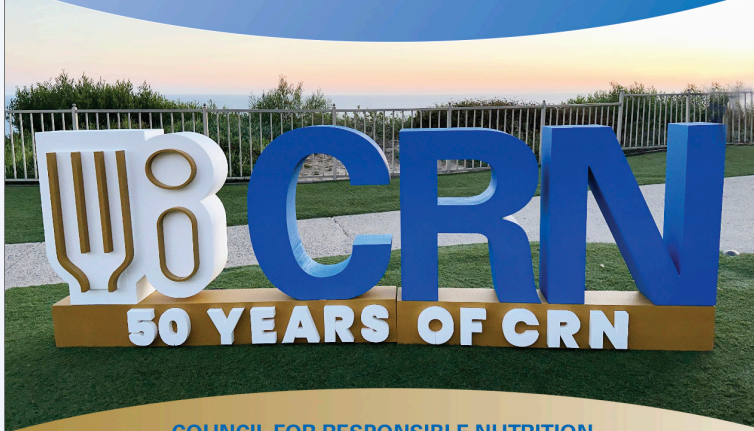


EXECUTIVE SUMMARY



COUNCIL FOR RESPONSIBLE NUTRITION
2023 ANNUAL REPORT

The Council for Responsible Nutrition team is made up of experts who are solely focused on the dietary supplement and functional food space and dedicated to problem solving and innovating to address the unique needs of *this* industry.

CRN staff are dedicated to protecting and advancing a climate for our members to responsibly develop, source, manufacture, and market science-backed dietary supplements, functional food, and their ingredients, for better health and nutrition.

REAL EXPERTISE

CRN provides our members with real expertise and real value, highlighted in the areas of relationship-building, education, advocating for industry positions with legislators and regulators, and leadership within the dietary supplement industry landscape—and as providers of the products so many people find essential to their health and wellness.

Relationships

CRN connects members to a community of like-minded industry leaders, fostering strategic business partnerships. CRN also is expert in building working relationships with regulators, legislators, and other key stakeholders.

Education

CRN presents valuable, relevant educational content to keep members informed and always ready for new challenges and opportunities—as well as supporting their staffs' professional development.

Advocacy

CRN is a tenacious, informed, and influential advocate for its members' interests, delivering clear and data-driven messaging about the importance of dietary supplements and functional food to people's wellbeing as well as to the economy.

Leadership

CRN leads the way in elevating the industry as well as empowering members with opportunities to shape the industry's future through its committees, working groups and task forces—positioning companies as industry leaders that are committed to the highest quality standards for their science-backed products.

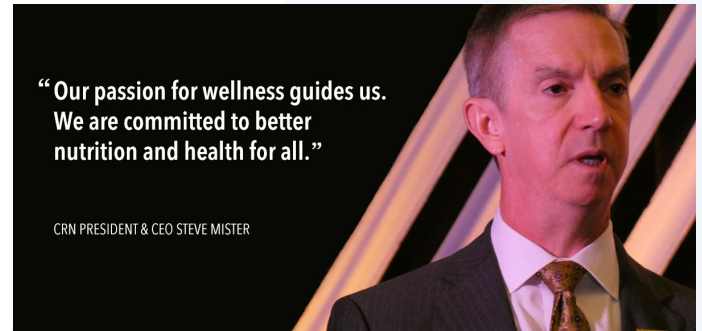


SCAN
FOR
VIDEO

REAL EXPERTISE AT A GLANCE

CRN addressed the challenges facing the dietary supplement and functional food industry with a balance of advocacy and diplomacy, informed by the insight our 50-year history provides, and driven by the energy of our dedicated staff of professionals in collaboration with our members. Our work is built on the foundation of our core values expressed by CRN's Executive Committee that President & CEO Steve Mister highlighted in his 2023 annual conference address:

- An unwavering commitment to science as the basis for decision making
- The recognition that reasonable regulation is necessary to foster consumer confidence and continued industry growth
- Responsible self-regulation is preferable to government involvement and necessary to demonstrate a mature industry
- Integrity must underly all we do—both as an industry and as an association
- Our passion for wellness guides us—we are committed to better nutrition and health for all



CRN Board of Directors Chair, Tara Martin of Nutrawise/YouTheory, also addressed attendees of CRN's annual conference. Scan the QR code to read the full speeches.



Advancing initiatives that matter to the dietary supplement and functional food industry

Whether responding to FDA's proposed reorganization plans, a Congressional inquiry on cannabidiol, a California legislator's questions on titanium dioxide or onerous age restriction proposals throughout the states—just to name a few issues CRN addressed in 2023—our team of experts worked to protect and advance our dietary supplement and functional food industry members' interests.

CRN engaged with FDA and FTC officials, following submissions of petitions on drug preclusion and claims substantiation, to clarify regulatory language that would allow for growth and innovation in the supplement space and ensure consumers have access to safe and beneficial products.

In addition, the CRN team worked to expand access to dietary supplements, advocating for FSA/HSA legislation, supported by new data on consumer use of these plans, as well as the science-backed “Supplements to Savings” report.



CRN advanced its policy priorities and provided opportunities for networking and industry collaboration through its in-person gatherings. These included the WellComms event for marketing and communications professionals in the wellness space, the 11th annual Dietary Supplements Legal, Regulatory, and Compliance Forum, and the association's Day on the Hill lobbying fly-in—culminating in the annual Science in Session and Now, New, Next 50th anniversary events that included a virtual fireside chat with FDA Commissioner Robert M. Califf, M.D.

Relationships

- CRN met face-to-face with Jim Jones, FDA's new deputy commissioner for Human Foods twice in 2023, as well as with other agency officials, and FTC leadership, maintaining working relationships that fostered dialog on critical issues including those for which CRN submitted citizen petitions.
- CRN convened members for virtual and in-person meetings, providing opportunities for connection among like-minded industry colleagues.

Advocacy

- CRN submitted citizen petitions to FDA and FTC calling for clarification of the drug preclusion clause and the Health Products Compliance Guidance, respectively, discussion and next steps are ongoing.
- CRN called for consideration of supplementation recommendations in 2025–2030 Dietary Guidelines for Americans currently in development.
- CRN successfully pushed back on age-restriction legislation in several states, including commissioning and disseminating science-based evidence in opposition, and continues to work to mitigate the impact of passed legislation in New York.
- CRN worked to limit the scope of legislation and protect the dietary supplement industry from state proposals seeking to ban titanium dioxide.
- CRN supported the introduction of the bipartisan Dietary Supplements Access Act that seeks to provide greater choices to consumers by allowing them to use Flexible Spending Accounts (FSAs) and Health Savings Accounts (HSAs) including co-commissioning an Ipsos consumer study on FSA/HSA engagement.
- CRN commented on FDA's "Dietary Guidance Statements in Food Labeling: Draft Guidance for Industry" among other regulatory proposals.

Where Advocacy Meets Diplomacy: 2023 Demanded a Full Toolbox

As CRN President & CEO Steve Mister wrote in a December 2023 [NutraIngredients-USA.com](https://www.nutraingredients-usa.com) article, CRN strategically did more than simply co-exist with regulators and legislators, collaborating when appropriate and challenging when needed. Scan the QR code for the full story.



Education

- CRN presented several educational webinars throughout 2023 on topics such as protecting brands from counterfeit sales on Amazon and beyond, FTC's Health Products Compliance Guidance updates, plastic pollution prevention and packaging producer responsibility—and more.
- CRN educated a range of stakeholders about supplements and functional foods, for example, addressing congressional questions on CBD as well as Government Accountability Office questions on prenatal vitamins.
- CRN pushed back on countless instances of inaccurate representations of the state of dietary supplement regulation, providing journalists and other stakeholders with the facts that dietary supplements are regulated by FDA and FTC.
- CRN published results of its annual Consumer Survey on Dietary Supplements, with data supporting the mainstream status of these products and the essential role they play in supporting wellness.



Leadership

- CRN engaged members in self-regulatory efforts around updates to its melatonin guidelines, gummy format supplements, and more—including adopting E-Commerce Voluntary Guidelines.
- CRN, through its international arm, CRN-International, convened stakeholders for a symposium held in conjunction with the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) meeting, publishing a conference report, "Advancing Nutrition Science to Meet Evolving Global Health Needs," in the *European Journal of Nutrition*.
- And more—visit www.crnusa.org/2023-reports



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See CRN's website for the full report: crnusa.org/realexpertise



Bruce Brown, Kerry; Mary Phillips, DSM; John Helfrick, BASF; Sherry Duff, Innophos; Patrick Brueggman, VitaQuest; and CRN's Mike Meirovitz during CRN's "Day on the Hill" lobby day.



Nestlé Health Science's Andrea Martin and VitaQuest's Jiezhe Lizaro at CRN's WellComms event.



Leadership from key retailers connected with CRN members at the Retail Relations Forum breakfast at the NACDS Total Store Expo. Pictured here are Colleen Lindholz, Kroger Health; Lisa Paley, Haleon; and Scott Emerson, Emerson Group.



CRN's Andrea Wong, Ph.D., participated in the President's Council of Advisors on Science and Technology Advancing Nutrition Science Workshop and discussed the findings of CRN's "Supplements to Savings" report.



The CRN Foundation presented Susan Hewlings, Ph.D., R.D., to discuss vitamin D with registered dietitians at the Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo (FNCE). Hewlings highlighted published studies supporting content for the foundation's Vitamin D & Me! science-based website.



CRN Membership Committee member Loren Brown and Ken Montes of longtime CRN member NuLiv Science celebrated "50 years of CRN" at the association's annual conference.