

ORGANIC TRADE ASSOCIATION

Dietary Supplement Council

2017 ANNUAL REPORT



SINCE 1985
Organic
trade association

The aim of the Organic Trade Association's Organic Dietary Supplement Council is to provide a forum for discussing issues, challenges and opportunities related to the organic dietary supplement industry, and to develop and grow the sector in general by raising awareness and increasing access to educational materials and resources.

The Dietary Supplement Council is in the process of completing all of the items on its 2017 Work Plan, and is looking forward to several exciting projects for 2018. Milestones for 2017 included increasing its membership, the initial build-out of its web page on the OTA website, a training on international market opportunities, engagement in the National Organic Standards Board (NOSB) process and collaborating with the American Herbal Products Association and Quality Assurance International (QAI) on updating a guidance document intended to assist manufacturers of organic supplements.

Dietary Supplement Council Activity 2016-2017

The inaugural meeting of the Council took place in conjunction with Natural Products Expo East 2016 where the group developed a work plan for 2017. Since then, the council has met twice in person—Natural Products Expo West 2017 and the Organic Trade Association's Policy Conference—in addition to quarterly conference calls.

Dietary Supplement Council web page

As a function of establishing the Dietary Supplement Council, a dedicated web page was developed and populated with introductory information about the council members, the annual meeting schedule and record of meeting notes. The council will continue to build out its web page with resources and links to help educate and raise awareness on the requirements, challenges and benefits behind the formulation and marketing of dietary supplements under USDA's National Organic Program. The web page will become a go-to site for guidance, fact sheets, helpful infographics and links to other helpful resources and tools.

International Markets Webinar

As requested in its 2017 work plan, the council participated in a webinar training covering the scope of the Organic Trade Association's international activities. The webinar, delivered to the group by Monique Marez, OTA's Director of International Programs, provided members with information on additional ways to get involved with the trade association and become more aware of other market opportunities. It also shed light on options for international conference participation and where to go for information on trade negotiations and developing markets around the world.

National Organic Standards Board (NOSB) Engagement

In an effort to ensure that dietary supplements continue to have a strong voice at the organic roundtable, council members are starting to become more engaged in the

Council Members

OTA's Supplement's Council now includes representatives from 18 OTA member companies, 11 of which joined since the council convened:



**Richard D Siegel
Law Offices**



work of the National Organic Standards Board (NOSB) and the process for reviewing, maintaining and approving critical inputs needed in the formulation of organic dietary supplements. As a service, Organic Trade Association staff provides the council with regular updates on NOSB activities and assistance on the public comment and engagement process. The council will also be receiving an educational webinar before the end of the year to take a deep dive into the review and petition process for adding and removing ingredients or processing aids to and/or from the National List.

Guidance on Formulation and Marketing of NOP certified Dietary Supplements

A major project the council is in the process of completing is to update a current guidance document entitled "Guidance on Formulation and Marketing of Dietary Supplements under the National Organic Program." The guidance document was originally developed in 2013 by The American Herbal Products Association (AHPA) and Quality Assurance International (QAI). It provides guidance to companies that wish to market organically produced dietary supplements in the United States and includes information about the types of supplements that are eligible for organic certification under the National Organic Program and the various NOP labeling categories available for several types of supplement products. It also provides an overview of regulatory obligations that must be met from the farm to packaged products. The supplements council has collaborated with AHPA and QAI to update the guidance with current information and make it available on all three partners' websites.

Natural Products Expo East

Dietary Supplement Council In-Person Meeting

The Dietary Supplement Council will be convening for its final in-person meeting of the year on Friday, September 15, 2017, at Natural Products Expo East. The meeting will focus on the



development of its 2018 Work Plan and on final review and completion of the guidance document on the formulating and marketing of dietary supplements under the National Organic Program as well as a fact sheet for consumers and retailers.

Talking Organic Supplements in the Aisle

On September 15, 2017, at 11:30 a.m. Eastern in Room 317 of the Baltimore Convention Center, an expert panel comprised of Dietary Supplement Council members will discuss the ins and outs of organic supplement certification and provide information that will help retailers feel more confident discussing organic dietary supplements in store aisles with their shoppers. Topics discussed will include:

1. benefits of organic;
2. the difference between certified and non-certified supplements;
3. processing and handling requirements; and
4. best practices for retailers.

The session will be fun, fast-paced and bust some common myths along the way.

Did You know? Ashley Koff Approved (AKA), Clarkson Grain, Organic Materials Review Institute (OMRI), RIBUS, Richard Siegel Law Offices, Quality Assurance International, Sheila Linderman Consulting, Smarty Pants Vitamins, The Synergy Company, Vitamer Labs and Yerba Prima all joined the Dietary Supplements Council in 2017? In fact, Smarty Pants Vitamins became a new member of the Organic Trade Association as a result of council member recruitment!

Looking Ahead

With the completion of its work plan for 2017, the Dietary Supplement Council is gearing up for a new round of activity in 2018. A few of the activities the council plans to focus on include bringing new members to the Organic Trade Association and increasing council membership, continuing its engagement with the National Organic Standards Board, the creation of educational materials for retailers and consumers, and attending and participating in OTA's Policy Conference in May 2018.

Organic Trade Association Sector Councils

OTA's Councils provide ongoing opportunities for networking, leadership development, and education. They communicate sector issues, ideas, and concerns to OTA staff and Board. Submit a Sector Council application online at OTA.com after you've met these basic requirements:

- Identify at least 7 OTA members committed to participating in our Council
- Identify at least 1 member who will act as the primary contact until officers are elected
- Review the Council Operating Guidelines and agree to operate within the outlined requirements if the request for establishment is approved

The Organic Trade Association Dietary Supplement Council is Chaired by Bethany Davis of Food State. Graham Rigby of Organic India serves as Vice Chair, and Sara Newmark of New Chapter is the Secretary. The Council is supported by OTA's Vice President of Regulatory and Technical Affairs, Gwendolyn Wyard.



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