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NOSH Live 2017 Highlight Reel: Morning Edition

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- **NOSH Live Summer 2017**

NOSH Live Summer 2017 attendees kicked off Monday with more than a cup of coffee.

The event at the Metropolitan West in New York City was packed with presentations ranging from the keys to growing brands and relationships to the steps for rapid growth and the best branding for good-for-you products. The buzz of networking breaks was actionable advice, stories from market leaders and conversations with industry trailblazers — and that was all before lunch.

Here are a few highlights from the morning sessions at NOSH Live Summer 2017.



James Richardson Focuses on the Importance of Focus

Just like focus is the difference between a good and great photo, it's also the difference between a good and great emerging food business — at least according to James Richardson, senior vice president of knowledge and innovation at the Hartman Group.

“In photography composition is your foundation,” Richardson told the audience. “In food, product is your foundation. If you do not obsess about your product you'll have no mental attention to manage the hundreds of other variables needed to win in the competitive marketplace.”

During the session, titled “The Power of Focus for Growing Brands,” Richardson spoke about the importance of finding a focus not only in branding, but also in growth strategy and management. Richardson used Siggi's yogurt as a case study for having an “obsessive focus,” saying the company was able to see incredible growth because the product not only solved what once was a tradeoff for consumers, but also offers a product that has embraced mainstream food trends.

Richardson added that though focus is rewarded in the market, it also brings with it attention and advice, both solicited and unsolicited. “The word ‘no’ in your journey is a critical enabler of focus,” Richardson said. “If you focus on that word ‘no,’ I guarantee you are going to see above average growth.”