

NEWS RELEASE

For Immediate Release
April 26, 2018

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**Natural Products Association: Most Effective Advocacy Organization
in the Natural Products Industry Storms Capitol Hill
*Record Registration for Natural Products Day: Over 100 Attendees
from 27 States Head to Capitol Hill for 200 Meetings***

WASHINGTON, D.C. – The Natural Products Association, known as the most effective advocacy organization in the natural products industry, hosted the 21st Annual Natural Products Day on April 17-18. NPA registered a record number of attendees for the industry’s premier advocacy event, engaging in 200 meetings with Members of Congress and their staff.

“We are the only association in the industry capitalizing on the opportunity to turn out and build alliances with key government leaders. This year at Natural Products Day we demonstrated yet again that we are hands down the strongest advocacy force in the industry,” said Dan Fabricant, Ph.D., President and CEO of NPA. “As longtime champions like Senator Orrin Hatch move towards retirement this year, it is especially important for us to stay vigilant and maintain our relationships with elected officials.”

NPD attendees, who included retailers, suppliers, distributors and other industry consultant members, had 200 meetings with 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 excitement from Hill meetings culminated in a watershed moment for the industry. NPD attendees from Utah had the opportunity to meet with longtime industry champion Orrin Hatch (R-UT) who will be retiring from the United States Senate after almost four decades of service. Attendees provided an emotional farewell to the Senator and thanked him for his years of service.



NPD attendees gather outside the U.S. Capitol

NPA hosted a welcome breakfast as well as a mixer event in the House Energy and Commerce room on April 17th to welcome attendees to Washington. NPD advocacy training was kicked off by Dr. Fabricant



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followed by remarks from Reps. Darin LaHood (R-IL) and Dave Brat (R-VA). 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; and
- Federal Trade Commission (FTC) overreach.

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 that offices were fully informed on the current issues in the industry, and on the health and economic benefits of natural products.

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

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 approximately 1,000 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.npanational.org
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