

# Healing the Field of Health: Bridging Divides Around MAHA & the Future of Food

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# Healing the Field of Health: Bridging Divides Around MAHA & the Future of Food



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*THE  
FIFTH FIELD*

# *HEALING THE FIELD OF HEALTH*

.....  
Bridging Divides Around MAHA  
& the Future of Food

*Carlotta Mast & Kate LaBrosse*



# *WHY WE'RE HERE*

This is a leadership conversation examining:

The fracture inside our industry

The tension between narrative and infrastructure

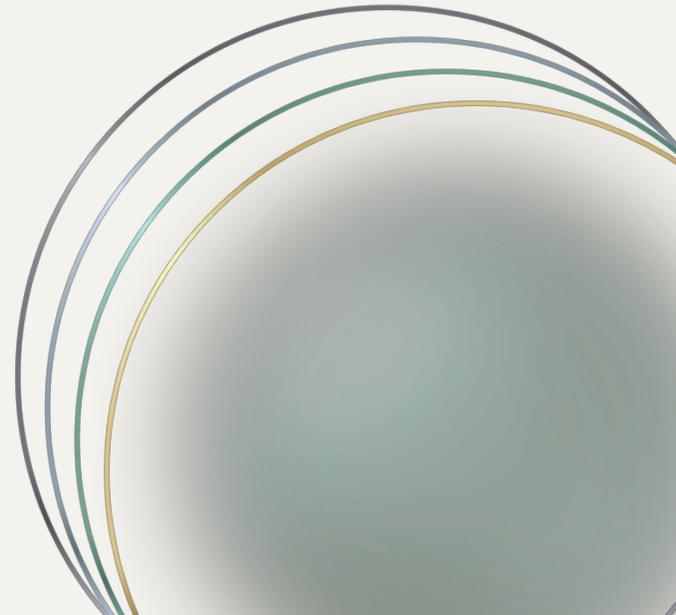
What becomes possible when we build on common ground

This is not:

A debate

A partisan space

A policy adjudication



# *THE CURIOSITY CONTAINER*

*In this room, curiosity outranks certainty.*

## **Agreements:**

1. Speak from lived experience
2. No persuading or rebutting
3. Listen to understand
4. Assume positive intent
5. Be willing to consider that you may not know

# *Triad Breakout #1*

## *SURVEYING OUR INTERNAL STATES*

Groups of 3

No cross-talk

Listen to understand

4 minutes each

*PROMPT #1*

***What is your  
internal state  
around MAHA and  
this 'health  
moment'?***

*PROMPT #2*

***Where do you  
feel split or at  
risk?***

*PROMPT #3*

***What has this  
moment cost  
or given you?***

# *Triad Breakout #2*

## *PERSPECTIVES & COMMON GROUND*

New group of 3  
No cross-talk

Listen to understand  
4 minutes each

*PROMPT #1*

*What do you wish  
the  
“other sides”  
understood about  
your position?*

*PROMPT #2*

*What is one  
legitimate point  
you see in a  
position you  
disagree with?*

*PROMPT #3*

*Where do you  
see common  
ground  
between sides?*

# *PERSONAL AGENCY*

*Change does not start with policy.*

*It starts with how we show up.*

**Name:** One behavior I will shift

**Claim:** One conversation I will initiate



*Moments like this ask more of us.  
We're building a space for that.*



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45 YEARS Natural Products EXPO WEST®

The logo features a large '45' in a dark red color, with 'YEARS' written in a smaller font inside the '5'. To the right of the '45' is the text 'Natural Products' in a dark grey font, with a small circular sunburst icon above the word 'Natural'. Below 'Natural Products' is 'EXPO WEST' in a dark red font, followed by a registered trademark symbol (®).



New Hope.  
NETWORK.

The logo consists of a circular sunburst icon to the left of the text 'New Hope.' and 'NETWORK.' stacked vertically.

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