. Because he's a brilliant thinker who continues to explore. Because he brings a Utopian's passion seeking to upset the apple cart of processed food and corporate agribusiness.

www.michaelpollan.com

16) Mark Kastel, Cornucopia Institute

Because as our industry becomes Wall Street's favorite, it needs a watchdog more than ever. Because organic isn't what it used to be. Because Venture Capital likes our profit margins, but not all our principles. Because Wal-Mart and big CPGs and Monsanto pretend that they're our friends. And because he pisses people off and knows that's his job.

www.cornucopia.org

11) Rob Mitchell and Independent Retailers Everywhere

Because when he opened his doors in San Francisco in 1975, brown rice was the only "whole foods". Because Rob Mitchell, like those few others whom people thought odd, paved the trail. Because these are the stores that consumers first learned about natural. And because 32 years later Rob Mitchell continues to show the industry and consumers the way.

www.buffalowholefoods.com

14) The Venture Capitalists

Because the revolution hasn't happened yet and money sometimes really does make the world go round. Because folks like Dean Foods, Kellogg's, Pepsi and Coke certainly don't care as much as we do, but they distribute better than us. And because sometimes an entrepreneur gets burned out, but the idea and the product can burn bright a lot longer than the person who first lit the way.

www.northcastlepartners.com

17) Albert Straus, Straus Organic Dairy

Because his parents led the way and he expanded their work. Because he showed others how to do it too. Because he cares about organic more than Dean Foods. And because he's now leading the way to monitor GMO free as another way to set quality products apart.

www.strausfamilycreamery.com

12) Dying Polar Bears & Melting Ice Caps

Because global annihilation makes people think twice. Because green building saves money and the environment and might just save the world. And because when people think about the future buying organic foods makes so much sense.

15) Rand Skolnick, Solgar Vitamins

Because in following his father's footsteps, Skolnick continued Solgar's commitment to quality and integrity. Because he cared enough to return to the helm after selling it. Because he supports retailers who made the brand. And because he knows that the future of health care lies with the power of nutritional medicine and is playing an active role in creating it.

www.solgar.com

18) Gary Null, Vitamin GURU

Because New Yorkers are a cynical bunch but they love Gary Null. Because he has a radio show that empowers people to ignore both the poor reporting about supplements and the lies from pharmaceuticals, too. And because he has been doing it for years and is still going strong.

www.garynull.com



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19) Michael Funk, United Natural Foods

Because his logistical genius transformed the industry's hippie distributor into a behemoth. Because he has created a public land trust in the Sierra Foothills. Because he is smart enough to give others the reins, too. And because he still looks like a hippie living in the woods.

www.unfi.com

22) Alice Waters, Chez Panisse Restaurant

Because her love for food changed American fine dining. Because in revolutionizing American cuisine, she created a new industry for farmers and artisan food. And because she's not satisfied and is looking at how to do the same for school lunches too.

www.chezpanisse.com

25) National Coop Grocers Association

Because a Cooperative grocery is more whole than Whole Foods could ever be. Because even though bickering at staff meetings might resemble a family brawl, worker participation creates both passion and profits. And because Coops build community.

www.ncga.com

20) New Hope Natural Media

Because since the days of Doug Greene, they brought us together. Because the trade shows and the trade 'mags' keep us connected. And because no matter how much you might think they could do it differently, they keep doing it right.

www.newhope.com

23) Greg Roberts & Denis Hamler, THE GREEN FEST Producers

Because they bring the best and the brightest sustainable ideas and products to a consumer trade show. Because they created a green business conference too. Because they work so hard each year for funding. And because Denise Hamler co-founded Coop America, a powerful force for a future of justice and hope.

www.greenfestivals.org

26) Nina Utne, The UTNE Reader

Because before Vanity Fair, Martha Stewart, Time Magazine and the rest of mainstream media decided that the environment was trendy, Utne was there. Because, The Utne Reader reports on the possibility of creating new futures. And because it gives everyone who opens even just one single issue the opportunity to find inspiration for their lives, outside of the box.

www.utne.com

21) The Orthomolecular Medical Men, Richard Kunin

Because he is a pioneer of the Linus Pauling generation. Because he has had his office raided by the Feds, yet never stopped. Because he has continued to create new possibilities for people seeking healthcare outside of the Pharma box. And because he still keeps on going.

www.olaloa.com

24) Mark Retzliff, Aurora Organic Dairy

Because he grew Alfalfa's into a powerhouse market. Because he has an ability to transform concepts into gold. Because he grew Aurora Dairy into the major supplier of private label organic milk. And because whether you think he's greedy or a visionary, he is redefining and invigorating the debate over what organic really means.

www.auroraorganic.com

27) Dr. Richard Passwater, Pioneering Antioxidant Researcher

Because he's dedicated his career to understanding how nutrition and nutritional supplements work. Because he knows they can provide vitality and sometimes cure disease, too. Because he cares more about knowledge than money. And because his groundbreaking work taught us about antioxidants and Vitamin E and Selenium and Chromium too.

www.drpasswater.com



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28) Gavin Newsome, San Francisco. Innovative Mayor

Because San Francisco is becoming the model of green urbanism in America. Because cities don't have to be isolated from the environment. Because plastic grocery bags and Styrofoam containers are illegal. Because curbside and commercial recycling includes compost, too. And because the city plans to recycle 75% of all garbage by 2010.

www.sfenvironment.org

31) Udo Erasmus, Flora Labs

Because every industry needs a philosopher-scientist. Because he can make a single conversation at a trade show change your life. Because he knew how valuable supplement oils were ahead of nearly everyone else. And because he has the trust of Flora owner Thomas Greither, who knows that in a world where shoddy products are far too common, quality counts every step of the way.

www.florahealth.com

34) alonovo.com Web Search Engine

Because even though you haven't heard of them, alonovo is changing how people shop. Because they are committed to making corporate responsibility a part of a consumer's decision-making calculus. And because they're transforming e-commerce to help change the world.

www.alonovo.com

29) Eden Foods and The Potter Family

Because they started a Cooperative store in 1968. Because when they couldn't buy the organic and whole grain foods they wanted, the Potters convinced local farmers to grow them. Because unlike Walnut Acres, they made their business succeed. And because while so many left or sold out, Eden continues to do it the same way that they started.

www.edenfoods.com

32) Tara Parker Pope, The New York Times

Because she's got the ears of the elite. Because she's gotten smarter in her understanding of, and reporting on, studies of supplements. Because she knows how to write well while including dry facts. And because the other health reporters don't get it quite as well as her.

www.nytimes.com

35) Kashi Foods

Because Kashi is the exception to the rule that when an innovative company gets bought by a corporate giant, things get very dull. Because Kashi's commitment to people's health is matched by great tasting products we love. Because Kashi's marketing is powerful and fun. And because they continue to honor the passion of Gayle and Phil Tauber, Kashi's visionary founders.

www.kashi.com

30) Research Geeks: SPINS, The Hartman Group. LOHAS Journal and The Natural Marketing Institute

Because thoughtful research is hard to find. Because Kraft and General Mills spend hundreds of millions on analysis but still can't "get" organic. Because conventional retailers need to be shown data in order to know. And because independent companies in our industry deserve savvy research to grow smarter, not harder.

www.spins.com

www.hartman-group.com

www.lohas.com

www.nmisolutions.com

33) Carla Wilson, Executive Director, The Quan Yin Healing Arts Center and Misha Cohen, Founder and Board Member

Because two people can make a huge difference. Because every day they create the future for a 22-year-old non-profit acupuncture clinic in SF. Because they conduct research and create protocols for the treatment of HIV, Hepatitis C and more. And because they teach Western Doctors there are other powerful ways to treat disease.

www.quanyinhealingarts.com

36) Naturopathic Doctors

Because too many people think M.D.s are always right. Because the answer can't always be found on the shelves at your Walgreen's. Because patient by patient, the allopathic paradigm is losing its orthodoxy. And because the American Medical Association and its lobbying partners won't let 37 states allow them to practice their trade.



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37) TRANSFAIR USA, Fair Trade Certifier

Because a sustainable future in a global economy should include farmers. Because they work to end exploitation. Because people need to be taught. Because they know how to help. And because corporate giants have less sway when small farms can succeed.

www.transfairusa.org

40) Michael Straus, Straus Communications

Because, like his brother Albert, Michael is expanding on the future they created. Because he takes on clients that are making a difference. And because his "Beyond Organic" radio show has what it takes to be the next Limbaugh of the left.

www.strauscom.com

43) The Sales People

Because they walk on linoleum floors and under fluorescent lights all day long. Because they get yelled at when things go wrong. Because they drive for miles and fly even more. Because they're the people we love and the people we hate. And because the message won't get delivered exactly the same way without them sitting in those chairs waiting for their five minutes with the corporate buyer for all those big stores and the little ones, too.

38) The Bronner Family, Dr. Bronner's Magic Soap

Because the third generation of Bronners is continuing the magic started by their granddad. Because the company is committed to social causes that don't benefit their sales. Because they use fair trade ingredients. Because they helped create real organic standards in our lotions and potions. And because the Peppermint soap tingles on your you-know-what.

www.drbronner.com

41) Golden Temple Foods

Because they combine business smarts with the spiritual. Because they're creative and inspired. Because they transformed medicinal teas into something organic and Ayurvedic, too. Because their cereals taste great. And because they've donated over \$1 million dollars to charities fostering peace on earth.

www.goldentemple.com

44) Sue Conley, Cowgirl Creamery, Artisan Cheese Pioneer

Because her passion spurred more and more folks to relish stinky, beautifully cheeses. Because she knew how to sell them. Because she inspired a revival in the agrarian tradition our processed world lacks. Because she started out with passion and the profits then followed. Because other small dairies are following her lead. And because she is generous in supporting community.

www.cowgirlcreamery.com

39) People For the Ethical Treatment of Animals

Because whether you like them or not, they are powerful activists who get their point across. Because now even meat eaters are starting to think about the humane treatment of food animals. Because they are brilliant strategists. And because they won't stop until one day we think, "how did we ever eat all those animals."

www.peta.org

42) Abram Hoffer, M.D., Psychiatrist and Nutritional Medicine Pioneer

Because he has created unequalled results for thousands of schizophrenic patients. Because he is still considered a heretic. Because his work inspired Linus Pauling. Because for over 50 years, he's never stopped and never become embittered. And because one day we'll finally understand his lessons.

www.islandnet.com/~hoffer/

45) Organic Consumer's Association

Because we need a more aggressive voice than the OTA. Because they remind us of the idealism we once had. Because they're angry and passionate. And because their vision is wide and expansive, it reminds us that success isn't measured outside of the whole.

www.organicconsumers.org



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46) The Organic Trade Association

Because every industry needs a lobbyist. Because the OTA provides a clearinghouse of invaluable information for farmers and processors, alike. Because if some people think they only cater to big business, we don't agree. Because they convinced the Food Marketing Institute to add All Things Organic to the FMI Show. Because they now have their own show. And because they are working to change the way America thinks about farming.

www.ota.com

49) Charles Irwin, Amy's Kitchen

Because he's taught dozens of conventional grocers how to sell natural. Because he cares for the category and not just the brand. Because he knows that it isn't too serious, yet really, really cares. And because he has smarts and knows how to get other people to listen by setting things right.

www.amyskitchen.com

47) Yogurt Pioneers: Springfield Creamery (aka Nancy's Yogurt) and Redwood Hill Creamery

Because they inspire us. Because they do what they love. Because with passion, dedication and quality, their sales grew large. Because they remind us that small can be powerful and beautiful too. Because they have both had great success without getting slick. And because their growth reminds us that success doesn't mean selling out.

www.redwoodhillcreamery.com

www.springfieldcreamery.com

50) Walter Robb & Anthony Gallo, Whole Foods Market Co-Presidents

Because nobody does it better. Because they make Mackey look great. Because though it might not always seem like it, but they really do care about more than just profits. And because grocers get burnt out, but these guys never did.

www.wholefoodsmarket.com

48) Rise of the Manufacturing SNAGS (Sensitive New Age Guys and Gals)

Because this new breed of manufacturers loves their work and they have fun doing it. Because changing the world is part of their business plan too. And because the folks at Pangea Organic, Guayaki, Sambazon, and Dagoba (at least prior to the Hershey's buyout), Living Harvest Hemp, GT Kombucha and more, remind us that passion is fun and powerful and something the world needs a whole lot more of.

www.dagobachocolate.com

www.guayaki.com

www.pangeaorganics.com

www.livingharvest.com

www.sambazon.com