

# Dietary Supplements Council Annual Report | 2022

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.

## 2022 Highlights:



The Dietary Supplements Council prioritized networking and professional development opportunities through information sharing and identifying industry challenges and issues.

- Its quarterly meetings in 2022 served primarily as a roundtable for the group to convene and discuss current topics of interest and receive legislative and regulatory updates from OTA Staff.
- The hot topics of 2022 included enforcement issues and organic supply chain constraints, particularly out of India, best labeling practices for dietary supplements related to 'organic' claims, and ensuring organic certification is recognized as a gold standard within retailer sustainability and regenerative agriculture initiatives and programs.
- In all cases, the discussions informed and supported corresponding streams of OTA work and priorities. The Council welcomed two new members from NutriOriginal Corp. and Phytanico.



The Council endorsed OTA's Best Labeling Practices for Textiles and the Best Labeling Practices for Personal Care Products in conjunction with OTA's ongoing work to ensure enforcement action is taken on misleading and inaccurate organic claims made on products such as textiles, personal care, and dietary supplements.

- The best labeling practices promote and optimize compliant and truthful labeling and encourage leadership by companies committed to consumer trust.
- With respect to dietary supplements, the Council endorsed OTA's position that organic claims made on herbal (agricultural) dietary supplements fall under the National Organic Program's (NOP) scope of enforcement because they are largely agricultural and regulated as "food." Therefore, any herbal dietary supplement labeled "organic" must be certified under the USDA-NOP regulations.



In November 2021, OTA convened a task force to assist in developing a data-driven communication toolkit to educate on the benefits of organic for sustaining the health of the planet, people, and communities.

- In 2022, the Supplements Council was provided with a sneak preview of the toolkit before its launch and weighed in on its utility and how it could be further developed to meet the needs of the herbal supplements sector.
- The feedback was instrumental to the completion of the toolkit and will continue to help with the ongoing development of science-based information to support the benefits of certified organic supplements.

## Looking Ahead to 2023:



In 2023, the Dietary Supplements Council will continue supporting OTA's work preventing misleading or fraudulent organic claims on dietary supplements not certified by USDA's NOP. The Council is committed to supporting OTA's efforts to ensure that NOP and the Federal Trade Commission work together to develop a shared policy on the appropriate use of organic claims on products outside USDA NOP's scope of authority.

The Council aims to ensure that herbal dietary supplements are fully recognized and adopted as agricultural food products regulated and enforced under USDA-NOP. Failure to enforce the use of the term "organic" on all products in the marketplace creates consumer confusion, can be misleading or inaccurate, and can lead to consumers mistrusting the integrity of the word "organic."

## COUNCIL MEMBERS



Richard D. Siegel  
Law Offices

Sheila Linderman  
Consulting



Yerba Prima

The Dietary Supplements Council is led by Jeffrey Brams (Garden of Life) as Chair, Thatcher Vagts (The Synergy Company) as Vice Chair, and Genevieve Albers (Traditional Medicinals) as Secretary. Their work is supported in the interim by Libby Mucciarone, Associate Director of Education, Technology, and Member Engagement. If you are interested in joining the Council, please contact Libby (LMucciarone@ota.com).



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