

Spark Change, by the numbers


Natural Products Expo hosted the final Spark Change Community Event for 2020 on October 28th, with over 6,500 registered attendees, consisting of [buyers](#), [press](#), influencers, investors and innovative brands to celebrate modern health. This marked the third Spark Change Community Event, delivering a full day of thought-provoking panels, presentations and new products from natural products industry leaders guiding the organic movement with progressive innovation to improve our agricultural systems.

HIGHLIGHTS FROM THE ORGANIC & REGENERATIVE AGRICULTURE COMMUNITY EVENT



6,519
registered attendees



392
Product Discovery Zone
(PDZ) exhibitors

72
countries and all 50 states represented

19,506
messages exchanged

6,062 PDZ page views during community event week, 62,324 PDZ page views total

7,714
connections made

7,243
bookmarked PDZs



The natural products community came together to celebrate the organic movement. Brands are stepping up and involving themselves with production and putting effort toward improving environmental practices in their supply chains. While this marked our last Community Event for 2020, we're not done yet! The Spark Change Celebration will take place on November 12th & 13th and the always-on Product Discovery Zone is open to explore through the end of the year.