



Top 10 Priorities for 2021

1. Harmonize Retailer-imposed Standards for Supplements

Supplement manufacturers and marketers applaud the efforts of retailers to assure the quality and safety of dietary supplements by establishing minimum standards for the products they sell. With this shared commitment, we will work with retailers to harmonize programs that assure quality and safety without imposing unnecessary, duplicative or inconsistent requirements on our products and supply chains.



2. Advance Mandatory Product Listing

CRN strongly supports the creation of a mandatory product listing (MPL) housed at FDA to provide transparency to regulators, retailers and consumers alike. We will redouble our efforts to enact federal legislation to establish an MPL for dietary supplements in the U.S. market.



3. Establish a Legal Pathway for CBD in Dietary Supplements

CRN will build on its efforts in 2019 and 2020 to establish a legal pathway for CBD and other cannabinoids in dietary supplements. We will continue our leadership role to advance federal legislation, insist FDA apply the existing dietary supplement regulatory regime to CBD supplements, and influence state-based proposals to regulate CBD at the state level modeled on federal oversight of dietary supplements generally.



4. Grow the Supplement OWL

Even as we advocate for mandatory listing, the industry's voluntary registry, the *Supplement OWL*, provides a template for that requirement, providing visibility and accountability by its participants. CRN will devote new resources to increase industry participation in, and stakeholder awareness of, the *Supplement OWL* and to expand its reach.



5. Advance Efforts to Include Dietary Supplements in FSAs and HSAs

Focus on proactive self-care, the pandemic, the ensuing recession, and renewed attention to healthcare access have all combined to create renewed opportunities to advance legislation/Administration support to include reimbursement for dietary supplements in Flexible Spending Accounts/Healthcare Savings Accounts (FSAs/HSAs). CRN commits to drive this conversation and advance this policy directive.



Continued

CRN Top 10 Priorities for 2021, continued

6. Increase Access to Dietary Supplements and Functional Food

CRN will launch a new multi-year initiative aimed at improving nutrition and health by increasing access to both our products and to information about the connections between supplements/functional food and better nutrition and health. We will develop new programs to provide these products directly to at-risk populations as well as cultivate policy discussions on how to reduce the nutrition and health disparities with better access to nutritional products and to education on nutrition and health.



7. Strengthen our Retailer Connections

Retailers provide "the last mile" for getting our products to consumers. CRN will increase our connections with retailers with programs that provide them with increased understanding of our products (e.g., probiotics), our supply chains and the health benefits of our products.



8. Raise Awareness of the Vitamin D / COVID-19 Connection

Emerging evidence suggests a relationship between Vitamin D and COVID-19. This new CRN initiative will highlight research being conducted on this relationship, provide insights for the links between Vitamin D levels and COVID-19, and deliver that information to relevant stakeholders.



9. Elevate Sports Nutrition

Research continues to demonstrate the role dietary supplements and functional foods can play for improving performance, faster recovery, and longevity, among other benefits. CRN will develop programs to showcase sports nutrition awareness and growth while protecting these products from unreasonable and uninformed efforts to restrict their sale.



10. Enhance the Member Experience

As activity by duplicative and niche trade groups increases, CRN will further improve engagement, education, networking, data-driven insights, expertise, and perspectives CRN provides to enhance our members' experience. Using a full range of communication tools, we will strengthen our connection with our members and the connections they form among each other.

