CRN

COUNCIL FOR RESPONSIBLE NUTRITION

Q3 2026 *IMPACT UPDATE*

During the third quarter, CRN turned member priorities into policy progress, practical guidance and stronger platforms for the future. CRN secured a California labeling exemption, advanced federal drug-preclusion reform, helped companies navigate fast-changing requirements, strengthened science and public trust, and worked with association leaders to establish Vision 2030.

Q3 2026 AT A GLANCE — CRN:

- Built a shared strategic roadmap for the next three years, Vision 2030
- Delivered policy results that will reduce business risk, advance innovation and defend consumer access
- Shaped more workable regulation through engagement on GRAS reform, protein-powder oversight and FDA inspections
- Protected critical supply chains while advancing supplement access and consistent national standards
- Strengthened consumer trust through CRN's promotion of emerging science, responsible-industry advocacy and community impact
- Connected members with timely intelligence, expert programming and new business relationships



CRN President & CEO Steve Mister highlights a new strategic plan, Vision 2030, during his address at CONVERGENCE '26.

See full report with key links: www.crnusa.org/Q32026

SETTING CRN'S DIRECTION THROUGH VISION 2030

CRN Executive Committee, staff build shared strategic roadmap

A newly adopted strategic plan, Vision 2030, connects CRN's day-to-day work to shared long-term choices about where the association should invest, how it will strengthen the responsible industry and how it will deliver value over the next three years. The plan presents a refreshed mission, "To protect and grow the responsible dietary supplement and functional food industry," and is organized under three strategic objectives:

- **ADVOCACY**—Representing the collective interests of members to lawmakers, regulators, and other policy stakeholders.
- **CREDIBILITY**—Strengthening public trust through responsible leadership, credible science, and reliable information.
- **GROWTH**—Providing the information, education, and connections members need to grow and thrive.



CRN's Executive Committee of the Board convenes with senior staff for strategic plan development at George Washington's Mount Vernon.

ADVANCING POLICY WITH BUSINESS IMPACT

CRN saved industry from costly label changes, securing supplement exemption in new California law

CRN's advocacy secured an exemption for dietary supplements from California's new food date-labeling requirements. CRN engaged from the original AB 660 debate through AB 2779 implementation questions and called for the intended supplement exemption to be written expressly into the law.

CRN-supported drug preclusion reform legislation introduced in Congress

A long-standing CRN priority now has a legislative vehicle that can reduce uncertainty, support responsible innovation and preserve consumer access. CRN worked with allied trade associations and Rep. Diana Harshbarger to develop the Dietary Supplement Innovation Act, a bill to rebalance the interests of drugs and supplements more equitably.

Read more on these topics and other CRN Q3 2026 work: **www.crnusa.org/Q32026**

SHAPING SMARTER, MORE CONSISTENT POLICY



CRN continued to oppose misplaced, sweeping age restrictions

See the full report at **www.crnusa.org/Q32026** for updates on California's new age restrictions and CRN's ongoing litigation against New York state.

CRN brought responsible-industry context to Texas protein-powder probe



CRN responded to a Texas Attorney General investigation into protein powders that alleged harmful heavy-metal contamination and questioned if companies had misrepresented product safety. CRN's response emphasized federal manufacturing, testing and labeling requirements and the importance of evaluating findings against established, science-based standards.

CRN prepared members for FDA GRAS reform

CRN convened its Regulatory Affairs Committee and Self-GRAS Task Force to evaluate the implications of FDA's proposed changes to the Generally Recognized as Safe (GRAS) process, potentially eliminating the current self-GRAS pathway. The Task Force is developing an alternative streamlined notification proposal for comments due in Q4.

PROTECTING SUPPLY CHAINS AND ADVANCING INDUSTRY PRIORITIES NATIONALLY

Access the full Q3 report at www.crnusa.org/Q32026 for more on how:

- **CRN submitted comments to USTR on trade actions impacting supplement and functional food ingredients**
- **CRN advanced expanded supplement access through FSA/HSAs as well as its Access Initiative**
- **CRN equipped members to advance industry priorities in their congressional districts**

BUILDING TRUST THROUGH SCIENCE AND RESPONSIBILITY

CRN generated new consumer insights to strengthen trust and inform advocacy

CRN fielded its 2026 national consumer survey in September, gathering responses from 3,005 U.S. adults on supplement use, affordability and the factors that build consumer confidence. The findings, presented at CONVERGENCE '26, showed that 75% of U.S. adults use dietary supplements and that consumers place significant value on scientific evidence, credible information, product quality and effective enforcement. Results will be available to CRN members in Q4.



CRN VP Communications Jeff Ventura presents data showing 84% of current users and 76% of all adults say an FDA requirement for manufacturers to list marketed products would increase confidence.

CRN expanded access to emerging nutrition science

CRN-International opened a symposium series, "***Next-Generation Nutrients: Advancing Nutrition Science Throughout the Lifespan***," with a session on nicotinamide riboside and upcoming sessions in Q4 on omega-3s, choline, and lutein and zeaxanthin. The hybrid session on choline occurs along with an in-person breakfast alongside the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU45) in Germany.

CONNECTING MEMBERS TO INFORMATION AND OPPORTUNITY



CRN built stronger forums for science, strategy and leadership

CRN finalized programming for SciComms Connect, Innovation Exchange and CONVERGENCE '26, held in October. The programs included perspectives on women's health, emerging research, FDA priorities, state regulation, AI, political developments and more and provided opportunities for networking and industry-advancing conversations.

CRN connected members with timely trade expertise

As tariff policy continued to change, CRN kept members informed about developments affecting imported ingredients and finished products. As an added member service, CRN connected members with specialized trade expertise, including an associate-member briefing on the evolving IEEPA tariff-refund landscape.

Read more on these topics and other CRN Q3 2026 work: **www.crnusa.org/Q32026**