

DIETARY SUPPLEMENTS COUNCIL ANNUAL REPORT | 2024

Founded in 2016, the Dietary Supplements Council aims to provide a forum for discussing issues, challenges, and opportunities related to the organic dietary supplement industry and to develop and grow the sector by raising awareness and increasing access to educational materials and resources.

Council Highlights | 2024



- Supported re-listing of all sunseting ingredients on the National List.
- Navigated leadership transition with Secretary Rollins and kept the community abreast of USDA leadership changes.
- Provided updates on heavy metals and residue testing.
- Continued to prioritize enforcement of organic claims for dietary supplements and emphasized the importance of keeping DS in the organic conversation to clarify enforcement ambiguities.

Council Priorities | 2025-2026



- Secure support and/or sponsorship for USDA to formally recognize dietary supplements as “food” under the National Organic Program (NOP), ensuring consistent enforcement, protections, and claims standards.
- Ensure dietary supplements are expressly included in the NOP, with a firm USDA commitment to enforce standards against bad actors in the sector.
- Keep the organic industry closely attuned to changes under Secretary Rollins’ leadership while continuing to position the council as a bipartisan success story.

Why participate?



The dietary supplements council brings camaraderie, support and industry/government intelligence vital to the category and to its future success. This support includes monitoring USDA enforcement of NOP violations by dietary supplements, implementation of Strengthening Organic Enforcement, and FDA guidance for the Foreign Supplier Verification Programs.

COUNCIL MEMBERS



The Dietary Supplements Council is led by Genevieve Albers (Traditional Medicinals) as Chair. If you are interested in joining the Council, please contact Danielle Cote (DCote@ota.com).