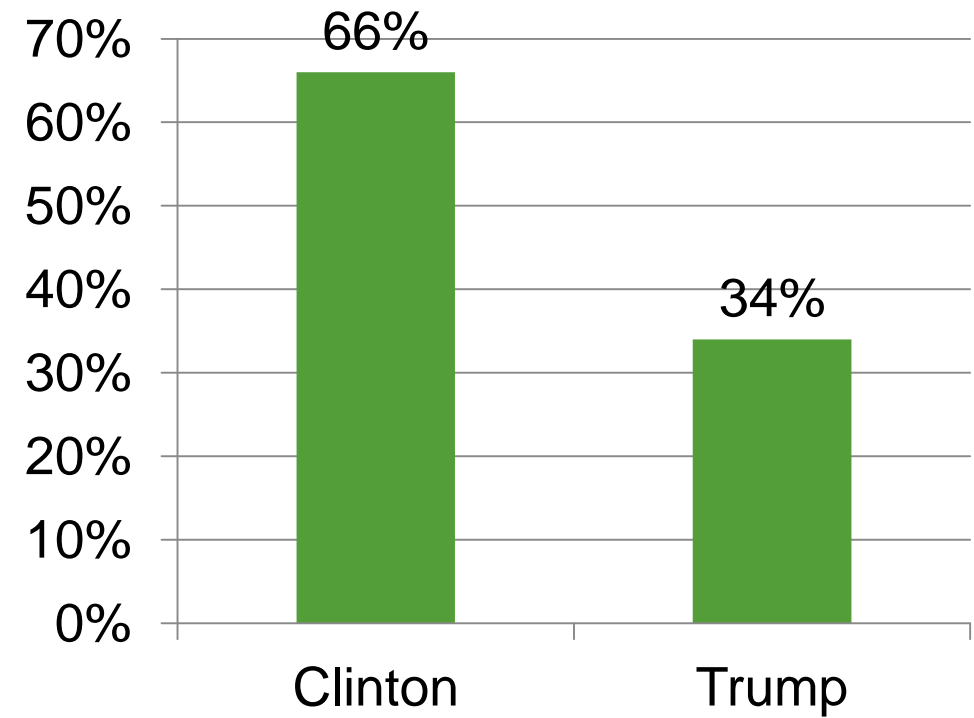


2016 Members' Retreat Survey Questions

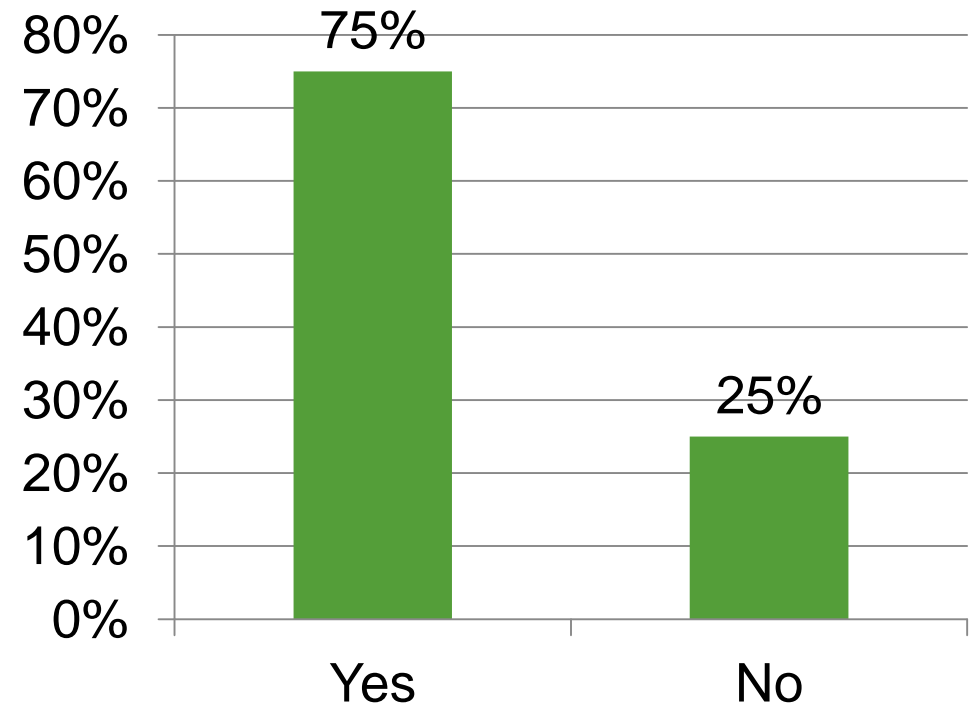
Who will win?

1. Clinton
2. Trump



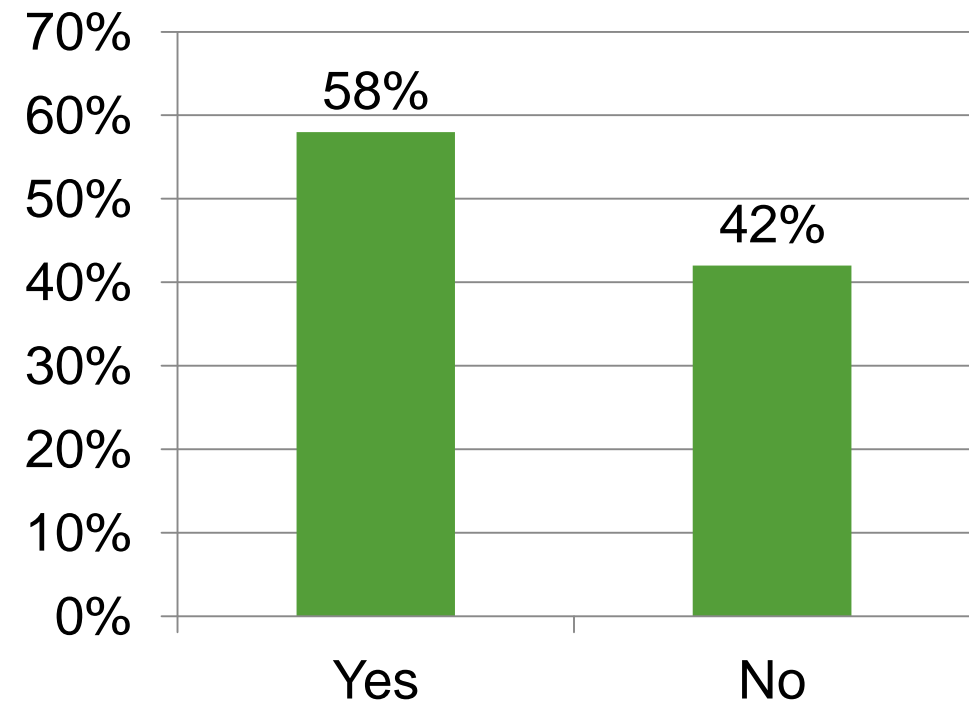
On balance, do we have a consumer trust problem?

1. Yes
2. No



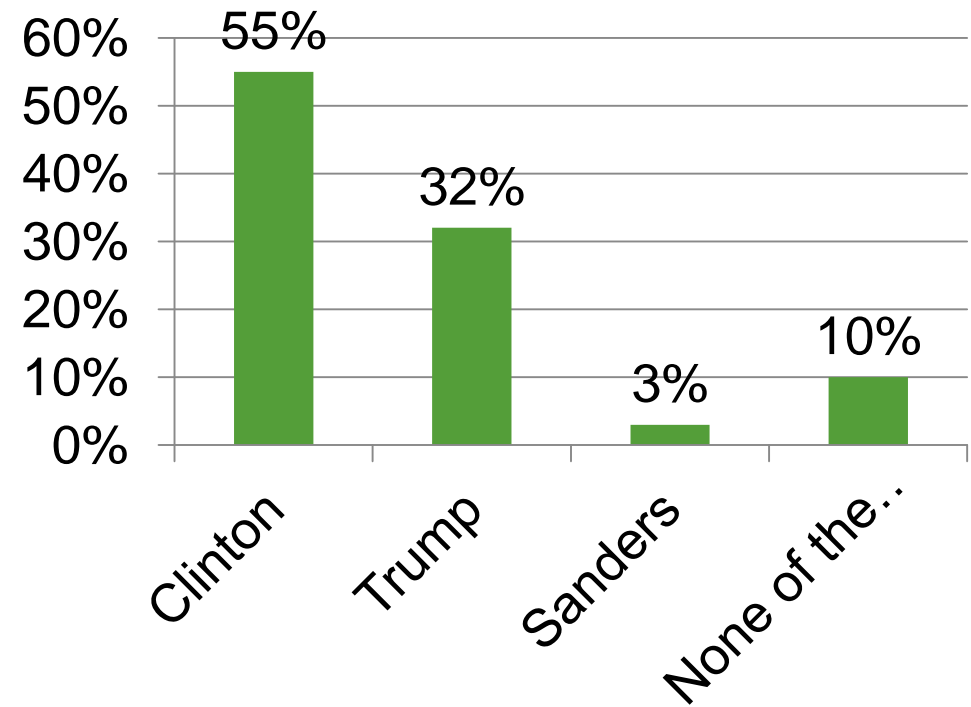
On balance, does your channel have a consumer trust problem?

1. Yes
2. No



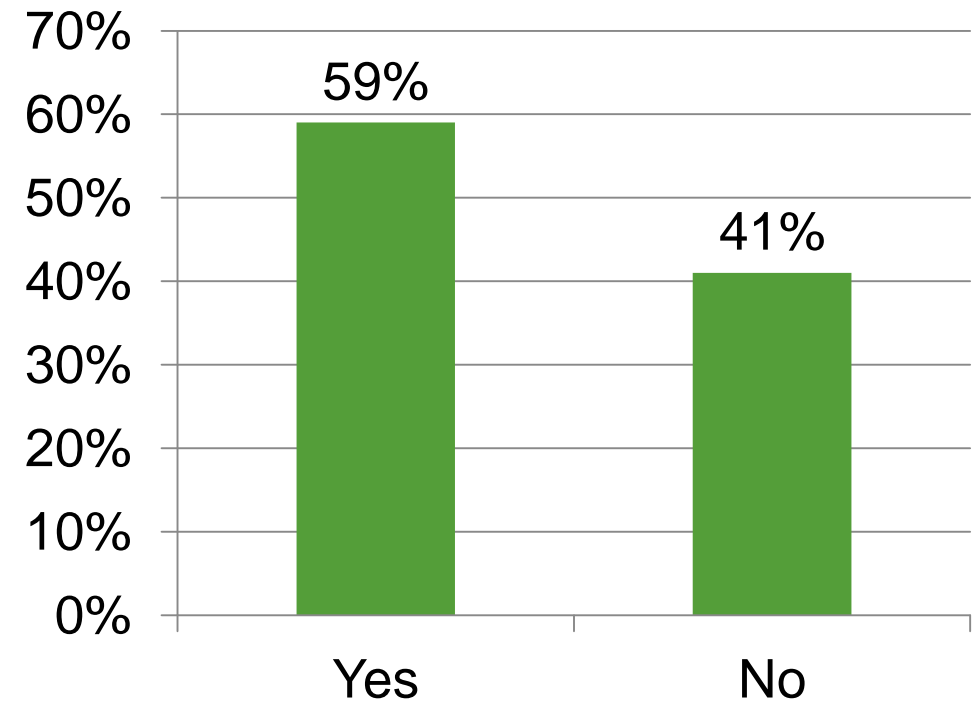
Who wins the White House?

1. Clinton
2. Trump
3. Sanders
4. None of the above



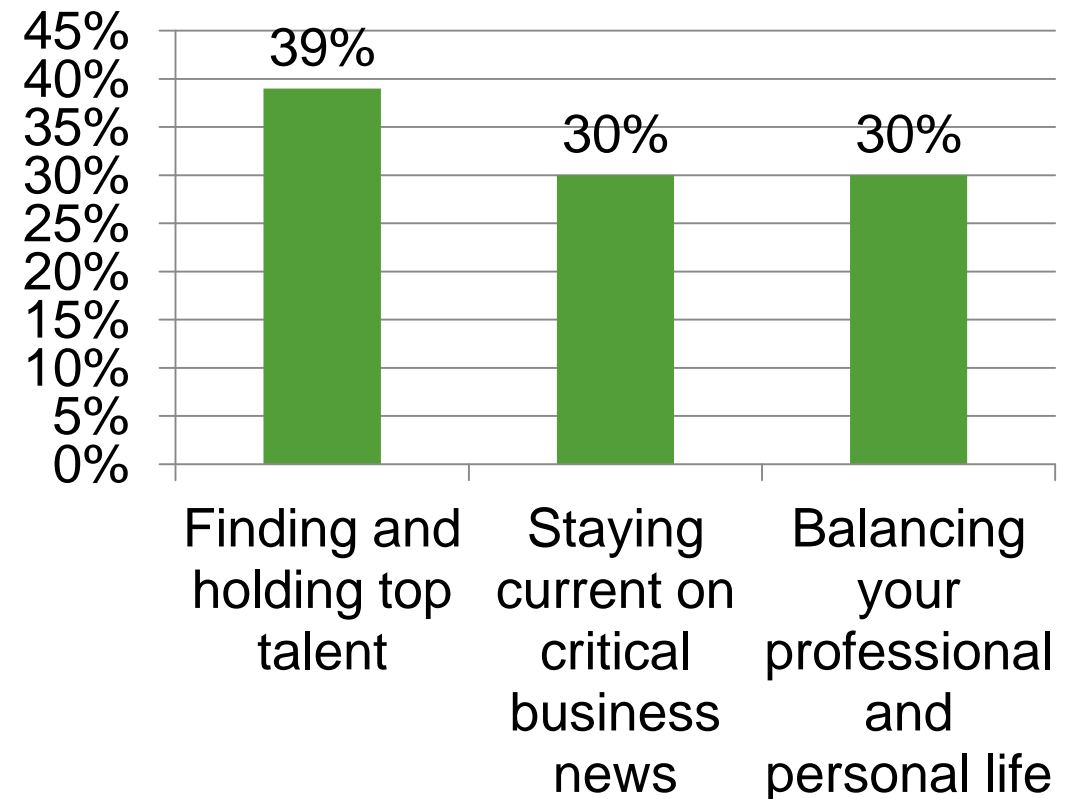
Whoever wins, will it make a difference in your day to day business?

1. Yes
2. No



Toughest business challenge?

1. Finding and holding top talent
2. Staying current on critical business news
3. Balancing your professional and personal life

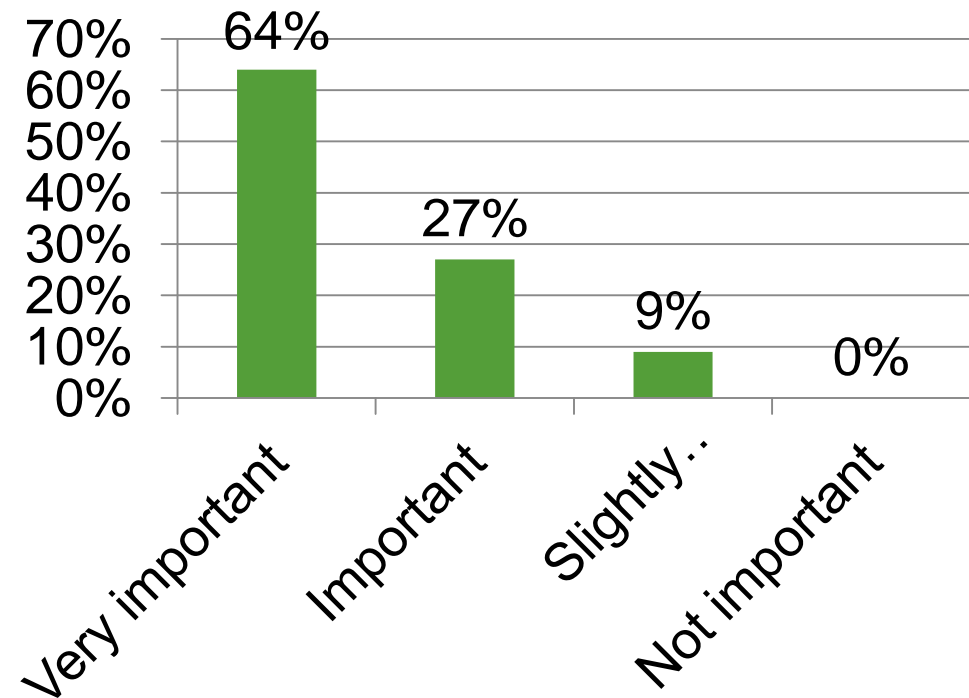


Of the following, what member benefits are most important to you?

- ▶ Frequent news with analysis
- ▶ B2B opportunities
- ▶ Help finding a good staff
- ▶ Managing Capitol Hill and regulators
- ▶ Education, i.e., seminars, conferences, etc.

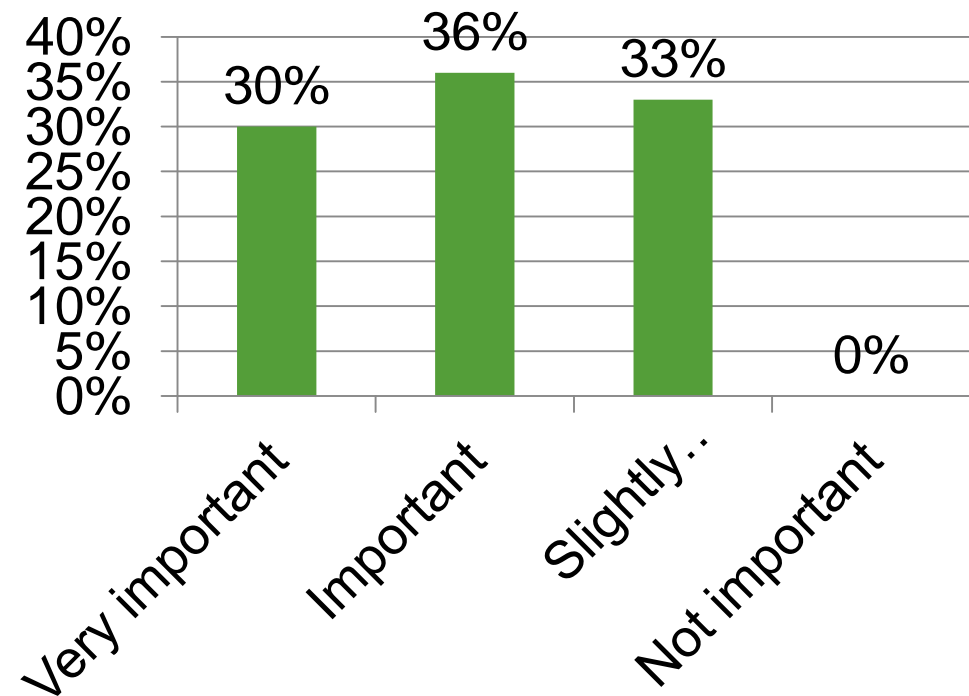
Frequent news with analysis?

1. Very important
2. Important
3. Slightly important
4. Not important



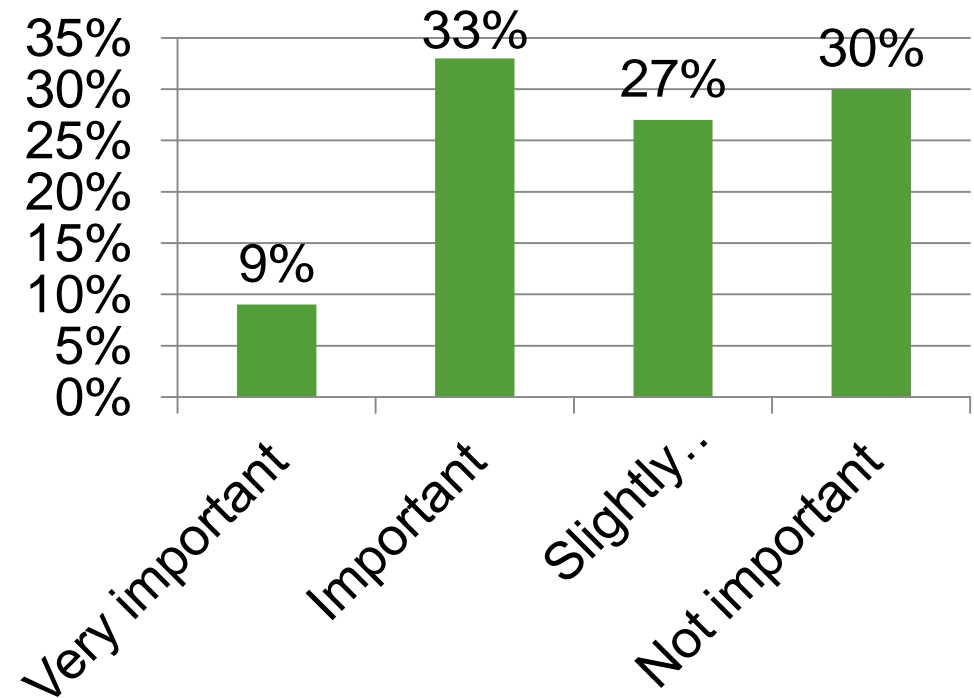
B2B opportunities?

1. Very important
2. Important
3. Slightly important
4. Not important



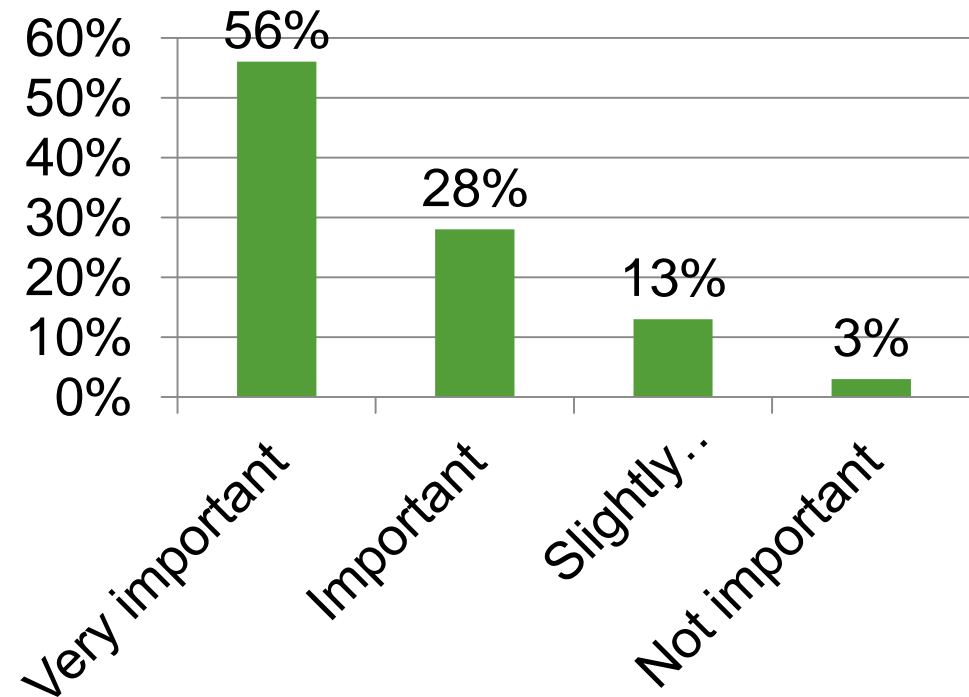
Staff Recruitment?

1. Very important
2. Important
3. Slightly important
4. Not important



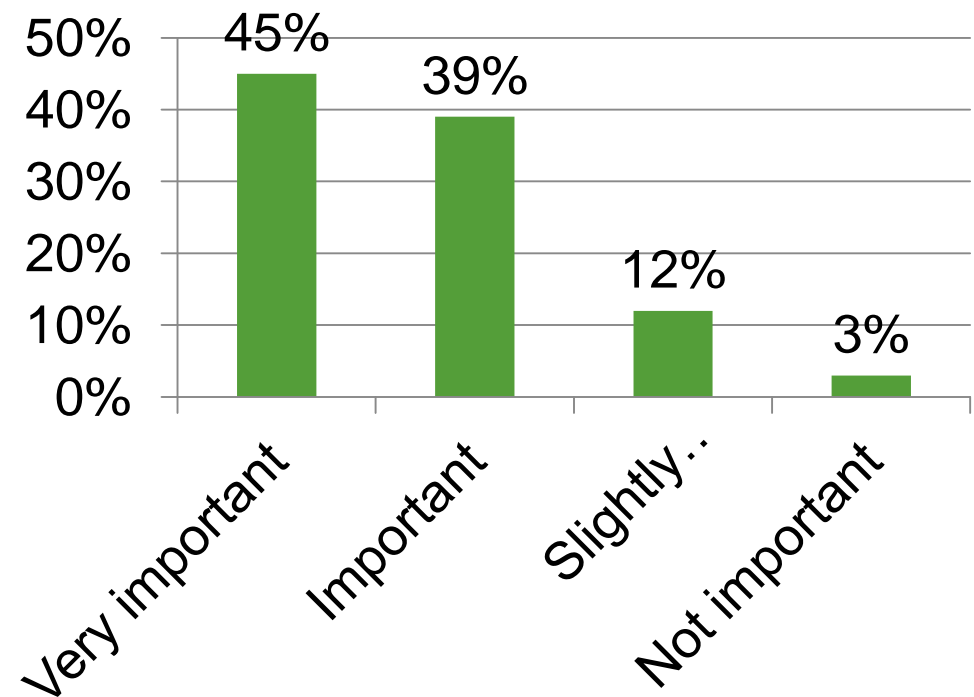
Managing Capitol Hill and Regulators?

1. Very important
2. Important
3. Slightly important
4. Not important



Education, i.e., Seminars, Conferences, etc.?

1. Very important
2. Important
3. Slightly important
4. Not important

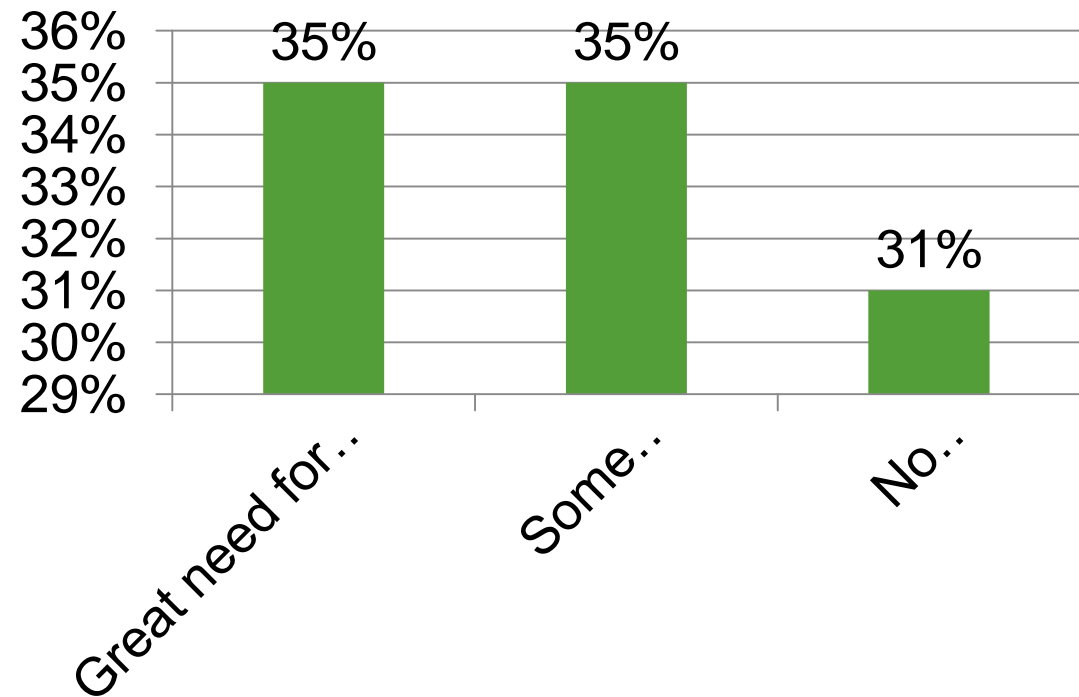


In the next two years, in what areas will your company need improvement?

- ▶ **FSMA Compliance**
- ▶ **International Trade Capabilities**
- ▶ **R&D and Innovation Capabilities**
- ▶ **Attracting and Holding Top Talent**

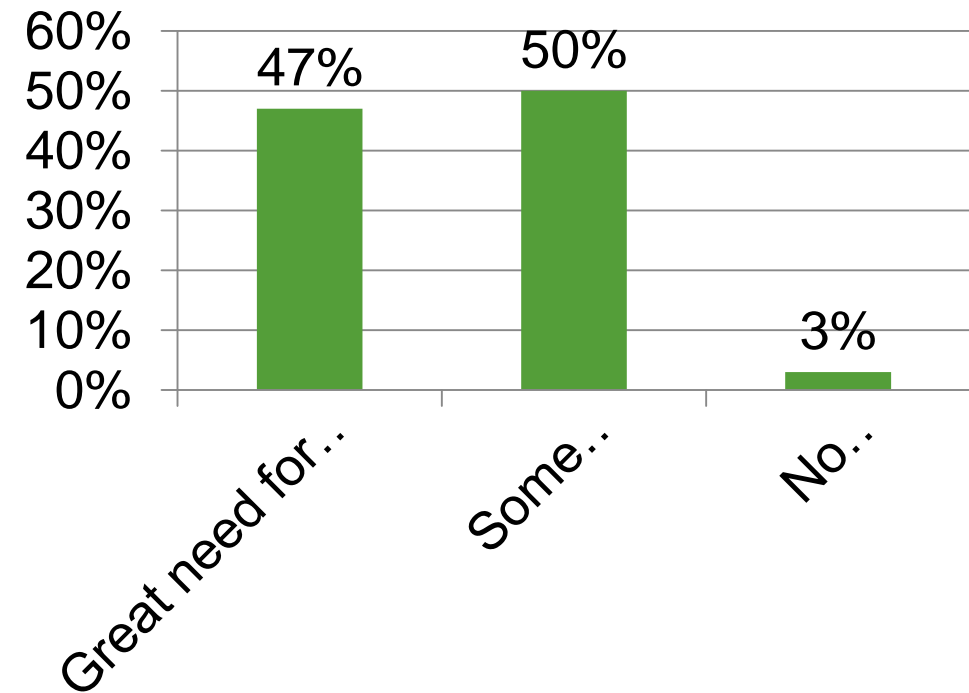
FSMA Compliance?

1. Great need for improvement
2. Some improvement needed
3. No improvement needed



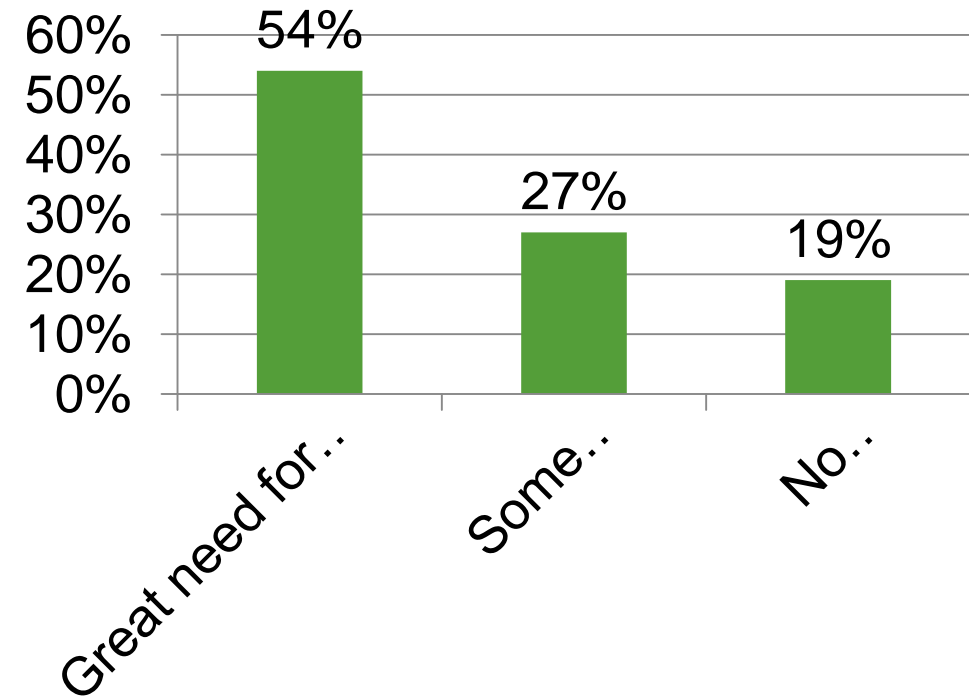
International Trade Capabilities?

1. Great need for improvement
2. Some improvement needed
3. No improvement needed



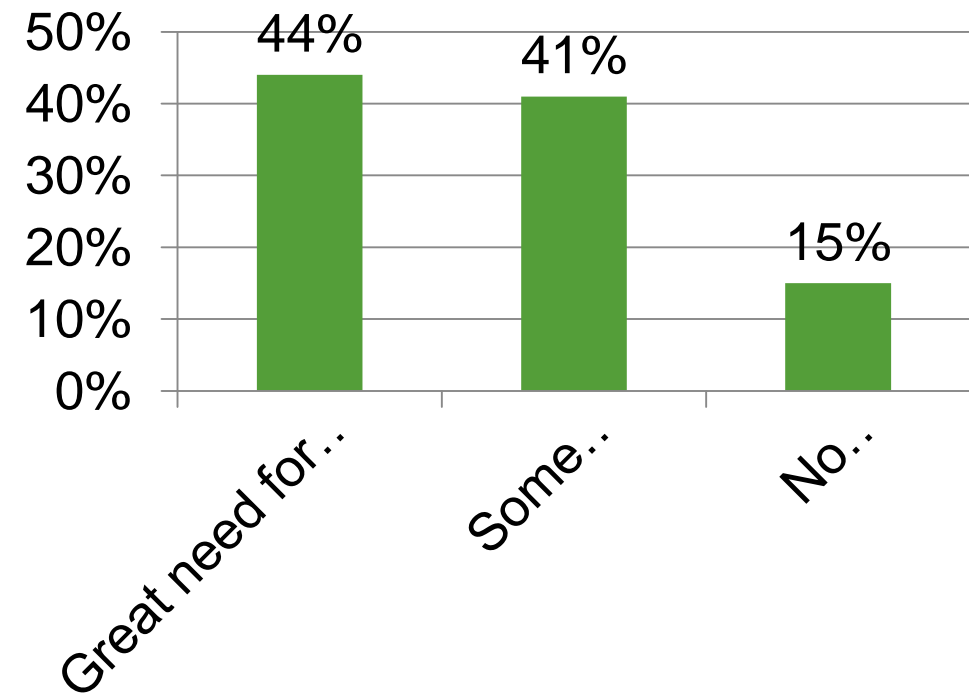
R&D and Innovation Capabilities?

1. Great need for improvement
2. Some improvement needed
3. No improvement needed



Attracting and Holding Top Talent?

1. Great need for improvement
2. Some improvement needed
3. No improvement needed



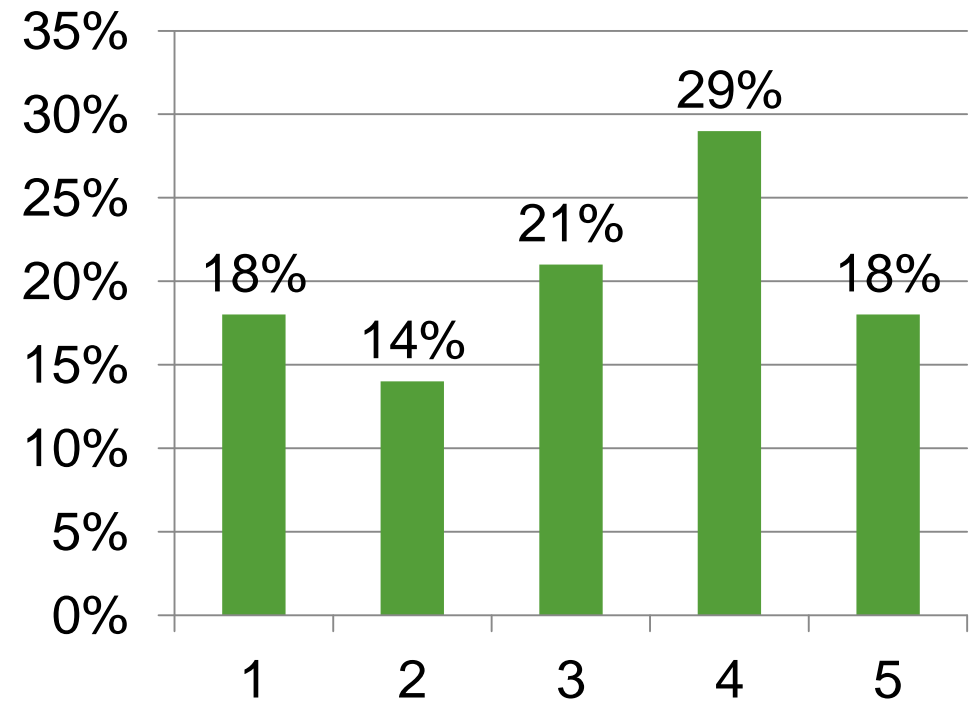
Where are you feeling vulnerable?

- ▶ **Claim substantiation**
- ▶ **Unfair competitors**
- ▶ **Supply chain management**
- ▶ **Prop 65 and plaintiffs' bar**
- ▶ **Hostile media**
- ▶ **Loss of consumer trust**

Claim Substantiation?

Rate on scale of 1-5 (5 being the most vulnerable)

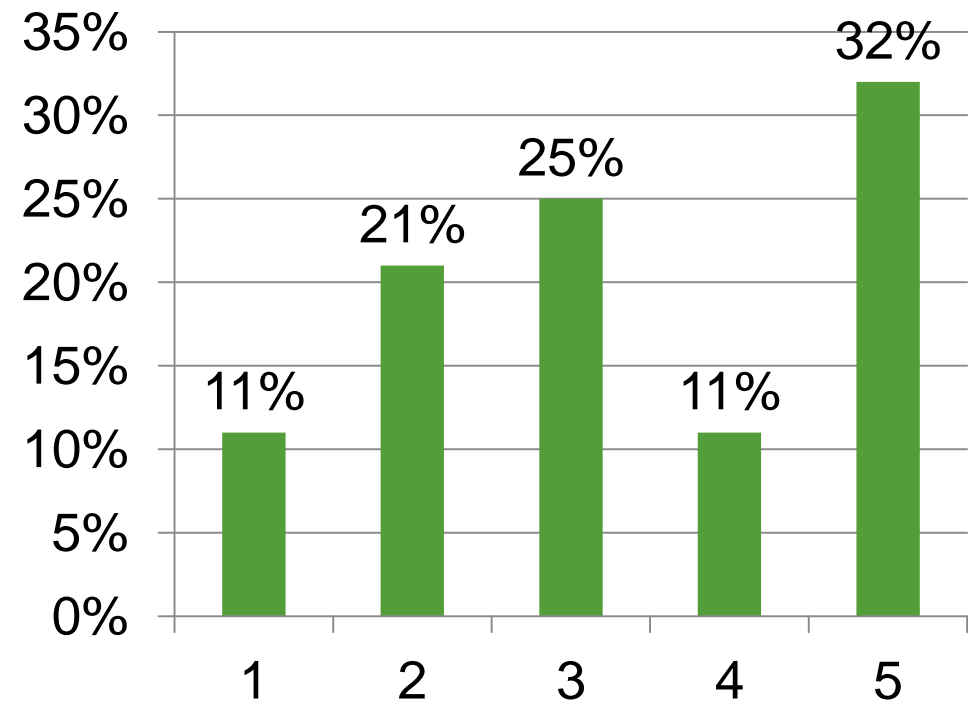
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Unfair Competitors?

Rate on scale of 1-5 (5 being the most vulnerable)

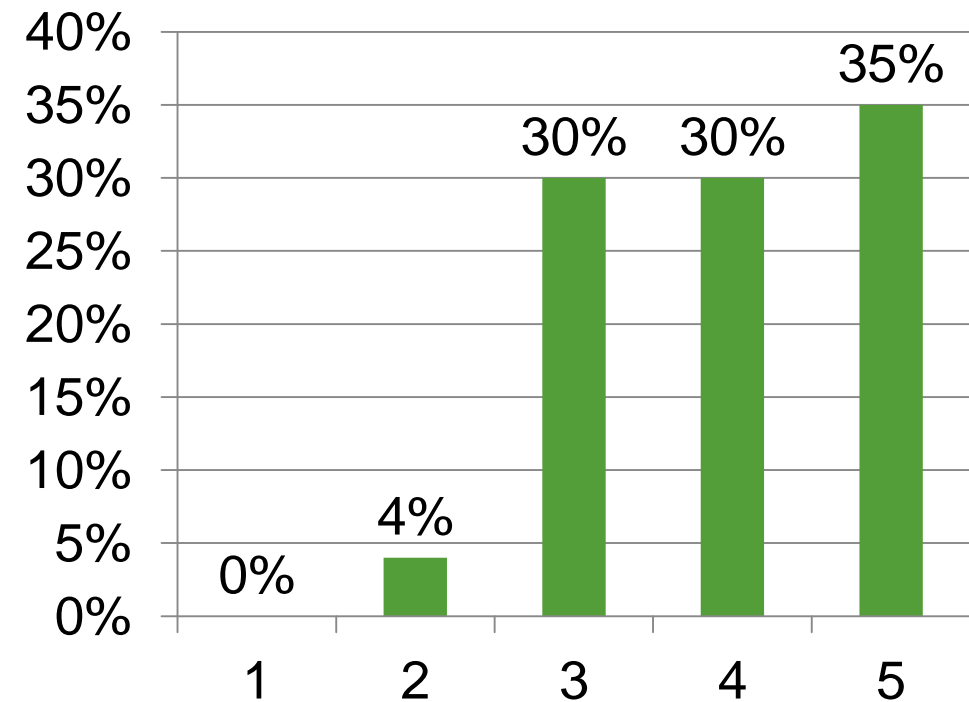
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Supply Chain Management?

Rate on scale of 1-5 (5 being the most vulnerable)

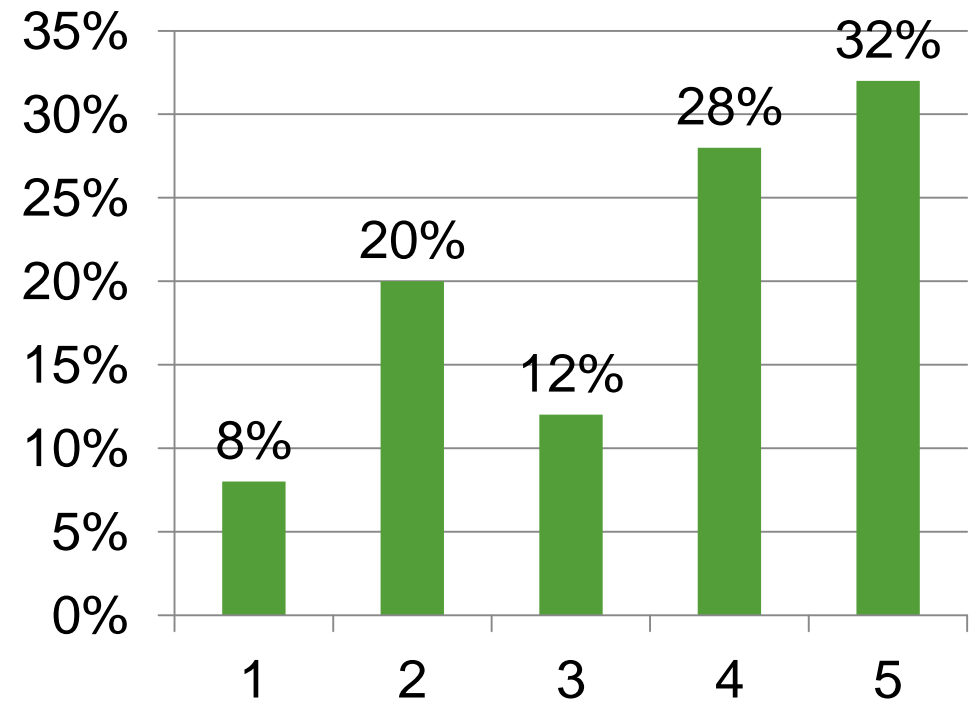
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Prop 65 and Plaintiffs' Bar?

Rate on scale of 1-5 (5 being the most vulnerable)

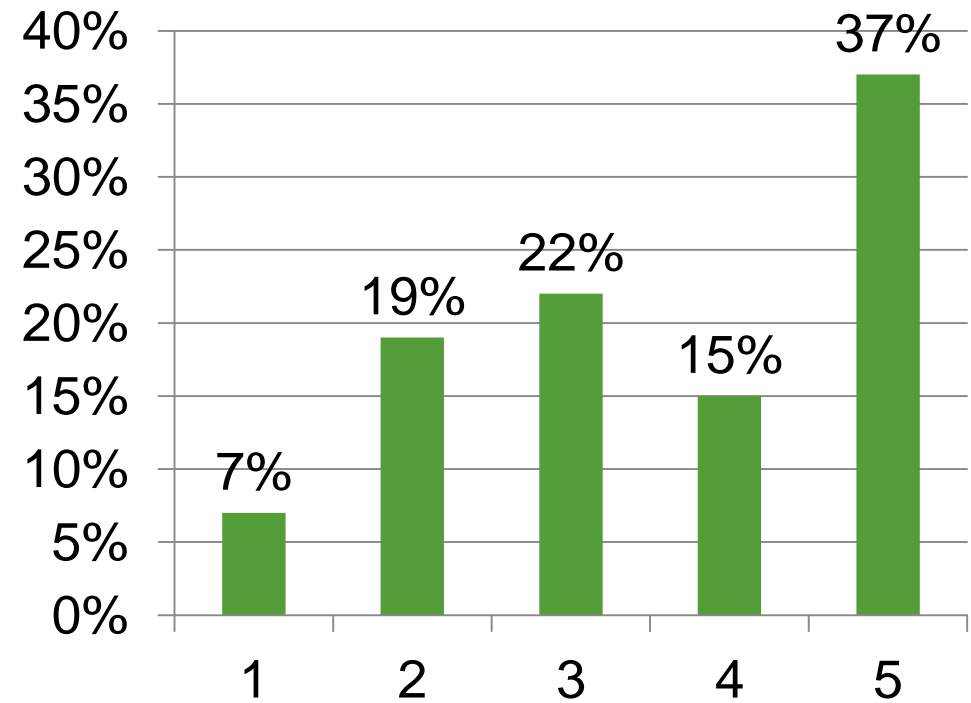
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Hostile Media?

Rate on scale of 1-5 (5 being the most vulnerable)

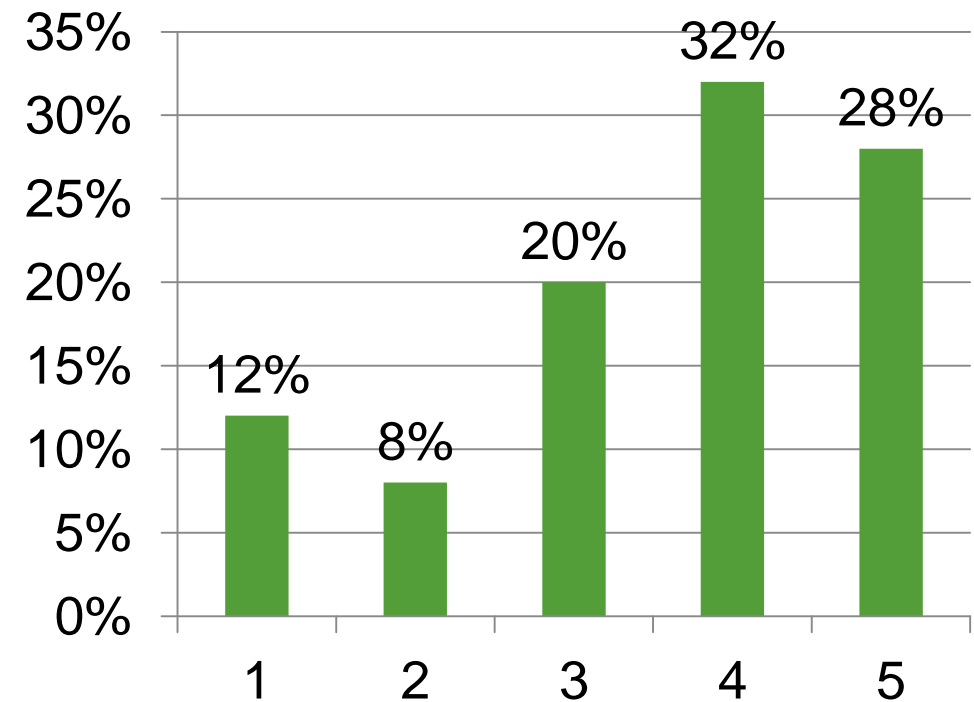
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Loss of Consumer Trust?

Rate on scale of 1-5 (5 being the most vulnerable)

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



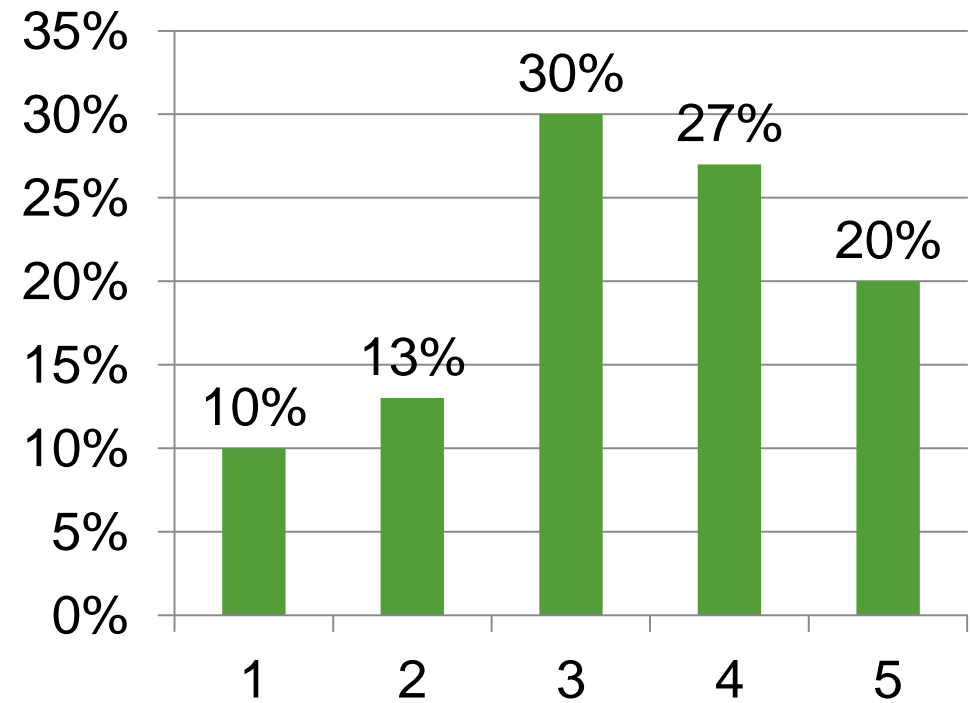
What Issues Should We Be Working On?

- ▶ **Social Media**
- ▶ **Amazon sales and diversion issues**
- ▶ **Filling the political pantry**
- ▶ **Auditing, certifying and verification process**
- ▶ **Innovation and R&D partners for UNPA membership**

Social Media?

Rate on scale of 1-5 (With 5 being the greatest priority)

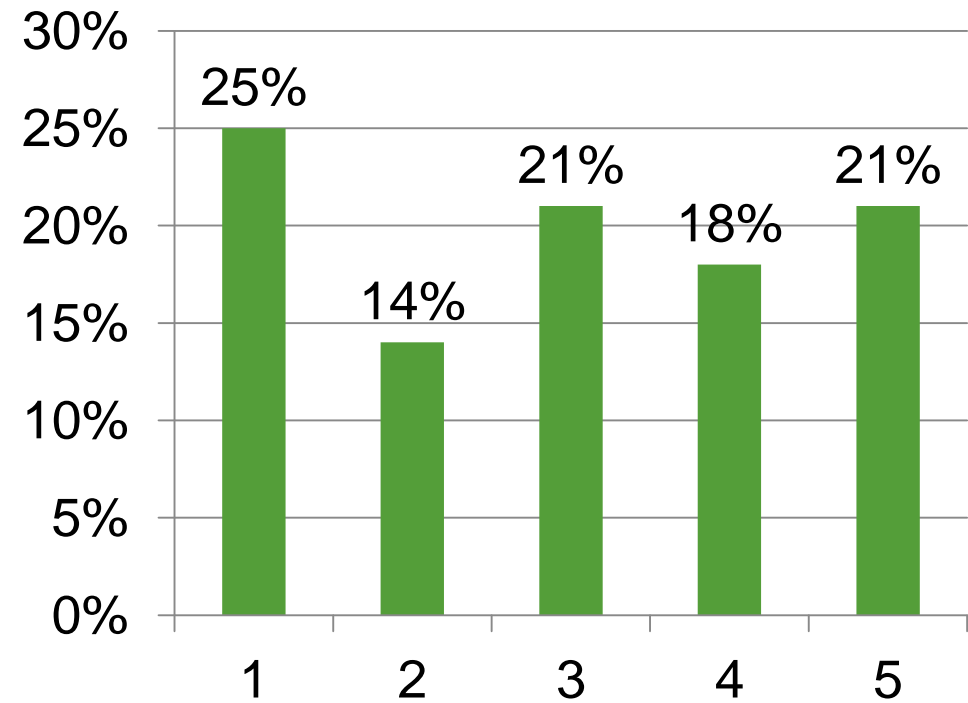
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Amazon Sales and Diversion Issues?

Rate on scale of 1-5 (With 5 being the greatest priority)

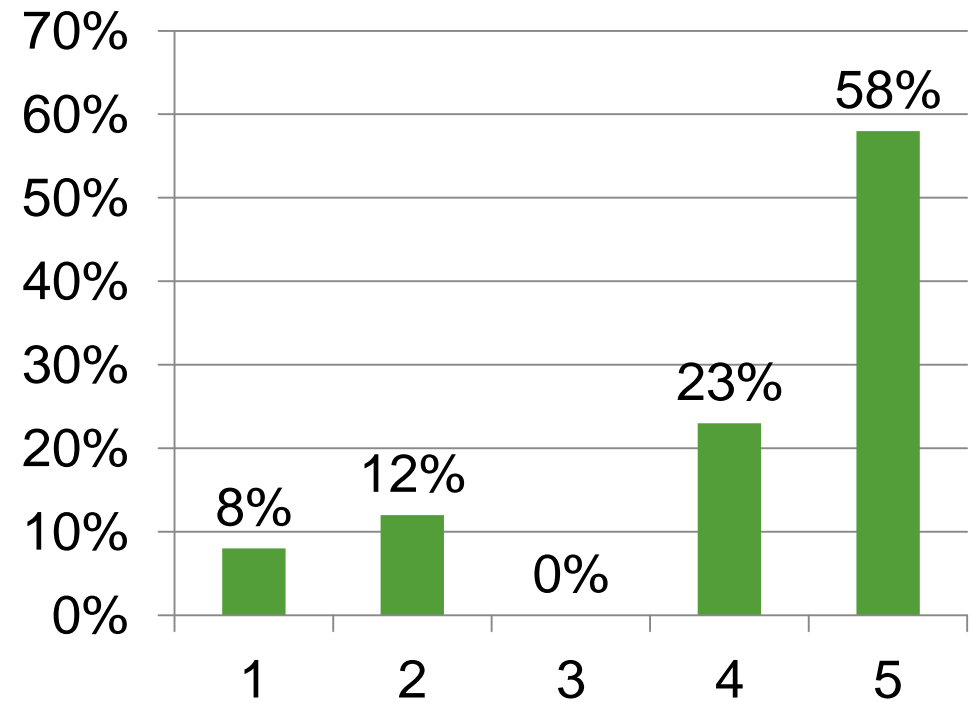
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Filling the Political Pantry?

Rate on scale of 1-5 (With 5 being the greatest priority)

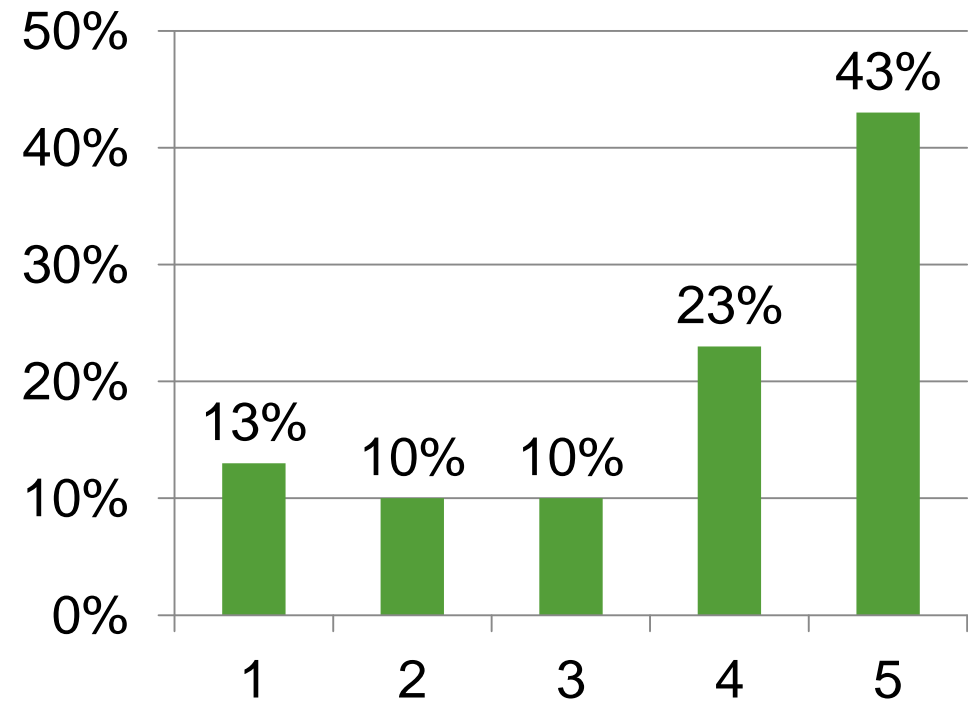
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Auditing, Certifying and Verification Process?

Rate on scale of 1-5 (With 5 being the greatest priority)

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5



Innovation and R&D Partners for the Membership?

Rate on scale of 1-5 (With 5 being the greatest priority)

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5

