



CRN's 10 Priority Initiatives for 2020

1. Support Legislation to Establish a Mandatory Dietary Supplement Listing:

Work with Members of Congress, FDA, like-minded industry organizations and other stakeholders/allies to develop and promote legislation that creates a mandatory product listing at FDA for all dietary supplements in the U.S. market.



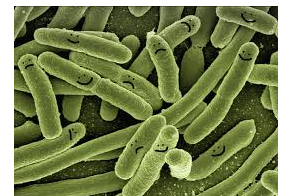
2. Create a Legal Pathway for CBD in Dietary Supplements: Work with Members of Congress, FDA, like-minded industry organizations and other stakeholders/allies to establish a lawful pathway to market for CBD and other non-THC cannabinoids as dietary supplements; persuade FDA to enforce its existing regulatory framework for dietary supplements with respect to CBD products marketed as such.

3. Promote Expansion of the Supplement OWL: Renew industry awareness and interest in the Supplement OWL registry and expand participation in, and use of, the voluntary product registry. Working with retailers and industry, explore interest in creating the Commercial Data Exchange (CDX) as an extension of the Supplement OWL to provide a marketplace tool to promote informed transactions between retailers and product marketers.



4. Streamline Certificates of Free Sale for Exports: Improve the process for obtaining Certificates of Free Sale for exportation of products, which may entail collaborating with FDA to update its own Certificate of Free Sale procedures and work flow, or creating a new CRN-administered Certificate of Free Sale program with possible revenue opportunity for CRN.

5. Promote Policies that Protect the Growing Probiotics Sector: Extend CRN's leadership on probiotics by developing and promoting best practices in the development, manufacturing, labeling and marketing of probiotics; protecting the industry from unnecessary or restrictive regulation and trade barriers for these products; addressing negative media; and working with FDA to develop federal guidance unique to products containing probiotics.



6. Target Tainted Products: Combat products tainted with illegal drug ingredients—whether through intentional adulteration or poor attention to product quality—by defending mainstream industry, supporting legislation to restrict SARMs, providing consumers with advice for avoiding illegal products, and educating stakeholders about the problem and industry efforts to curb it.

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CRN's 10 Priority Initiatives for 2020, continued

7. Influence Development of Dietary Guidelines 2020: Advocate for the inclusion of dietary supplements in the recommendations of the *2020 Dietary Guidelines for Americans* and the public communications resulting from the Dietary Guidelines Advisory Committee's scientific report; work to assure that the Dietary Guidelines acknowledge the substantial role that dietary supplements can play to fill critical nutrient gaps.



Dietary
Guidelines
for Americans



8. Urge FDA to Create Incentives for Innovation in Supplement Research:

Working with our members, develop a detailed framework for how FDA could implement Master Files for safety data submitted in connection with NDI notifications and urge for clarification of the agency's views in a final NDI guidance.

9. Champion Harmonized Third Party GMP Requirements Among Retailers, Certifiers and Others: Promote harmonization of third party audit standards for GMP certification to foster uniformity of audit standards and efficiencies for manufacturers and retailers.



10. Elevate CRN Communications to Members: Develop and implement new tools to better communicate with CRN membership, including regular announcements of events impacting the industry and CRN efforts on behalf of members (e.g., *The Daily Supplement*, more video, improvements to committee communications), and industry education opportunities (e.g., Executive Engagements, Retailer Engagements, member-only webinars, etc.)