



2025 WINNERS

GREG STELTENPOHL

PRAGMATIC VISIONARY AWARD

plant
futures



IDEAGARDEN INSTITUTE

CALIFIA
FARMS®



AGUILA CONDOR
FOUNDATION

GREG STELTENPOHL
PRAGMATIC VISIONARY AWARD

ROW 7

seed
co.



YOUR HOSTS



Adrienne Smith

New Hope Network



Meredith Kaufman

New Hope Network



Scott Dicker

SPINS

THE THREE Is



Innovation: Describe how this product is a result of truly creative thinking and execution. Does it rely on a certain processing technique or production process? Does it use a newly discovered or rediscovered ingredient, or introduce a new flavor profile? Does it fill a legitimate (though perhaps not yet recognized) natural products market need or niche; and/or is predicted to have longer-term impact in the industry.

Inspiration: The product or company adheres to an unusual or new mission targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated, focused and effective, with real, wide-reaching potential or already proven positive social or environmental impact.

Integrity: The product or company takes a creative, next-gen approach to clean ingredient(s), sustainability, transparency, traceability and safety/security

THE GUEST JUDGES



Steven Jamieson
Health and Bodycare
Merchandiser
PCC Community Markets



Rebecca Lee
Director of Purchasing
and Merchandising
Twin-Cities Co-Op Partners



Rachel Irons
CEO
Nude Foods Market



Charlie New
Global Category Manager,
Refrigerated Beverages
Whole Foods Market



Charles Butler
Category Manager
Lunds & Byerlys



Braden Douglas
CEO, Founding Partner
Crew Marketing Partners

THE GUEST JUDGES



Mackenzie Sehlke

Executive Director
Boulder County
Farmers Markets



Liz Myslik

Managing Partner
Loft Growth Partners



Evonne Chan

Senior Market
Insights Analyst
SPINS



Kristine Carey

Executive Director
Naturally Colorado



John Grubb

Managing Partner
Summit Venture
Management



Kuvy Ax

Owner
Root Marketing & PR



Ricardo Baca

CEO & Founder
Grasslands



Jessie Shafer

Registered Dietitian
The Real Food Dietitians



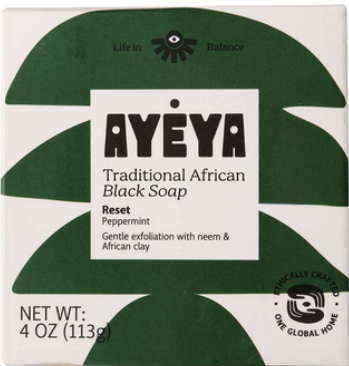
Scott Dicker

Market Insights
Director
SPINS

PLANET-FORWARD PRODUCT | FINALISTS



HoldOn
Compostable Zipseal
Snack Bags



Ayeya
Traditional African
Black Soap, Reset



Better Earth
Farmer's Fiber 9"
3-Cpt Plates



Root & Splendor
Stain Remover



Seattle Chocolate Co.
Maeve Dark Chocolate
Medley Bonbon Box

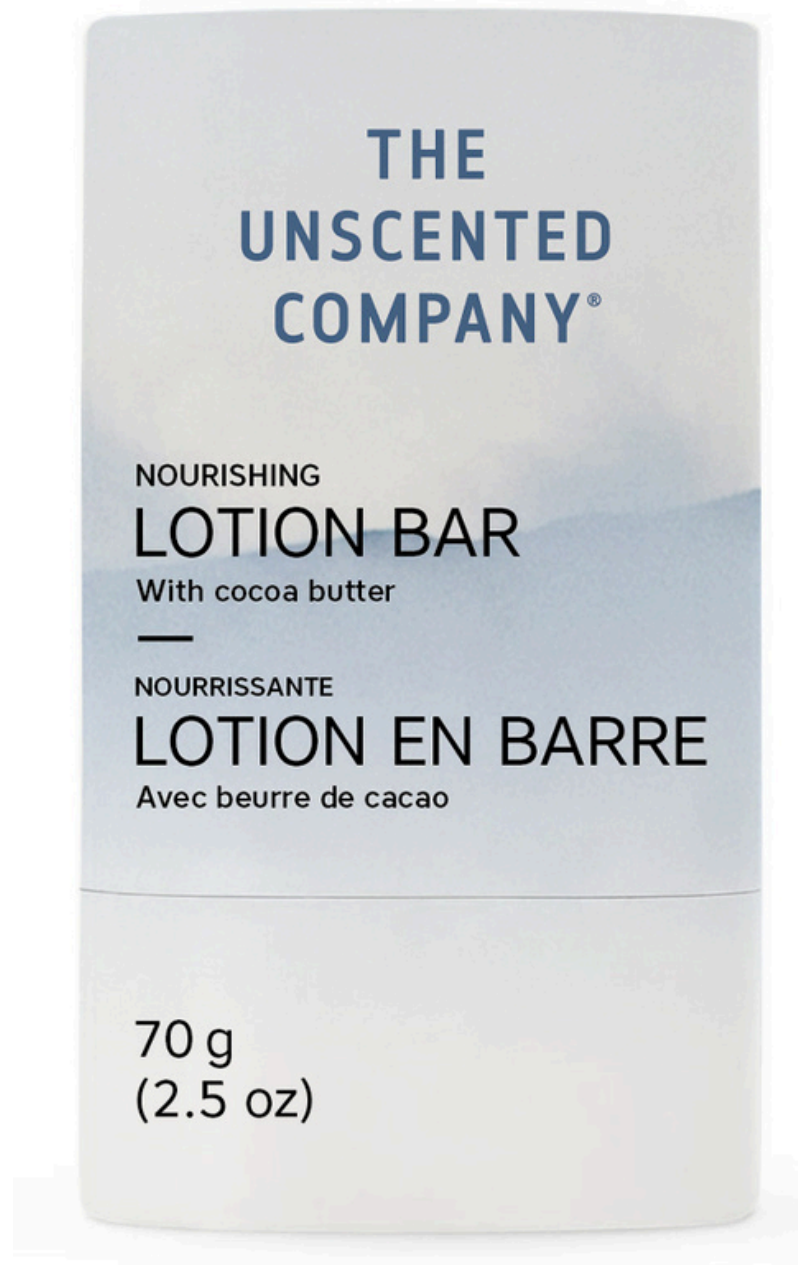


Lundberg Family Farms
Upcycled Organic
White Jasmine Rice



The Unscented Company
Lotion Bar

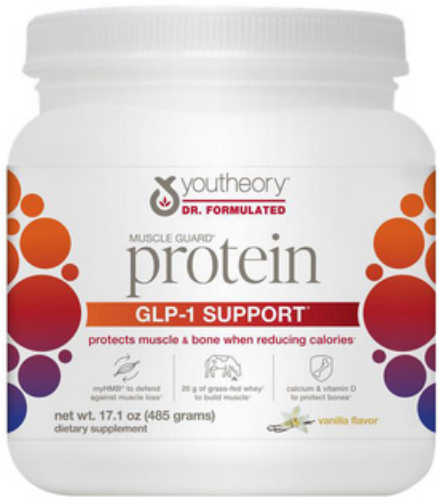




The Unscented Company

Lotion Bar

SUPPLEMENT TRAILBLAZER | FINALISTS



Youtheory
Muscle Guard Protein
GLP-1 Support



O Positiv Health
Flo Women's Endocrine
Superfood Powder



Renzo's Vitamins for Kids
Roll Call Immunity



Gaia Herbs
Metabolic Activator



Qualia
NAD+



Gaia Herbs

Metabolic Activator

MEAT, DAIRY OR ANIMAL-BASED PRODUCT | FINALISTS



Bristol Seafood
My Fish Dish: Blackened Smoked Butter Sea Scallops



Nancy's Probiotic Foods
Sea Salted Organic Butter



Lottie's Meats & Provisions
The Lottie



Diestel Family Ranch
Primal Blend Ground Turkey

Safe Catch
Wild Tuna Burgers





Diestel Family Ranch

Primal Blend
Ground Turkey

PANTRY STAPLES | FINALISTS



ZENB

Cashew e Pepe Pasta Sides



Kodiak Cakes

Kernza Cakes Flapjack & Waffle Mix



Chosen Foods

Avocado Oil Shortening



Fly By Jing

Sweet & Spicy Noodles



Felicia

Organic Brown Rice
& Spirulina Spaghetti



Kodiak Cakes

Kernza Cakes Flapjack
& Waffle Mix

PACKAGED PRODUCE | FINALISTS



Gotham Greens

Green Goddess Salad Kit



Love Beets

Classic Beet Salad Kit





Love Beets

Classic Beet
Salad Kit

PACKAGING | FINALISTS



Fera Pets

PawBiome Pet Balm



Anew

Alkaline Water Reusable Plant-Based Bottle and Cap



Graza

Drizzle & Sizzle Extra Virgin Olive Oil Refill Cans



Pillumina

Infinitely Recyclable Aluminum Pill Bottles



Chocolove

Mini Almonds & Sea Salt in Strong Dark Chocolate



Graza

Drizzle & Sizzle
Extra Virgin Olive Oil
Refill Cans

DAIRY ALTERNATIVE | FINALISTS



Malk Organics

Unsweetened Organic
Cashew MALK



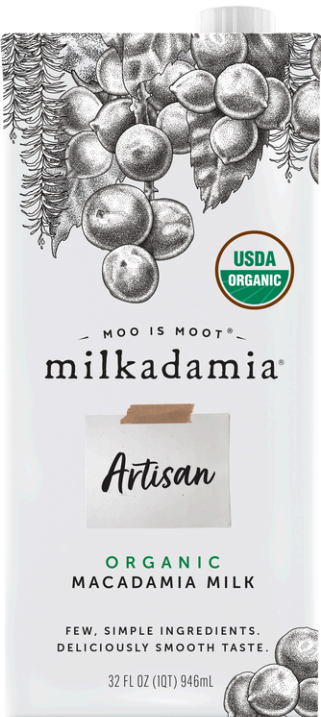
Califia Farms

Unsweetened Organic
Coconut Milk



Nature's Fynd

Dairy-Free Strawberry
Fy Yogurt



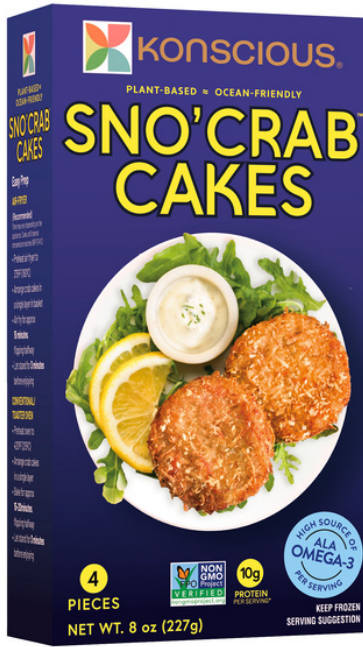
Milkadamia

Organic Artisan Macadamia
Nut Milk



Nature's Fynd
Dairy-Free Strawberry
Fy Yogurt

MEAT ALTERNATIVE | FINALISTS



Konscious Foods
Plant-Based
Sno'Crab Cakes



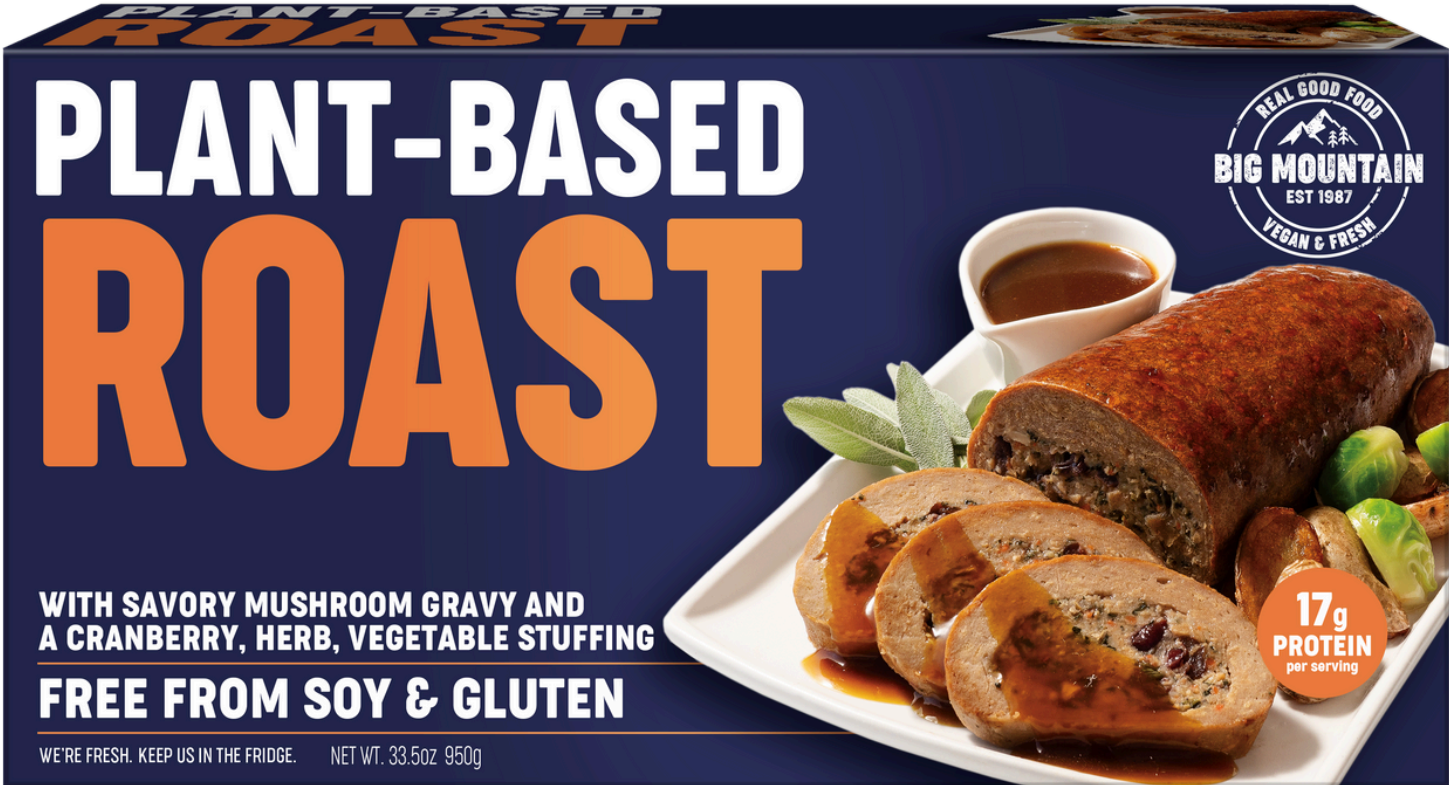
Actual Veggies
Mushroom Mozzarella
Veggie Burger



Big Mountain Foods
Plant-Based
Roast



Prime Roots
Applewood Smoked
Koji Bacon



Big Mountain Foods
Plant-Based
Roast

PLANT PARTY! | FINALISTS



Actual Veggies

Purple Sweet Potato
Super Fries



Foraged & Found

Wild Alaskan Provisions
Garlic & Dill Kelp Pickles



Sinto Gourmet

Smoky Jalapeño
Kraut-Chi



Dixie Grace's Boiled Peanuts

Original



Foraged & Found Wild Alaskan Provisions

Garlic & Dill Kelp Pickles