



Council for Responsible Nutrition
**COMMON
GROUND**

FOR DIETARY SUPPLEMENT AND
FUNCTIONAL FOOD INDUSTRY LEADERS
INVESTING IN OUR FUTURE

 **CRN**
2024 ANNUAL REPORT

CRN MEMBERS—STRONGER TOGETHER

FINDING COMMON GROUND TO CREATE A UNITED FRONT



At CONVERGENCE '24, CRN President & CEO Steve Mister delivered a powerful message—"the threats to the dietary supplement marketplace are many: some even existential...Stopping this advancing wave of unnecessary restriction will require a unified front."

CRN is leading the charge to protect market access, ensure fair regulation, and strengthen industry credibility.

Read on for highlights of the team's impact in 2024, delivering on our members' investment in their business and the longevity of the entire industry through their investment in CRN.

Scan the QR code to access our 2024 summary and quarterly reports.

" Consider the age restrictions that are being imposed in New York and proposed in multiple other states. Stopping this advancing wave of unnecessary restrictions will require a united front, a combination of diplomacy, advocacy, legal tenacity, scientific rigor, media savvy, and the ability to connect on an emotional level with our opponents in order to defeat these proposals.

" For this industry to grow, we need to forge stronger relationships with the people who regulate us and insist that they develop programs that reward responsible players, protect our innovations, and give consumers further assurance that our products are regulated—and that there is enforcement to back it up."

CRN President & CEO Steve Mister, during his address at CONVERGENCE '24, the association's annual conference

A TEAM OF RIVALS, LEADING WITH INTEGRITY

As we look back on the impact of CRN's work this past year—protecting and positioning responsible industry for optimal growth in a shifting political landscape—one message is clear: companies that unite in leadership are best equipped for long term success.

CRN's 2024 annual report is more than a summary of efforts and accomplishments. It presents a business case for why membership is a crucial investment.

Trade associations are not country clubs; they are not cliques; they are not consulting firms; and they are not cults of personality. Trade associations are, by definition, composed of competitors—a team of rivals, if you will, united by purpose, who share a vested interest in a strong, stable, and well-regulated industry.

Somehow, competitors find common ground, they reach consensus and develop commercial opportunities for the industry generally. They create a rising tide that lifts all boats, and they exert influence over quality and safety through voluntary programs and industry education.

CRN membership isn't just a commitment to advocacy—it's an investment in your company's ability to operate, grow, and innovate in a competitive marketplace.

Our industry faces significant challenges ahead. An ever-evolving federal regulatory landscape, legislative activism in the states, and shifting global trade policies aren't just advocacy concerns—they present direct business risks.

Without strong, engaged industry leadership, our future growth, as well as the potential wellness of millions of consumers, is diminished.

This year has demonstrated that when we stand together, we win. We've pushed back against misinformation, secured key policy victories, and strengthened voluntary programs that reinforce consumer trust. But CRN's ability to succeed depends on engaged members willing to invest in the industry's future—and grow CRN as an association.

As you review this report, I encourage you to ask yourself:

Is your company doing everything it can to protect its future? Who isn't at the table and should be? Are your vendors, customers, or competitors investing in the industry's future? And proactively connect them with CRN. The stronger our ranks, the more we can accomplish.



CRN membership isn't just a commitment to advocacy—it's an investment in your company's ability to operate, grow, and innovate in a competitive marketplace.



Scenes from CRN's first ever SupplySide West breakfast briefing on the association's efforts to overturn the New York law and to defeat age restriction legislation in other states.

1. EXPANDING SELF-REGULATORY INITIATIVES

Smart companies know that strong self-regulation isn't a burden—it's a competitive advantage. In 2024, the CRN team and our members advanced self-regulatory initiatives to reinforce consumer trust, strengthen industry credibility, and safeguard the future of dietary supplements and functional foods. These member-driven voluntary guidelines, best practices, and industry-leading compliance tools set the standard for responsible growth.



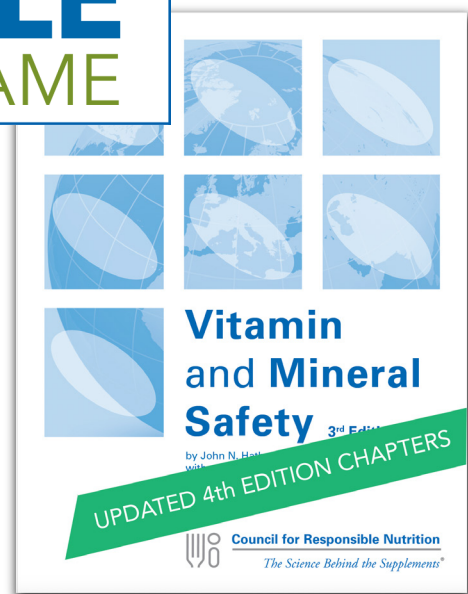
CRN's release of melatonin guidelines was covered by mainstream consumer media.

CRN provided a platform for its members to lead by example—elevating standards and strengthening trust.

RESPONSIBLE IT'S OUR MIDDLE NAME

- CRN highlighted its self-regulatory programs developed by its member working groups and task forces through an industry campaign, "Responsible. It's Our Middle Name." The campaign celebrated CRN members' leadership in the industry through a range of self-regulatory efforts such as the Supplement OWL, voluntary guidelines, and the Vitamin & Mineral Safety handbook. The campaign also served to remind all members about these programs and to invite the rest of the industry to join us.
- CRN announced new voluntary guidelines focused on melatonin-containing supplements for sleep support, earning coverage by several consumer media outlets including CNN, Yahoo News, ABC News, USA Today, and more.
- CRN adopted new "Considerations for Manufacturers of Gummy Dietary Supplements" proposed by its Gummy Form Task Force.
- CRN convened a Self-Regulation Review Working Group to evaluate existing self-regulatory programs, determine which need revision, and guide decision making on future guidelines to be developed.

- CRN announced the fourth edition of its Vitamin & Mineral Safety handbook, routinely used by governments and policy makers around the globe to set upper levels for many supplements.
- CRN adopted new guidelines for dietary supplements and functional food sold on e-commerce platforms. Consumers should have access to information to guide their purchase decisions regardless of where they buy their supplements and functional food.



2. INFLUENCING PUBLIC POLICY

Government policies can either fuel innovation or create roadblocks. CRN was at the forefront of advocating for science-based policy, ensuring that lawmakers and regulators understand the value of dietary supplements both to the public health and the economy. In 2024, the team defeated restrictive legislation, defended commercial speech and supplement marketers' First Amendment rights, and secured policy wins that protect consumer access while advancing smart regulation.



President & CEO Steve Mister opposes age restriction legislation in Maryland.

- CRN advanced its litigation arguing that New York's state-imposed age restrictions on sales of certain supplements, based on truthful claims, are a violation of First Amendment protections for commercial speech.
- CRN fought back age restriction proposals in several other states including California, Massachusetts, Maryland, and New Jersey.
- CRN encouraged broader recognition of supplements in the 2025 Dietary Guidelines Advisory Committee's recommendations to acknowledge their role in addressing nutrient gaps.
- CRN challenged USPSTF draft guidelines advising against vitamin D and calcium supplements, emphasizing their essential role in older adults' health maintenance.
- CRN helped defeat a Codex global proposal that would have created unnecessary evidentiary demands associated with the use of the term "probiotic." Further discussion has been postponed until FAO and WHO can review the evidence.
- CRN relaunched the Congressional Dietary Supplement Caucus, hosting two briefings that highlighted CRN's "Supplements to Savings" report and made the case for including supplements in FSAs/HSAs.
- CRN supported legislation for dietary supplements to be classified as "qualified medical expenses," enabling pre-tax purchases through FSAs and HSAs to enhance affordability.
- CRN submitted comments to Health Canada, warning against proposed fee hikes that could stifle innovation, raise costs, and reduce consumer choice.
- CRN commented on FDA guidance on New Dietary Ingredient Notification (NDIN) procedures and timeframes and on FDA draft guidance on NDIN Master Files.
- CRN commented on the Office of Dietary Supplements (ODS) 2025-2029 strategic plan and strengthened relationships at ODS and the NIH Center for Complementary & Integrative Health.

CRN's tenacious, strategic advocacy protected members' businesses and powered growth.



Left: CRN's Mike Meirovitz and Steve Mister in New Jersey, opposing age restrictions. Right: Jim Jones, FDA's deputy commissioner for Human Foods spoke at CRN's CONVERGENCE '24.

3. IMPROVING CONSUMER ACCESS

The supplement industry thrives when consumers can easily access the products they need and are educated about the role supplements can play in their nutrition and wellness. CRN is driving initiatives to influence tax and healthcare policies that expand access to communities in need. This year, we connected with policymakers and like-minded allies to protect and increase access to safe and effective dietary supplements and enhance their recognition as essential to wellness.

- CRN launched a new partnership with the National Association of Free & Charitable Clinics (NAFC), inviting members to volunteer, donate product and provide financial support to help underserved populations obtain the nutritional support they need.
- CRN connected with scientific leaders at the National Institutes of Health's (NIH) National Center for Complementary and Integrative Health (NCCIH) Coalition for Whole Person Health inaugural meeting.
- CRN engaged with the President's Council of Advisors on Science and Technology, to influence discussions on advancing nutrition science and supplement policy.
- CRN-International held its annual symposium in conjunction with the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU), convening stakeholders for discussions around the theme, "Food Is Medicine: The Role of Nutrition In Extending Healthspan."
- CRN participated in the U.S. Pharmacopeia's Dietary Supplements & Herbal Medicines Stakeholder Forum, moderating the session, "USP Updates: Past, Present, and Future Activities Expected Outcome."

Top to bottom: CRN Board of Directors Chair Tara Martin with National Association of Free & Charitable Clinics' Ariana Gordillo De Vivero and Mauricio Agramont. CRN's Luke Huber with National Center for Complementary and Integrative Health team members. CRN members and presenters from the CRN-I symposium. See our website for details.

From policymaking to partnerships, CRN advanced consumer access to better nutrition through supplementation.



4. CULTIVATING POSITIVE PUBLIC PERCEPTIONS

A respected reputation isn't just good PR—it's good business. CRN protected and enhanced the credibility of dietary supplements by countering misinformation, promoting science-backed benefits, and highlighting responsible industry leadership. In 2024, the team led high-profile media responses, drove consumer education efforts, and advanced initiatives that showcase the integrity of our members.



CRN and members at the ACOG Annual Clinical and Scientific Meeting.

- The CRN Foundation presented a standing-room-only session at the American College of Obstetricians and Gynecologists (ACOG) Annual Clinical and Scientific Meeting, with an informational booth on prenatal supplements.
- CRN presented data from the “Vitamin D & Me!” educational initiative at the National Community Pharmacists Association 2024 Annual Convention & Expo.
- CRN highlighted responsible industry players through its Profiles in Leadership, Experts Explain Q&A series, and Supplement Source podcast.
- CRN pushed back on inaccurate reporting, publicly addressing when supplements are mischaracterized as “unregulated” via social media and direct outreach to journalists and began preparations for a larger campaign, “We are regulated” in 2025.

CRN protected the industry's reputation so members could focus on growth and innovation.

- CRN President & CEO Steve Mister spoke at the Major League Baseball and Operation Supplement Safety Performance Enhancing Substances summit.
- CRN corrected the record after a flawed study made news, raising undue alarm among expecting mothers about prenatal supplements. CRN identified methodological errors and clarified misapplied standards in the paper with the U.S. Pharmacopeia, resulting in the paper's withdrawal and the press release's removal from the author's university website.
- CRN responded to a JAMA Botanical Use Survey, pointing to widespread use of herbal supplements as confirmation of safety, despite alarmist headlines, issuing a member alert and providing the industry with facts to counter misinformation.
- CRN awarded funding for graduate nutrition students to attend its Science in Session event through a partnership with the American Society for Nutrition Foundation.
- CRN celebrated leadership within its member community through its first-ever Trailblazing Woman Award, presented with associate member Radicle Science, spotlighting finalists via social media and newsletter coverage prior to the announcement of the winner, Yasmeen Nkrumah-Elie, Ph.D., of ChromaDex, at its CONVERGENCE event.



Trailblazing Woman Award winner Yasmeen Nkrumah-Elie, with ChromaDex colleague Andrew Shao (left) and Radicle Science's Pelin Thorogood (right).

5. EXPANDING MEMBERSHIP AND EDUCATIONAL OFFERINGS

An informed, engaged CRN membership makes our industry stronger. Offering education, strategic networking and opportunities for industry leadership, CRN empowered companies to lead and play an active role in shaping our industry's future.



- CRN hosted a post-election virtual panel discussion for members with expert analysis of implications of the new Congress and Trump Administration for key federal agencies, legislative priorities, and global trade—now available on demand.
- CRN presented a member breakfast briefing at SupplySide West, providing updates on its litigation in New York to protect supplement marketers' rights, pushing back against the age restriction law now in effect.
- CRN's CONVERGENCE '24 with Science in Session, WellComms and the inaugural Innovation Exchange, brought together industry leaders for education, networking, and collaborative discussions.
- CRN hosted a Retailer Relations Forum breakfast briefing at the National Association of Chain Drug Stores (NACDS) Total Store Expo. The session connected CRN members with representatives from Walgreens, HealthMart and The Emerson Group to discuss changing consumer preferences and new expectations from retailers.
- CRN presented webinars on "Dietary Supplement Clinical Research—Current Topics," and "Harmonized Standards for Enhanced Consumer Trust—Understanding GRMA's Leading Quality and Product Integrity Programs."
- CRN kept members updated on Extended Producer Responsibility (EPR) deadlines in states including California, Colorado, Oregon via a webinar and committee updates.

CRN convened members for updates on critical developments affecting their businesses to help them stay ahead of emerging challenges and spot opportunities.

- CRN held its 12th annual Legal, Regulatory, and Compliance Forum bringing together the "who's who" of the industry for discussions on policy developments.
- CRN's toxicology workshop updated members on "Litigation, AI, Safety and Beyond: A Toxicologist's Focus on Supplements."
- CRN partnered with NSF to present virtual training on GMP inspections.
- CRN presented a webinar and Expo West session on "FSAs, HSAs, and Dietary Supplements: Current Coverage and Future Opportunities."



Upper left to bottom: CRN's Legal, Regulatory, and Compliance Forum audience. CRN's Retailer Relations Forum event at NACDS. Attendees unwind together by night at CONVERGENCE '24.