

REAL EXPERTISE ON  
DIETARY SUPPLEMENTS  
& FUNCTIONAL FOOD



**COUNCIL FOR RESPONSIBLE NUTRITION**

2023 ANNUAL REPORT

# 'CAN-DO' SPIRIT

## INFORMED ACTION



### OUR 2023 TEAM



The 2023 CRN team, left to right, alphabetically, following President & CEO Steve Mister: Tammie Betway, Director of Administration; Jim Griffiths, Ph.D., SVP, International & Scientific Affairs; Julia Gustafson, VP, Government Relations; Elise Hall, Communications Associate; Luke Huber, N.D., VP, Scientific & Regulatory Affairs; Emily Lewantowicz, Legal and Government Relations Assistant; Michael Meirovitz, Senior Director, Government Relations; Craig Muckle, Senior Director, Communications; Haiyuen Nguyen, VP, Regulatory & Nutrition Policy; Megan Olsen, SVP and General Counsel; Gretchen Powers, VP, Marketing & Member Experience; Marc Rucker, VP, Finance & Administration; Angelo Schildhauer, Membership Database Manager; Erin Storer, Manager, Scientific & Regulatory Affairs; Jeff Ventura, VP, Communications; Andrea Wong, Ph.D., Senior VP, Scientific & Regulatory Affairs; Ed Wyszumiala, Senior Director, Membership Development.



**The Council for Responsible Nutrition** team is made up of experts who are solely focused on the dietary supplement and functional food space and dedicated to problem solving and innovating to address the unique needs of *this* industry.

**CRN staff are dedicated** to protecting and advancing a climate for our members to responsibly develop, source, manufacture, and market science-backed dietary supplements, functional food, and their ingredients, for better health and nutrition.

# REAL EXPERTISE

**CRN provides our members with real expertise** and real value, highlighted in the areas of relationship-building, education, advocating for industry positions with legislators and regulators, and leadership within the dietary supplement industry landscape—and as providers of the products so many people find essential to their health and wellness.

## **Relationships**

CRN connects members to a community of like-minded industry leaders, fostering strategic business partnerships. CRN also is expert in building working relationships with regulators, legislators, and other key stakeholders.

## **Education**

CRN presents valuable, relevant educational content to keep members informed and always ready for new challenges and opportunities—as well as supporting their staffs' professional development.

## **Advocacy**

CRN is a tenacious, informed, and influential advocate for its members' interests, delivering clear and data-driven messaging about the importance of dietary supplements and functional food to people's wellbeing as well as to the economy.

## **Leadership**

CRN leads the way in elevating the industry as well as empowering members with opportunities to shape the industry's future through its committees, working groups and task forces—positioning companies as industry leaders that are committed to the highest quality standards for their science-backed products.

## High expectations for the dietary supplement industry, driven by confidence in the CRN team and the commitment of member companies



**Steve Mister** *President & CEO*

With nearly two decades of experience at the helm of CRN, Steve Mister fully appreciates how challenging the last year has been for CRN's members. After two years of unprecedented surges in sales and revenues, partially attributable to consumer response to the pandemic, the economic picture recalibrated to a decidedly less robust expansion in 2023, inspiring a reshuffling of priorities, forecasts, and expectations.

For his part, Mister's expectations remain right where they always have been: high. He says that despite all of the regulatory challenges facing the industry—from drug preclusion, to state age-restriction bills, to FDA's reorganization efforts—CRN members will successfully navigate through the choppy waters ahead. He points to both the association's staff and the members deep commitment to improving consumer health as the sources of his confidence.

**“...it's times like these, when the importance of an association is most evident, when a unified voice is perhaps all that stands between a bust and a boom. That voice has never been stronger when I consider the team we have in place right now here at CRN.”**

“Make no mistake, the industry is in a precarious place right now—there are issues that could go south very quickly,” says Mister. “But we have navigated difficult issues in the past, and it's times like these, when the value of CRN is most evident, when a strong, unified voice is perhaps all that stands between a bust and a boom. This voice has never been stronger when I consider the team we have in place right now here at CRN.”

Mister says small and big companies alike should regard their membership as an insurance policy or retirement savings—investments made day to day to assure a brighter long-term future. “As we always do, CRN is addressing these threats with judicious, carefully calculated responses. Our behind-the-scenes efforts don't always grab headlines, but they produce results for our members.” He says the combined expertise and ‘depth of bench’ from the staff team gives CRN the edge. CRN staff appreciate the history, culture and market forces at play and the dynamics of which tactics are likely to succeed. And he credits a dedicated Board of Directors for guiding these policy decisions.

“The supplement industry is facing formidable threats,” Mister says. “Going it alone, or with another association that doesn't understand the space like we do, is a risk serious, profit-driven companies should not take.”

## CRN's long-term envisioned future:

Dietary supplements and functional food are universally trusted, accessible, and accepted as essential for healthier lives.

## Establishing a 2024–2026 strategic plan

CRN's Board of Directors adopted a new CRN strategic plan for the future, spanning 2024 through 2026, following an in-depth planning session of the Executive Committee with CRN staff to establish goals within each of five areas, instructing the association to:

**Expand Self-Regulatory Initiatives:** Champion self-regulatory initiatives that demonstrate our members' commitment to transparency, accountability, and responsible behavior to sustain and improve trust in our members' products and to distinguish responsible companies.

**Influence Public Policy:** Build and maintain a positive legislative, regulatory, and commercial environment for our members' products to foster consumer confidence and industry growth.

**Improve Consumer Access:** Improve consumer access to reliable information about the roles dietary supplements and functional food play for nutrition and health, and increase access to CRN members' products.

**Cultivate Positive Public Perceptions:** Create and foster awareness, perception and understanding of the safe and valuable roles our members' products play on individual, family, and public health.

**Expand Membership:** Lead the industry and build association resources through industry-focused education, member services, and community building that foster broad membership in CRN and differentiates CRN among supplement industry associations.



CRN President & CEO Steve Mister addresses the association's Board of Directors during a quarterly meeting in Washington, DC.



# Spotlighting shared science and innovation to benefit the entire supplement sector and deliver much-needed nutritional support to consumers



## Andrea Wong, Ph.D.

Senior Vice President, Scientific & Regulatory Affairs

With over a decade at CRN, Andrea Wong sums up why she has been with the association so long: integrity. She cites not only the integrity of the staff, but also of the members, who she says all have a strong commitment to providing safe and beneficial products for better health and nutrition.

She also appreciates how the members CRN represents are committed to the “overall nutritional needs” of their consumers, which has resulted in innovation around ingredients and delivery forms, and improved adherence by consumers to supplement regimens.

**“Competition can and should sometimes be turned into collaboration. I think we do that exceptionally well here.”**

“That innovation comes at the right time, because there is this misperception that if you just eat ‘right,’ you don’t need supplements. And that is just not true,” says Wong. “There is this lofty idea that you can get all your nutrition from food, but we know that isn’t possible for everyone, so we need to meet consumers where they ‘are’ versus where they ‘should be.’”

One of the elements to her job that she most enjoys is being able to liaise between members, some of whom might even be competitors, to elevate the shared science that will benefit the entire sector.

“In addition to the breadth of experience we have resident in our science team, we have an endless resource in the form of the research and development divisions of our member companies,” says Wong. “Competition can and should sometimes be turned into collaboration. I think we do that exceptionally well here.”



Andrea Wong spoke about the evolution of research, trends and nutrition access with NutraIngredients-USA's Danielle Masterson. Scan the QR code to access the video.



Members of CRN's Senior Scientific Advisory Council discuss research priorities for dietary supplement ingredients and more during the group's in-person meeting prior to CRN's Science in Session symposium.



Andrea Wong spoke about regulatory compliance during the “Supplements 101: Fundamentals for a successful journey” educational session at SupplySide West, highlighting the range of quality brands and companies represented by CRN.



# Navigating complex legal and regulatory issues through the magnified view of the CRN community



**Megan Olsen** *Senior Vice President and General Counsel*

After five years at CRN, Megan Olsen has come not to regard her work as a mere “job,” but rather a “cause.” Her strong belief in the benefits of supplementation have made her a compelling advocate for members who feel as passionately as she does. And the many forms that advocacy takes keeps her challenged and knowledgeable about the ever-changing landscape of the industry.

“I think a lot of members are unfairly targeted because there are so many gray areas in the regulation,” says Olsen. “Whether its drug preclusion, issues with new dietary ingredients, or class actions, we are constantly helping our members navigate some of these very complex issues.”

**“The legal and regulatory vantage point you occupy as a member of CRN allows you to see straight through to the horizon.”**



Megan Olsen discussed comments made by FDA Commissioner Robert Califf, M.D., at CRN's conference with NutraIngredients-USA's Danielle Masterson. Scan the QR code to access the video.



Olsen is quick to point out that access to the breadth of CRN's expertise is not the only benefit of being a member. The value of being part of a collective of companies cannot, and should not, be undersold, she adds. Tapping into that shared expertise is a valued resource for in-house general counsels who are often “drinking from a firehose” of issues with which to contend.

“The legal and regulatory vantage point you occupy as a member of CRN allows you to see straight through to the horizon,” Olsen says. “There are 180 other companies magnifying your view—and that's powerful.”



Megan Olsen speaks with Eric Unis of the National Advertising Division, BBB National Programs, and Rend Al-Mondhry of CRN associate member Amin Talati Wasserman, among others during a SupplySide West seminar, “A Comprehensive Look into Health and Nutrition Legal and Regulatory Landscape.”



Steve Mister interviews Gerie Voss, director of the Division of Policy and Regulations Implementation at FDA's Office of Dietary Supplement Programs during the 11<sup>th</sup> annual Legal, Regulatory, and Compliance Forum.



## Mastering the art of consensus with a laser focus on the supplement industry



**Julia Gustafson** *Vice President, Government Relations*

Although Julia Gustafson has been in the world of dietary supplements for just about five years, she is no stranger to government relations or Capitol Hill. From her perspective, members benefit by belonging to CRN for a number of reasons, including two she emphasizes. The first is when you are lobbying in the halls of Congress, there is always strength in numbers. And, secondly, CRN's legislative efforts are laser focused on the dietary supplement and functional food industry.

“Our smaller members, some of whom don't even have government relations departments, benefit immensely from the strength and clout of our larger members,” says Gustafson. “And as an association, you need to facilitate discussions between members, big and small, that get you all on the same page when Day on the Hill rolls around. There is an art to that.”

**“...as an association, you need to facilitate discussions between members, big and small, that get you all on the same page...”**

Gustafson says there is also a sort of artfulness in the way the government relations team works in such close lockstep with the science team at CRN. Complex scientific concepts are frequently broken down and explained in a way that lawmakers and consumers can understand, while still appreciating the scientific integrity behind much of the represented industry's decision-making.

“The challenge we have on the advocacy side is the competing voices coming from various factions of industry,” says Gustafson. “It's not just about advancing your position with lawmakers, it's about differentiating it from other agendas, which CRN is very adept at doing.”

Julia Gustafson was among the dietary supplement industry panelists that spoke during a U.S. Hemp Roundtable briefing to congressional staff, promoting legislative proposals that would direct FDA to regulate hemp-derived CBD as a dietary supplement.





SCENES FROM CRN'S 'DAY ON THE HILL'



Mandy Kraynik, Nature's Way; Chris Reid, Plexus Worldwide; Barry Ritz and Krys Araujo Torres, Nestlé Health Science; with CRN's Julia Gustafson.



Bruce Brown, Kerry; Mary Phillips, DSM; John Helfrick, BASF, Sherry Duff, Innophos; Patrick Brueggman, VitaQuest; and CRN's Mike Meirovitz.



Michelle Stout, Amway; Tara Martin, Nutrawise; Christine Burdick-Bell, Pharmavite; CRN's Steve Mister and Emily Lewantowicz; and Allison Zolnay, Amway.

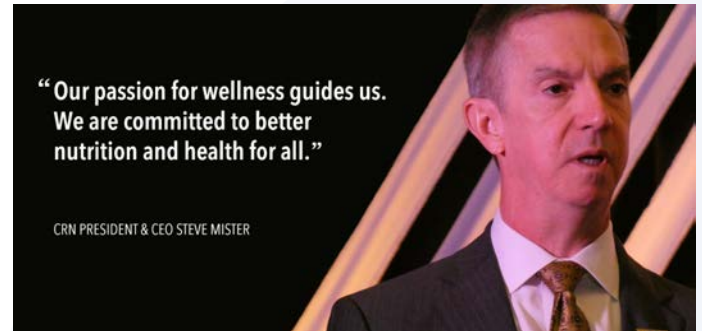


Michelle Stout and Allison Zolnay, Amway, along with CRN's Steve Mister, Christine Burdick-Bell, Pharmavite, and Jennifer Holahan, Haleon, meet with legislative staff (left). Rob Sinnott, Ph.D., USANA, and Ingrid Lebert, Pharmavite, meet with Rep. Kim Schrier (D-WA), along with Veronica Anderson, USANA, and Kim Drabik from Plexus Worldwide.

# REAL EXPERTISE AT A GLANCE

**CRN addressed the challenges** facing the dietary supplement and functional food industry with a balance of advocacy and diplomacy, informed by the insight our 50-year history provides, and driven by the energy of our dedicated staff of professionals in collaboration with our members. Our work is built on the foundation of our core values expressed by CRN's Executive Committee that President & CEO Steve Mister highlighted in his 2023 annual conference address:

- An unwavering commitment to science as the basis for decision making
- The recognition that reasonable regulation is necessary to foster consumer confidence and continued industry growth
- Responsible self-regulation is preferable to government involvement and necessary to demonstrate a mature industry
- Integrity must underly all we do—both as an industry and as an association
- Our passion for wellness guides us—we are committed to better nutrition and health for all



CRN Board of Directors Chair, Tara Martin of Nutrawise/YouTheory, also addressed attendees of CRN's annual conference. Scan the QR code to read the full speeches.



## Advancing initiatives that matter to the dietary supplement and functional food industry

Whether responding to FDA's proposed reorganization plans, a Congressional inquiry on cannabidiol, a California legislator's questions on titanium dioxide or onerous age restriction proposals throughout the states—just to name a few issues CRN addressed in 2023—our team of experts worked to protect and advance our dietary supplement and functional food industry members' interests.

CRN engaged with FDA and FTC officials, following submissions of petitions on drug preclusion and claims substantiation, to clarify regulatory language that would allow for growth and innovation in the supplement space and ensure consumers have access to safe and beneficial products.

In addition, the CRN team worked to expand access to dietary supplements, advocating for FSA/HSA legislation, supported by new data on consumer use of these plans, as well as the science-backed “Supplements to Savings” report.



CRN advanced its policy priorities and provided opportunities for networking and industry collaboration through its in-person gatherings. These included the WellComms event for marketing and communications professionals in the wellness space, the 11<sup>th</sup> annual Dietary Supplements Legal, Regulatory, and Compliance Forum, and the association's Day on the Hill lobbying fly-in—culminating in the annual Science in Session and Now, New, Next 50<sup>th</sup> anniversary events that included a virtual fireside chat with FDA Commissioner Robert M. Califf, M.D.



## Relationships

- CRN met face-to-face with Jim Jones, FDA's new deputy commissioner for Human Foods twice in 2023, as well as with other agency officials, and FTC leadership, maintaining working relationships that fostered dialog on critical issues including those for which CRN submitted citizen petitions.
- CRN convened members for virtual and in-person meetings, providing opportunities for connection among like-minded industry colleagues.

## Advocacy

- CRN submitted citizen petitions to FDA and FTC calling for clarification of the drug preclusion clause and the Health Products Compliance Guidance, respectively, discussion and next steps are ongoing.
- CRN called for consideration of supplementation recommendations in 2025–2030 Dietary Guidelines for Americans currently in development.
- CRN successfully pushed back on age-restriction legislation in several states, including commissioning and disseminating science-based evidence in opposition, and continues to work to mitigate the impact of passed legislation in New York.
- CRN worked to limit the scope of legislation and protect the dietary supplement industry from state proposals seeking to ban titanium dioxide.
- CRN supported the introduction of the bipartisan Dietary Supplements Access Act that seeks to provide greater choices to consumers by allowing them to use Flexible Spending Accounts (FSAs) and Health Savings Accounts (HSAs) including co-commissioning an Ipsos consumer study on FSA/HSA engagement.
- CRN commented on FDA's "Dietary Guidance Statements in Food Labeling: Draft Guidance for Industry" among other regulatory proposals.

## Where Advocacy Meets Diplomacy: 2023 Demanded a Full Toolbox

As CRN President & CEO Steve Mister wrote in a December 2023 [NutraIngredients-USA.com](https://www.nutraingredients-usa.com) article, CRN strategically did more than simply co-exist with regulators and legislators, collaborating when appropriate and challenging when needed. Scan the QR code for the full story.



## Education

- CRN presented several educational webinars throughout 2023 on topics such as protecting brands from counterfeit sales on Amazon and beyond, FTC's Health Products Compliance Guidance updates, plastic pollution prevention and packaging producer responsibility—and more.
- CRN educated a range of stakeholders about supplements and functional foods, for example, addressing congressional questions on CBD as well as Government Accountability Office questions on prenatal vitamins.
- CRN pushed back on countless instances of inaccurate representations of the state of dietary supplement regulation, providing journalists and other stakeholders with the facts that dietary supplements are regulated by FDA and FTC.
- CRN published results of its annual Consumer Survey on Dietary Supplements, with data supporting the mainstream status of these products and the essential role they play in supporting wellness.



## Leadership

- CRN engaged members in self-regulatory efforts around updates to its melatonin guidelines, gummy format supplements, and more—including adopting E-Commerce Voluntary Guidelines.
- CRN, through its international arm, CRN-International, convened stakeholders for a symposium held in conjunction with the Codex Committee on Nutrition and Foods for Special Dietary Uses (CCNFSDU) meeting, publishing a conference report, "Advancing Nutrition Science to Meet Evolving Global Health Needs," in the *European Journal of Nutrition*.
- And more—visit [www.crnusa.org/2023-reports](https://www.crnusa.org/2023-reports)





# Elevating the dietary supplement industry's reputation with quality content that tells our story



**Jeff Ventura** Vice President, Communications

Jeff Ventura, who came on board in early 2023 to lead Communications at CRN is already making strides toward reshaping the narrative around dietary supplements and their essential role in enhancing public health. With a robust background spanning newsrooms, public affairs at renowned academic medical centers, and pivotal roles with the U.S. Food and Drug Administration and National Institutes of Health, Ventura is well-equipped to champion the dietary supplement industry's value to a global audience.

At CRN, Ventura's mission is to leverage his expertise in media relations, public affairs, and strategic communications to elevate the industry's reputation, emphasizing the critical role dietary supplements play in maintaining and enhancing the quality of life for individuals and supporting the broader public health agenda. Through initiatives like "Profiles in Leadership," "CRN/Member Experts Explain," and the "Take Five" series, he aims to build a platform for industry leaders to share insights, foster dialogue, and promote the science behind supplements.

**“In the quest to enhance public health, the power of speaking in a collective voice about the value of dietary supplements cannot be overstated.”**

Ventura emphasizes the importance of a united voice in advocating for the dietary supplement sector, stating, "In the quest to enhance public health, the power of speaking in a collective voice about the value of dietary supplements cannot be overstated. It's not just about individual wellness but about elevating the quality of life for all through informed choices and robust, science-backed nutrition solutions."

His fresh perspective and commitment to transparency and science-based communication are poised to drive forward CRN's mission, fostering industry growth while ensuring products meet the highest standards of safety, efficacy, and ethical marketing.

PROFILES IN LEADERSHIP  
Cypress Systems  
President & COO  
**MICHELLE MARTIN**  
*Talks creativity, quality and customer education*



Council for Responsible Nutrition

Q&A: Connecting scientific innovation to market success



**“My path began in the realm of basic science, and I learned the hard way that commercial success in our industry requires much more than ‘great science.’”**

Karin Hermoni Principal, Imagine Health Solutions

CRN introduced new vehicles in 2023 for highlighting the dedicated leaders of responsible and innovative member companies that contribute to the economy and support wellness, as well as the technical experts that contribute educational perspectives to the community.

PROFILES IN LEADERSHIP  
Pharmavite CEO  
**Jeff Boutelle**  
*Talks purpose-driven innovation, consumer-centric excellence, and delivering on trust.*



Council for Responsible Nutrition

Q&A: Bringing brands to life for consumers



**“...So many companies put a lot of stake in the technology and science as a differentiating market factor, but that too can be just noise to the consumer, who really just wants to connect with the company's human story....”**

Yadim Medore Founder & CEO, Pure Branding

**“Dietary supplements are essential to maintaining my health.”**



CRN's annual Consumer Survey on Dietary Supplements revealed the essential role these products play in Americans' health and wellness.



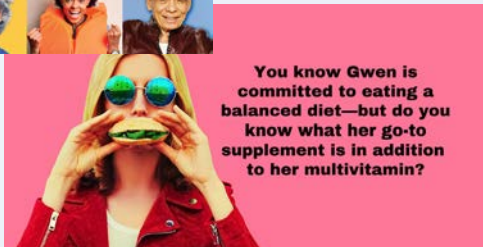
**2023 CRN Consumer Survey on Dietary Supplements**

**The New York Times**

CRN's perspectives are often included in dietary supplement coverage by mainstream consumer press as well as industry trade press.



**The Washington Post**



CRN's WellComms event convened marketing and communications professionals in the supplement space including Nestlé Health Science's Andrea Martin and VitaQuest's Jiezhelle Lizardo. Also pictured is Colleen Genetta, Aker Biomarine; CRN's Craig Muckle; Arzoo Fatima, Tishcon; CRN's Gretchen Powers and Elise Hall; Paul Wardle, Klick; Kevin Cencula, Kerry; and Cashtyn Lovan, Aker Biomarine.



CRN Communications, Marketing, and Media Outreach Committee chair Kim Drabik, Plexus Worldwide, and CRN's Jeff Ventura. Amin Talati Wasserman's Rend Al-Mondhry and Venable's Claudia Lewis speak at WellComms.



## Bringing an industry-insider's perspective to science-based supplement industry advocacy



**Luke Huber** *Vice President, Scientific & Regulatory Affairs*

Luke Huber has been at CRN for four years, and before that worked in the dietary supplement industry for 20 years, with his first job after his naturopathic medical residency being Technical Director at Emerson Ecologics (now Fullscript).

During his professional career, he worked for dietary supplement companies that served the practitioner channel, health food stores, e-commerce, and FDMC (Food, Drug, Mass, and Club). He believes this background helps him see CRN through the members' eyes. By the time he joined CRN, Huber was familiar with the role CRN plays in advocating for the dietary supplement and functional foods industry.

**“Without the important work CRN has done over the years, we would not have the robust dietary supplement industry the U.S. enjoys today.”**

One of the more challenging but important aspects of his job, he says, is scientifically defending and supporting the dietary supplement industry. He frequently provides the scientific explanation or evidence needed to set the record straight on misleading or factually inaccurate news stories about supplements. For example, last year, he spearheaded an initiative to publish a peer-reviewed article that busted myths about supplements and eating disorders, which were being used against the industry in a handful of state legislatures.

“I was drawn to CRN because of the organization’s reputation for being a trusted leader in the dietary supplement space, advocating for and defending the industry,” says Huber. “Without the important work CRN has done over the years, we would not have the robust dietary supplement industry the U.S. enjoys today.”

CRN's Luke Huber with the panelists from his moderated session at Natural Products Expo West, “Cognition Supplements for Optimal Performance,” Steven Kahn, Onnit; Diana Morgan, Nutrabolt; Caroline Davidson, SPINS; and Jeff Brams, Garden of Life. Dr. Huber moderated a session at SupplySide West, as well, “Sports nutrition quits the gym and goes mainstream,” with panelists Steven Kahn, Onnit; Diana Morgan, Nutrabolt; and Vishal Patel Nestlé Health Science.







The CRN Foundation presented Susan Hewlings, Ph.D., R.D., to discuss vitamin D with registered dietitians at the Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo (FNCE). Hewlings highlighted published studies supporting content for the foundation's Vitamin D & Me! science-based website.



CRN Membership Committee member Loren Brown and Ken Montes of longtime CRN member NuLiv Science celebrate "50 years of CRN" at the association's annual conference.



Kroger's Jim Kirby, Pharm.D., speaks to attendees of the CRN Retail Relations Forum breakfast during the National Association of Chain Drug Stores (NACDS) Total Store Expo.



Leadership from key retailers connect with CRN members at the Retail Relations Forum breakfast at the NACDS Total Store Expo. Pictured here are Colleen Lindholz, Kroger Health; Lisa Paley, Haleon; and Scott Emerson, Emerson Group.



CRN President & CEO Steve Mister attended the kickoff meeting for The White House Challenge to End Hunger and Build Healthy Communities, a nationwide call-to-action.



Chromadex's Rob Fried, Nutrafol's Giorgos Tsetis, and Pharmavite's Jeff Boutelle spoke with CRN President & CEO at the association's annual conference, giving attendees "the view from the corner office," discussing a range of topics, including innovation, consumer trust, and the importance of delivering high-quality, science-backed supplements.

## Emphasizing the role of dietary supplements in a healthy lifestyle to influence nutrition policy



**Haiuyen Nguyen** Vice President, Regulatory & Nutrition Policy

Haiuyen Nguyen, with 16 years at CRN, started right out of college. Although she was initially unfamiliar with the industry, the passion she developed in the intervening years for health and wellness has made her a seasoned professional in the field. Over the years, she has observed significant growth and demand for substantiated and innovative products, which in turn spurred rigorous science supporting product development.

Sharing the science is key to Nguyen's role, which includes advocating for dietary supplements in nutrition policy, such as the Dietary Guidelines for Americans, and building relationships with key groups, like registered dietitians, to whom she frequently emphasizes the role supplements can play as part of a healthy lifestyle.



See video of Nguyen's comments to the Dietary Guidelines for Americans Committee via the archived National Institutes of Health videocast at 1:33:58.



**“Nutrition professionals CRN has worked with now say how invaluable supplements have become in keeping those who they support healthy.”**

“There are many professionals in the nutrition space who were trained to believe that nutrients for all people can and should come from food alone,” says Nguyen. “But we have made some strides in this area, and now some of these professionals say how invaluable supplements have become in keeping those who they support healthy.”

Passionate about the industry's integrity and CRN's mission, Nguyen values the challenges and learning opportunities provided by her CRN colleagues and member companies. She finds diving into regulatory topics particularly productive, especially as regulations and guidance have become increasingly complex.



Member mentors Angela Mastaloudis, Ph.D., Brassica Protection Products; Susan Hazels Mitmesser, Ph.D., Pharmavite; with CRN and American Society for Nutrition Foundation (ASNF) Program for Scholars (CAPS) honorees Inah Gu, Josephine Dudzik, and Joseph Arballo; and member mentor Eric Ciappio, Ph.D., R.D., Balchem.



CRN's Mike Meirovitz and Andrea Wong, Ph.D., with Eric Ciappio, Ph.D., R.D., Balchem, participated in the President's Council of Advisors on Science and Technology Advancing Nutrition Science Workshop discussed the findings of CRN's "Supplements to Savings" report.





## Promoting science-based policy globally with the collective heft of CRN member companies



**James Griffiths, Ph.D.** *Senior Vice President, International & Scientific Affairs*

James (“Jim”) Griffiths is a veteran at CRN. He loves tackling the complex and often overlooked aspects of global trade in the dietary supplement and functional food industries. He is all about finding solutions for those confusing certification requirements, tricky tariff issues, and unforeseen regulatory hurdles. One important facet is making and maintaining connections with key World Trade Organization and other federal trade representatives. He’s not just a problem solver; he’s also a relationship-builder, cultivating international contacts that benefit CRN members in significant ways.

**“Our membership takes a lot of comfort knowing that when things get problematic overseas, CRN is in Washington organizing a united response.”**

He’s got a flair for promoting CRN’s role globally and is particularly proud of organizing CRN’s international scientific symposia. He says part of the reason he has remained at CRN for so long is that the membership value the clearinghouse nature of incoming and outgoing international concerns, and the ability to find market development opportunities.

He knows the importance of having a strong voice in international trade discussions and engaging USA trade muscle when unexpected barriers arise from our trading partners and ensuring that CRN’s members are well-represented and heard.

“Perhaps more so than in the domestic market, the collective heft of our membership is critical when we are working through some of the trade-impacting issues with foreign regulations,” says Griffiths. “Our membership takes a lot of comfort knowing that when things get problematic overseas, CRN is in Washington organizing a united response.”



Michelle Stout, Amway, moderated the CRN-I symposium with presenters Dr. Marina Green, Dr. Lynette Neufeld, Dr. Charalampos Izoulis, Dr. Emily Ho, Dr. Rima Obeid, and CRN’s Dr. Jim Griffiths, who led the symposium program development.



CRN staff help celebrate Codex’s 60<sup>th</sup> anniversary. CRN has been vocal at in-person and virtual Codex meetings and regularly submits comments on behalf of the dietary supplement industry to the Codex Secretariat to give voice to CRN members’ perspectives.



## Providing trustworthy stewardship of member investments



**Marc Rucker** *Vice President, Finance & Administration*

For a lot of finance professionals, working in banking would be a “destination” job. But for Marc Rucker, it wasn’t just about spreadsheets, it was about spreading his wings and landing in an organization that was mission-driven. So, he left the financial industry and found that sense of purpose when he began working for trade associations. CRN, he says, is the kind of goal-oriented place where he thrives.

“Everyone here is just so passionate about this industry, because they really believe that these products help people live healthier, happier lives,” says Rucker. “It really is the difference between making money and making a difference, which is why I am here.”

**“Everyone at CRN is just so passionate about this industry, because they really believe that these products help people live healthier, happier lives.”**

Of course, for anyone working at CRN to have an impact, the organization demands that Rucker operate at a somewhat dizzying strategic level, playing a delicate long-game of balancing programmatic priorities with practical financial imperatives, the biggest of which being the smart allocation of membership dues revenue.

It’s a mission he wholeheartedly accepted when he took the job, and welcomes the challenge.

“By paying their dues and belonging to CRN, our members are investing in the future of not just their companies, but of the industry writ large,” says Rucker. “That they entrust me with that investment is an honor that I take very seriously.”



## Honoring a valued team member’s retirement from CRN

**Carl Hyland**, Vice President Membership Development, retired in 2023, after 12 years of helping shape the dietary supplement industry by bringing companies on board as CRN members. Carl is known and loved by so many in the dietary supplement and functional food industry and was recognized at CRN’s 50<sup>th</sup> anniversary gala event.

## Helping members make the most of what CRN has to offer



**Gretchen Powers** *Vice President, Marketing and Member Experience*

Gretchen Powers has seen her share of memorable ups and downs throughout her tenure at CRN, with responsible industry's advocacy for common-sense regulation an ongoing theme—and the greatest wins resulting from a unified industry voice.

Powers points to the industry's growth as a flag attracting those who would challenge the value of these products. CRN faces these challenges head on with science-based facts, often having to contend with blatant misinformation. It's why, she believes, dietary supplement companies shouldn't go-it-alone by attempting to navigate today's landscape without association membership.

**“Leading responsible companies should absolutely be at the table with CRN, calling for sensible regulation that levels the playing field and encourages innovation through strategic consensus building.”**

The cost of CRN membership is a small price to pay considering the immediate legitimacy it confers to companies in the supplement space, Powers advises. She sees this as a well-earned halo effect from the fact that CRN members adhere to the highest ethical standards and self-regulatory guidelines that they themselves have a hand in developing.

Shaping the industry's future is a big part of the value of membership. “Leading responsible companies should absolutely be at the table with CRN, calling for sensible regulation that levels the playing field and encourages innovation through strategic consensus building.” This behind-the-scenes work is critical to any company's bottom line.

At the heart of her work for CRN is facilitation of member engagement with the association's offerings, helping member company team members leverage CRN's resources and community to enhance their professional development as well as their companies' success.



Pictured here are CRN's standing committee chairs: Legal Committee Chair Taneesha Routier, J.D. of XYMOGEN; International Trade & Market Development Committee Co-Chair Oliver Chen of Church & Dwight Co., Inc.; Senior Scientific Advisory Council Chair Deshanie Rai, Ph.D., FACN of OmniActive Health Technologies; Retailer Relations Forum Chair Charles J. Tacl of Mason Vitamins; Communications, Marketing, and Media Outreach Committee Chair Kim Drabik of Plexus Worldwide; Membership Committee Chair Bruce Brown of Kerry; Regulatory Affairs Committee Co-Chair Jennifer Bone of Nutrafol; International Trade & Market Development Committee Co-Chair Daniel Tracy of Nu Skin; Government Relations Committee Chair Ingrid Lebert of Pharmavite; Vice-Chair Alex Eapen of Cargill; and Regulatory Affairs Committee Co-Chair Bill Turney of Kerry.

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