

John Roulac, Founder of Nutiva

John W. Roulac is the founder and CEO of Nutiva, the world's leading organic superfoods brand of hemp, coconut, chia, and red palm superfoods. John founded Nutiva in 1999 with a mission to nourish people and planet. Through his leadership, Nutiva has for five consecutive years been named one of Inc. magazine's fastest-growing companies in America.

John has authored a book on composting and three more on hemp, has successfully sued the US DEA to keep hemp foods legal, and has founded four nonprofit ecological groups, including GMOInside.org.