

Kombucha Brewers International

LGO Committee Minutes

5/16/14

Committee Head: Kate Co-Chair (Barefoot Bucha), Eric Plantenberg Co-Chair (Humm Kombucha)

Committee Secretary: Mike Beshore (Humm Kombucha)

Location & Time: Tele-conference: 2/21/2014 8:00am PST

Attending Members: Kate Zuckerman (Barefoot Bucha), Eric Plantenberg (Humm Kombucha), Jeff Weaber (Aqua Vita), Kim Lanski (Buddhas Brew), Daniel Lieberman (Capital Kombucha), Ed Rothauer (High Country), Mike Beshore (Humm Kombucha)

Mission: The purpose of this committee meeting is to determine what achievable ideas this committee wishes to take on in 2014.

8:00 Meeting begins

8:02 Roll Call

8:04 **Ed** - Working on a HACCP plan to share with the committee. Working on some legislative guidelines. Micro-toxins should not be an issue for Kombucha Brewers, just watch for mold. No known micro-toxins that will survive in Kombucha. NOTHING is planned or being done on the FDA level.

Hannah has been looking into certified food handlers, but is not present.

8:07 —New Business

Increased Participation in KBI and LGO

Kate - working toward more participation and engagement for all KBI members.

What is the ideal group vibe?

Should be some requirement for members, or benefit for higher level involvement

-members could be listed on KBI website, tangible marking benefit

Daniel - for many a trade association could be a foreign concept. The dynamic is usually one where participation members contribute when a industry is well established. With kombucha, more of an incentive makes sense at this point.

Eric - have people be involved to whatever level they can be while KBI is in its infancy. Get clear on how to how share ideas and work through issues efficiencies.

Kim - work with who wants to work so long as it is still working.

Kate - keep working with group at a level which allows for all to contribute and to be efficient

Ed - BOARD at large (BOARD), is considering contribution structures but wanted to take the issue to committees. LGO committee consensus would be to put off on dues and incentives. The incentive should be inherent in the fact that we are all, to some degree, at risk in this young industry.

Eric - should be inclusive. KBI is too young to have incentives and "fees waived," it could have a negative impact on the group at large.

Jeff - we may need to mitigate the possibility of others benefiting from the work we do.

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Dan - As we grow, there will be more opportunities for benefits and incentives. We will benefit from just having the conversation rather than reaping a more tangible benefit. ONE MORE creative benefit, KBI will have marketing advantages at events and things down the road.

Dan - may have a freelance web designer that could do some work for the KBI

8:25 Self Regulation

Kate - FDA likes industries that are self regulating. Not that the KBI needs to be a regulatory agency, but KBI could provide guidelines and show FDA that we are making an effort to self regulate and have members be proactive in creating a safe brewing standard.

Ed - this issue sounds like it could fall on us

Kim - could overlap with Research Committee

Daniel - this generally will fall on LGO. Many trade industries will have a lawyer on hand that would help identify bad actors and bring them to the attention of the necessary people. We need a way to share and collect information about any member in the KBI that is playing fast and loose and could have a negative impact on the the industry at large.

Ed - BOARD believes that a certification of facilities and practices, or an application process, would be a good step.

Kate - We are all already regulated, where do we put our energy? If we put energy into regulation, it may slow progress while we are in our infancy. KBI should be helping to grow the industry and awareness about kombucha in the beverage industry.

Eric - Not a fan of regulation, but who is qualified to regulate when the FDA and State aren't knowledgeable on kombucha. Who is going to say who can put what on their label? Labor standards should not be regulated by KBI, but potentially there are other things that KBI is best fit to regulate.

Kim - there are things that we do need to regulate

Jeff - we first need to identify standards and best practices. As we mature more regulation could come from KBI.

Ed - standards are absolutely needed priority if we are going to offer KBI stamp on label

Daniel - we don't need to be a regulatory agency, we just need to be clear as to who gets KBI stamp. Will we bring others on who will damage the name of KBI and put us all in danger?

Kim - agree to regulation based on standards and stamp of approval. Should just show that we know what we are doing.

Kate - we just need to be able to show that our members are compliant - labels, practices, etc. If there is a bad actor, we can reference our best practices and mitigate any bad press from bad actors.

Kim - Sugar, alc, and labeling are the only things that need our eyes.

Kate - Where do we need to start with these guidelines? Work on this together on google docs?

Ed - TTB tried to impose alc tax on high country. TTB has decided not to pursue kombucha with higher alc content due to it not being refrigerated.

9:04 Meeting Adjourned

Committee Meeting:

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Brainstorming

Financing

-

Fundraising

-

Membership

-

Top 3 Ideas Ranked

1. google doc for best practices/standards
2. make participation incentivized only by the benefits of the big picture, perhaps website shout outs down the road

Next Steps

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Next Meeting

- 6/13/14, 8am PST

Committee Contact List:

Name	Company	E-mail
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Follow-ups post-committee mtg.: