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Plant Based Foods Association Continues Growth in 2019

Expands Team with New Board Members & Staff

The Plant Based Foods Association (PBFA), the nation's leading trade group representing the rapidly expanding plant-based food industry, today announced the latest additions to its growing team with two new board members, as well as new staff.

Suzanne Hagener, director of brand marketing, non-dairy products, at Blue Diamond Growers, and Lauren Beck, the head of U.S. government relations at Kellogg Company, will serve on PBFA's Board of Directors.

"I am delighted to welcome Suzanne and Lauren to the PBFA Board at a time of strong growth for PBFA and an important moment for our industry," said Michele Simon, PBFA's executive director. "They each have the passion, drive, and experience to make them valuable assets to the PBFA board. Their talents will help guide the association's promotion of the plant-based food industry."

In addition, the PBFA team has gained two new staff members: Julie Emmett and Sabina Vyas.

Julie is the new senior director of retail partnerships, building on her expertise in food marketing and retail. Most recently as a consultant for PBFA, Julie led the association's successful "Fall in Love with Plant Based" marketing campaign with Lucky Supermarkets in the fall of 2018. She is now joining the PBFA team full time to expand retailer opportunities, providing valuable insights and innovative strategies to grow the plant-based foods sector.

Sabina is PBFA's new director of strategic partnerships. Over the past two years, Sabina has served as a consultant to PBFA, working on numerous initiatives that spanned PBFA's policy and food service programs. Sabina will now lead PBFA's efforts to expand plant-based foods in food service, including an innovative plant-based "grab-and-go" concept, while also fostering relationships with partner organizations. Sabina has a master's in public health and previously worked at the U.S. Centers for Disease Control and Prevention, helping to prevent chronic disease through healthy eating.

Dan Colegrove is also joining the PBFA team as a consultant on state-level policy. Dan is the chief advocacy strategist & lobbying director at Gunster Strategies Worldwide and a specialist in state-level government affairs work. Dan will help advance PBFA's mission in state legislatures. In addition, PBFA is pleased to welcome Ken Botts of the Humane Society of the United States as its new food service advisor. Ken joins nine other industry leaders on PBFA's Advisory Team.

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To view all of PBFA's board members, staff, and advisors, visit the PBFA [website](#).

About the Plant Based Foods Association

PBFA represents 122 plant-based food companies and more than 100 associate members, including legal, marketing, and investor companies. The association works to remove obstacles to a fair and competitive marketplace for alternatives to animal ingredients and products. PBFA is the only organization taking a public health approach to getting people to eat more plant-based foods. Learn more about PBFA at: plantbasedfoods.org