



440 1st St, N.W. , Ste. 520, Washington, D.C. 20001
(202) 223-0101, Fax (202) 223-0250
NPAinfo.org

NEWS RELEASE

For Immediate Release
November 1, 2017

Contact: Justin Bartolomeo
(202) 789-4365
jbartolomeo@hdmk.org

Delaying Food Labeling Rules is Consistent With President Trump's Pledge to Overhaul the Regulatory System and Grow The Economy, Says NPA

WASHINGTON, D.C. – The Natural Products Association (NPA) today submitted [a formal request](#) to the Food and Drug Administration (FDA) for an extension of the comment period by 90 days regarding the opportunity to comment on the newly proposed compliance dates, published on October 2nd, for both Nutrition and Supplement Facts and Serving Size Final Rules.

“President Trump has successfully cut hundreds of burdensome and costly regulations to protect taxpayers and grow the economy,” said Dan Fabricant, Ph.D., President and CEO of NPA. “Providing small and medium sized businesses more time to comply with the FDA’s food labeling rule is consistent with the President’s promises to overhaul the regulatory system and grow the economy.”

“Given the complexity and technical nature of this final rule, the obvious need for more empirical research by the Agency to support their changes, the significant economic burden to industry to implement these changes quickly, more time is needed for the industry to prepare a response and ensure the best outcome for consumers of dietary supplement, conventional foods, and other natural products.” added Dr. Fabricant.

“An extension of the implemented compliance dates will allow the Executive Branch to assess these regulations under the lens of President Trump’s Regulatory Reform Agenda as to whether these changes are even warranted. It will also give time to FDA to conduct empirical consumer research studies that support changes to the Nutrition and Supplement Facts labels and a proper analysis of the economic and regulatory impact to industry.”

“The industry and FDA are familiar with NPA’s Citizen’s petition to stay the implementation of the Nutrition and Supplement Facts final rule. We are asking FDA to extend the comment period of this notice for 90 more days to allow for additional stakeholder comment; to increase their newly proposed compliance dates from 1.5 years to 3 years; re-open the comment period



440 1st St, N.W. , Ste. 520, Washington, D.C. 20001

(202) 223-0101, Fax (202) 223-0250

NPAinfo.org

up for these final rules, amendments, and all guidance documents associated with these two rules; and conduct reasonable empirical studies with transparent methods that are publicly available that support their findings to mandate the changes proposed in these 2 final rules. We would also like the economic impact analysis to represent true costs to the industry, including the costs of adopting their dietary fiber substantiation guidance, which was borne out of the Nutrition and Supplement Facts final rule. Extending the comment period here is a necessary first step to collect the diverse opinions from across the industry and ensure that consumers continue to have access to safe, healthy, and affordable foods, dietary supplements and other natural products.”

View the request [here](#).

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 1,400 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.NPAinfo.org. Follow NPA on social media:

- Facebook: [Natural Products Association](#) and [The Natural Seal](#)
- Twitter: [NPA National](#) and [NPA Natural Seal](#)
- LinkedIn: [Natural Products Association](#), [Natural Products Group](#) and [Grassroots Action Network](#)

Natural Products Association: 440 1st Street, NW, Ste. 520, Washington, DC, 20001

###