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CRN: The Short Report

A topline report from the Council for Responsible Nutrition (CRN), the leading trade association for the dietary supplement and functional food industry

The Supplement OWL has landed

The new industry-wide dietary supplement registry, the Supplement OWL (Online Wellness Library), is now accepting product labels from dietary supplement product manufacturers and marketers as the registry moves toward its early 2017 public launch. Starting in January, CRN will invest in an advertising campaign in industry trade publications to raise awareness for the OWL and encourage companies to participate.

Composed of two tiers—with the second tier to be available later in the year—the Supplement OWL is designed to serve as a valuable resource for retailers looking to evaluate and compare products they are considering placing on their store shelves. The OWL will also afford regulators the ability to obtain product, ingredient, and manufacturer information, as well as elevate the self-regulatory efforts of the industry. Store brand products are welcome in the Supplement OWL, too. For more information, contact CRN's Duffy MacKay at dmackay@crnusa.org.

Supplement Facts

In the U.S., the dietary supplement industry generates over \$5.75 billion in taxes each year—money that funds state and local highways, schools and other projects—and \$9.2 billion in federal taxes.

Find more facts: www.crnusa.org/supplementfacts



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More consumers are using supplements; CRN consumer survey reveals increased confidence in products

More than 170 million (71 percent) of American adults take dietary supplements, a three percent increase from last year, according to the 2016 CRN Consumer Survey on Dietary Supplements. The survey found the five most popular supplements are the multivitamin, vitamin D, vitamin C, calcium, and vitamin B/B complex, with overall health and wellness, energy, and filling nutrient gaps as the top reasons for supplement usage. One encouraging finding points to increased supplement usage among the younger adult population, with 70 percent of adults aged 18–34 reporting dietary supplement use, and 48 percent reporting regular use, up nine percent and five percent, respectively, from last year's survey results.

Also important is the high level of confidence Americans have in dietary supplements. According to the survey, 85 percent of U.S. adults have overall confidence in the safety, quality, and effectiveness of dietary supplements. Among supplement users it's even higher, with 96 percent indicating confidence.



CRN well-prepared for changing political landscape

The results of the 2016 election are in and CRN is poised to take advantage of the changes coming in Washington, D.C. and across the country. With a Republican-dominated government, CRN anticipates numerous opportunities to advance industry interests and promote a better understanding of the valuable role dietary supplements and functional foods play in better health.

Looking ahead, CRN plans to meet with the over 60 freshman members of Congress, as well as continue its outreach efforts to state Attorneys General and governors. CRN is setting its aggressive policy agenda for the new administration with the following items at the top of the priority list: promoting the Supplement OWL as an example of responsible self-regulation; laying groundwork for the inclusion of multivitamins in SNAP (Supplemental Nutrition Assistance Program); and encouraging new legislation that allows consumers to use Healthcare Savings Accounts and Flexible Spending Accounts to purchase dietary supplements.



CRN champions efforts in Puerto Rico to halt harmful legislation

Puerto Rico Secretary of Health, Ana Ríos Armendáriz, M.D., recently announced that the Department of Health would not enforce Administrative Order (AO) 346—a regulation that would require registration of all dietary supplements manufactured or sold in the U.S. territory and impose registration of all facilities making or distributing the products. Over the course of the year, CRN has played an active role in engaging with Puerto Rico legislators, urging lawmakers to suspend the “unnecessary” and “restrictive” AO’s development. Last week, CRN submitted new comments on a re-vamped version of the regulation.

Commenting on CRN’s boots-on-the-ground approach, CRN’s Mike Greene noted “We focused on what was happening in Puerto Rico in the same way we address our state issues. Go directly to the source, get into the field, find out where the concerns lie, and determine how we can work together to protect both consumers and industry.”



Like what you see? Have questions?

E-mail Julia Shenkar (jshenkar@crnusa.org) to be added to CRN’s list to receive press releases and other news, or to ask a question about something you’ve read here.
