

NEWS RELEASE

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The Natural Products Industry Heads to Capitol Hill for 20th Annual Natural Products Day

Over 100 industry stakeholders from 25 Key States took to Capitol Hill for more than 100 meetings with legislators making it the largest fly-in day in the natural products industry

WASHINGTON, D.C. –The Natural Products Association (NPA) hosted its members from across the nation for its 20th Annual Natural Products Day (NPD) in Washington, D.C. on March 21st and 22nd.

NPD attendees, which included retailers, suppliers, distributors and other industry consultant members, met with over 90 members of Congress and staff to educate them on the industry’s issues and natural products’ roles in preventive health care and overall wellness.

The NPA Political Action Committee (NPA PAC) hosted a reception on March 21st. The reception was highly attended, with over 75 NPA members in attendance. NPA PAC is currently the largest PAC of any trade association in the dietary supplement or natural products industry.



NPD attendees gather outside the U.S. Capitol

NPD advocacy training was kicked off with Derek Harley, Chief of Staff for Rep. Brad Wenstrup, and Stuart Portman, Legislative Aide for Senator Orrin Hatch. The training session gave attendees an outline on how to best inform their elected officials. The advocacy training prepared attendees for a successful lobby day, providing the necessary tools to build strong relationships with their lawmakers.

NPA members discussed important issues for the natural products industry with lawmakers and their staff, including:

- Inclusion of dietary supplement in HSA/FSA;
- Inclusion of multivitamins in Women, Infant Children (WIC) program;
- regulation of new dietary ingredients;
- Federal Trade Commission (FTC) overreach; and
- developing a definition for ‘medical foods’.

Attendees met directly with lawmakers and congressional staff from their districts and states to educate them on the natural products industry and current issues. During these meetings, attendees shared position papers provided by NPA to make certain offices were fully informed on the current issues in the industry, and on the health and economic benefits of natural products.

The day on Capitol Hill concluded with a Congressional reception held in the Dirksen Senate Office Building, where one of NPA's long-time champions, Senator Orrin Hatch (R-UT) stopped by to address the well attended event.



“The NPA has readymade solutions to grow the economy and make valuable contributions to Americans’ health,” said Daniel Fabricant, Ph.D., Executive Director and CEO of NPA. “Dietary supplements and natural products are used by more than half of all Americans to promote their health. Our members including many small business owners are part of an industry that contributes billions of dollars each year and thousands of American jobs to the economy. NPD attendees look forward to not only meeting with members of Congress and their staff, but also developing a relationship to further discuss important issues impacting their business.”

NPA will continue to work with all members of Congress to strengthen the industry’s position and add members to the Dietary Supplement Caucus. Learn how to get involved at NPAinfo.org.

Sen. Hatch speaks on Capitol Hill

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:

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