



# CRN Strategic Plan 2024 – 2026



# CRN Mission:

To protect and advance a climate for our members to responsibly create and market science-backed dietary supplements, functional food, and their ingredients, for better human health and nutrition.



# Core Organizational Values:

- Influential and proactive leadership
- Science-based decision-making
- Integrity and accountability
- A passion for wellness (achieving and maintaining better health)



# CRN's Long-term Envisioned Future:

*Dietary supplements and functional food are universally trusted, accessible, and accepted as essential for healthier lives.*



# I. Expand Self-Regulatory Initiatives

*Goal: Champion self-regulatory initiatives that demonstrate our members' commitment to transparency, accountability, and responsible behavior to sustain and improve trust in our members' products and to distinguish responsible companies.*

## Objectives:

1. Develop, implement, improve, and harmonize self-regulatory activities that support quality manufacturing, safety, responsible marketing and transparency across the industry.
2. Broaden participation and collaboration in CRN initiatives to increase accountability and responsible behavior, among member companies and the industry generally.
3. Promote industry self-regulatory initiatives to media, retailers, healthcare practitioners, government bodies and consumer advocates.
4. Publicize CRN's positive influence on the industry from its self-regulatory programs and highlight CRN member participation in these self-regulatory initiatives.

# II. Influence Public Policy

*Goal: Build and maintain a positive legislative, regulatory and commercial environment for our members' products to foster consumer confidence and industry growth.*

## Objectives:

1. Promote, protect, and enhance the legal and regulatory status of our members' products and their benefits through policy and legislative initiatives.
2. Influence decision makers to develop favorable, science-based policies that improve nutrition and promote human health and wellness relating to our members' products.
3. Identify and proactively respond to legal, policy and regulatory threats in the United States (federal and state) and globally.
4. Identify and leverage positive research relating to the benefits and safety of our members' products with the applicable key stakeholders to achieve these objectives.
5. Encourage effective enforcement of existing laws and regulations.



# III. Improve Consumer Access

*Goal: Improve consumer access to reliable information about the roles dietary supplements and functional food play for nutrition and health, and increase access to our members' products.*

## Objectives:

1. Shape public policy to enhance accessibility to dietary supplements, functional foods, and educational information through government programs and public and private health agencies.
2. Build out a CRN Foundation strategy to address socioeconomic disparities to nutrition and health education and access to safe and effective products.
3. Identify nonprofit organizations and programs and encourage members to contribute to them in order to mitigate the effects of nutrition and health insecurity.
4. Showcase the individual and collective member efforts to provide nutrition and health information and product access.

# IV. Cultivate Positive Public Perceptions

*Goal: Create and foster awareness, perception and understanding of the safe and valuable roles our members' products play on individual, family and public health.*

## Objectives:

1. Promote the scientific integrity of our members' products and the benefits they have on individual, family and public health.
2. Defend against unwarranted attacks on our members' products and the industry.
3. Enhance CRN's impact with all audiences by reimagining and modernizing public-facing assets, including in particular, CRN's brand identity and website.



# V. Expand Membership

*Goal: Lead the industry and build association resources through industry-focused education, member services, and community building that foster broad membership in CRN and differentiates CRN among industry associations.*

## Objectives:

1. Attract, engage, and communicate with executives, commercial influencers, and decision makers to increase member retention.
2. Expand and refine programming and offerings relevant to industry interests that provide member value and non-dues revenue.
3. Identify, recruit, and retain responsible companies representing various industry segments.
4. Communicate with members to identify priority member issues and trends in emerging market segments and build capabilities to support member companies in those areas.