



Vision 2030

MISSION: To protect and grow the responsible dietary supplement and functional food industry.

VISION: Healthier lives through a thriving dietary supplement and functional food industry built on trust, credibility and consumer confidence.

STRENGTH / IMPERATIVE: Maintain the leadership and financial standing to remain the leading trade association in the sector.



ADVOCACY	CREDIBILITY	GROWTH
<i>Represent the collective interests of members to lawmakers, regulators, and other policy stakeholders.</i>	<i>Strengthen public trust through responsible leadership, credible science, and reliable information.</i>	<i>Provide the information, education, and connections members need to grow and thrive.</i>
Strategies/Priorities 1. Policy – Develop, influence, and advance policy beneficial to both industry and consumers (state, federal, international). 2. Influence – Protect and modernize dietary supplement and functional food regulatory frameworks. 3. Access – Expand consumer access and reduce barriers to our products, ingredients, and services (e.g., HSA/FSA, SNAP, WIC). 4. Vigilance – Monitor proactively and report on the evolving legislative, regulatory, and litigation landscapes and their potential impacts for industry. \$	Strategies/Priorities 1. Responsibility – Raise industry standards through leadership, self-regulation, and scientific excellence. 2. Integrity – Deliver trusted, science-based information that demonstrates value and counters misinformation. 3. Education – Advance understanding of dietary supplements and functional food. \$ 4. Elevate – Develop approaches to distinguish and acknowledge responsible companies. \$	Strategies/Priorities 1. Insights – Provide information and perspective that facilitates innovation and helps industry adapt to evolving regulatory standards and legislation. \$ 2. Capabilities – Offer unique stakeholder education and training for industry that build expertise and strengthen their competencies. \$ 3. Connections – Create opportunities for meaningful member networking, business development, strategic partnerships, and peer collaboration. \$ 4. Collaboration – Identify and leverage opportunities to collaborate with other stakeholders for amplification and efficiencies.
Sustainability of the Organization <i>Constant focus on:</i> 1. Finances – Diversify CRN’s revenue through innovation; aggressive pursuit of new non-dues revenue and related profitable programs. 2. Recruitment – Deliver value to support membership growth and justify membership costs; explore more categories of membership (e.g., retailers). 3. Foundation – Better leverage the benefits of the CRN Foundation and its 501(c)(3) status. 4. Expertise – Nurture staff expertise and respect capacity. <i>\$ - Designates revenue opportunities; potential new forms of revenue.</i>		