



Randy Dennin
Chairman

A Message from the Chairman

Greetings to all Natural Products Foundation supporters!

Welcome to the NPF Newsletter for SupplySide East, April 2009. Everyone at the Foundation is glad to be here at SSE, working to enhance and promote the integrity of natural products through quality, science, and education. We appreciate having you along backing us at every step.

This newsletter highlights some of the exciting NPF programs already underway, as well as some of the new things we have planned. As always, we are grateful for your support, and we look forward to working with all concerned parties to protect and improve the future of the natural products industry.

Enjoy the trade show, and be sure to stay tuned each month for future news and developments in our monthly e-newsletter.

Yours in Health,



Randy Dennin
Chairman



Impact of the Dietary Supplement Industry (in billions of dollars)

Impact	Direct	Indirect	Induced	Total
Total Economic Output	\$2.460	\$15.979	\$22.318	\$60.757
Labor Income	\$8.255	\$5.032	\$6.884	\$20.171
Employment (Jobs)	199,052	93,439	163,291	455,782

Source: Dobson I DaVanzo analysis of the Dietary Supplement Industry using IMPLAN software and data from the Nutrition Business Journal.

Economic Impact Report: Dietary Supplement Industry Contributes \$60 Billion to National Economy

A new study funded by the Natural Products Foundation has found the total economic contribution of the dietary supplement industry to exceed \$60 billion dollars, or 0.5 percent of the national GDP.

Dietary supplements generate more than \$20 billion in annual consumer sales, but the industry's overall economic contribution goes well beyond the direct purchase of goods.

The *Economic Impact Report*, completed by Dobson I DaVanzo, a Washington,

D.C.-based economic research firm, is the first to quantify the dietary supplement industry's total financial bearing on the national economy. It considers multiple tiers of contributing factors, including supply, production, research, direct employment, manufacturing, and taxes, as well as these dynamics' long-term financial effects.

"Most industry assessments typically focus on retail sales. Realistically though, sales are really just the tip of the iceberg,"

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NPF Will Twitter for Health Care Clinics

Twitter, the popular social networking tool that allows users to answer the question “What are you doing right now?” is a great way to keep in touch with friends, family and co-workers. Through a simple 140-character update called a “tweet,” Twitter users can interact with people all over the world.

But Twitter is more than just a peek into the lives of others—it’s also a way to let people know about the good work being done by NPF and ask for small donations to help us with our initiatives. The Natural Products Foundation is gearing up to start a Twitter micro-fundraising campaign, which will raise money for a new program to match vitamin and supplement companies with needy health care clinics.

Due to the tough economic climate, many community health care clinics that care for those without means to pay are seeing a decrease in funding and an increase in people needing services, dietary supplements and other natural products. Donations from the Twitter campaign will be used by NPF to match each participating vitamin and supplement company with a clinic. Look for more information on the Natural Products Foundation’s Twitter micro-fundraising campaign very soon.



Donor of the Month: Retail Insights

As my company celebrates its 12th year helping independent retailers develop, build, and operate successful natural products stores, we are proud to work for some of the finest independent retailers in our industry. These independents are currently reporting year-over-year growth of seven percent in the face of a broad economic downturn.

In my view, to continue to succeed, independents must stand for two principles. First, they must commit to quality, that is, act as a trusted gatekeeper, selecting only the finest products. Second, independents must commit to being a true partner of those who walk through their doors each day seeking help.

That’s why I support the Natural Products Foundation in its mission to maintain the integrity of natural products, which helps ensure that consumers achieve greater well-being. Through education and research, NPF helps us improve our products and services, and strengthens the bonds we form with consumers now and in the future.



As we reach more people, and gain prominence in commerce and society, we will continue to face challenges from regulators and competing interests. To maintain the public trust, we will do well to adhere to a set of standards that does not vary with each passing fad, and this why the Natural Products Foundation is essential.

Jay Jacobowitz is president of Retail Insights®, natural products industry consultant, and publisher of Natural Insights for Well Being™, a consumer marketing program designed especially for independent natural products retailers. With 31 years of industry experience, Jay has helped develop over 800 successful natural products retail stores in the U.S. and abroad. Jay is a popular educator, speaker, columnist for Whole Foods Magazine, and serves the Natural Products Association in several capacities.



Tastebook

You already know just how satisfying great natural cuisine can be. As spring deepens and gives way to summer, fresh organics and other naturals really shine on tables everywhere. To help you enjoy the oncoming season, the Natural Products Foundation and Tastebook have partnered to give you an incredible new cookbook: *Cooking, Naturally*.

Cooking, Naturally is a collection of savory recipes and gorgeous photography that's truly one-of-a-kind. These dishes are healthy, diverse, and sure to give you some amazing ideas for a cuisine as natural as it is delicious. We think you'll find it to be not only a great complement to any natural lifestyle, but also a wonderful way to shake up your cooking routine.

To begin "Cooking, Naturally," go to www.supplementinfo.org or www.NaturalProductsFoundation.org and click on the Tastebook button on our site. Proceeds benefit the Natural Products Foundation.



Shop Through NPF Websites and Help the Industry

Amazon.com

Access Amazon.com through NPF websites and a portion of your total purchase price comes back to support foundation activities. That's right, just by accessing www.amazon.com through www.NaturalProductsFoundation.org and making a purchase, you're helping to support your industry.

You might already use Amazon.com for your book buying needs. It's fast, reliable, and offers every title you could possibly want. The Natural Products Foundation has joined the site's Affiliates program to highlight some of the best work being done in our field. Presently, we are showcasing excellent titles from David Heber, Phyllis A. Balch, and Dr. Hyla Cass. These are wonderful books that articulate just how beneficial natural lifestyles can be.

When you purchase these titles through the NPF Affiliate, Amazon.com gives the foundation a portion of the purchase price, directly aiding the foun-

dation's efforts at a crucial moment for our industry. It couldn't be easier. Simply click on the Amazon Affiliates button on either of the NPF websites (www.supplementinfo.org or www.NaturalProductsFoundation.org) and you'll be taken to our selections. Whether you decide to purchase these books, or any of the hundreds more that touch upon the science, culture, and recipes of natural products, a portion of your purchase will benefit the Natural Products Foundation. Not only will you discover the great ideas and people making the natural products universe tick, but you'll be supporting the foundation's efforts to advance education, safety, and accountability.

So the next time you want to make a purchase through Amazon.com, access the site through one of the foundation websites. Whether you're purchasing books, electronics, movies, music, clothing, or anything at all that Amazon.com offers, you will be helping to maintain our industry's vitality as well.



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Dietary Supplement Industry Contributes \$60 Billion to National Economy

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said Tracy Taylor, Executive Director of the Natural Products Foundation. "The labor, materials, and technology necessary to move any product from staging grounds to the final sale trigger a cascade of economic consequences. Consider for example that the dietary supplement trade generates enough activity throughout production and sales to support over 450,000 jobs, and that industry concerns paid more than \$10 billion dollars in taxes in 2006."

By expanding the study's analytical scope, researchers provide a far more comprehensive economic picture, charting the widespread effects that dietary supplement-related transactions have on complementary industries. "Not only does the dietary supplement industry represent an important and growing component of the U.S. economy, it is interconnected in essential ways with many other industries," write the study's authors. "For example, the dietary supplement industry contributes to output

(or spending) in other industries, such as retail and wholesale trade; real estate, rental and leasing; finance and insurance; professional, scientific, and technical services; and manufacturing."

Moreover, the dietary supplement industry's influence is expanding, growing at a rate that exceeds inflation. While health care providers are usually given a "market basket" increase of between two and three percent to account for medical and other price increases, the dietary supplement industry is steadily growing at a rate of more than 5 percent per year. As core sales of supplements grow, so too do their wholesale effects on the economy. From providing sustainable jobs and manufacturing infrastructure to improved public health by way of prevention, the economic consequences are enormous.

The Economic Impact Report will be provided to donors contributing \$1,500 or more to the foundation. Please contact Deb Knowles at (941) 349-9044 for details.

Pledge Form

I would like to help promote the integrity of natural products through quality, science and education as a contributor to the Natural Products Foundation.

My gift is for the total amount of \$ _____

Individual and/or corporate name as you wish it to be recognized in foundation materials:

- Paid in full by check payable to the Natural Products Foundation
- Please charge my credit card for the full amount of my gift. Visa MC AmEx

Card Number _____ Exp. Date _____

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(where billing statement is sent)

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Mail contributions to: Natural Products Foundation, 1773 T St. NW, Washington, DC 20009

The Natural Products Foundation is a registered 501(c)(3) non-profit organization. Tax ID # 61-1471460



Meet the Natural Products Foundation Board Members:

Frank Lampe

It doesn't take a Rhodes Scholar to see that the mainstream media continues to distort the benefits of nutritional foods and dietary supplements through its reporting of what it says is "negative research." Such stories are almost a weekly occurrence, and perhaps have created doubters even amongst the true believers in the natural products and the integrative medicine communities.

I'm not one for broad generalizations, but as a member of the media myself, I'm extremely sensitive to the misrepresentations and shoddy reporting that lead to sensational headlines for the sake of sensationalism or because doing so is in alignment with a set of closely held—even if wrong—beliefs or values. Having said that, I fully support relying on science and the scientific process to determine medical protocol and to drive the legislative initiatives of interest to our industries.

As the most recent national elections have shown, change can happen when stakeholders choose to get engaged and involved to support ideas and concepts of interest to them. It's exactly that kind of activism that is needed today, whether it's defending DSHEA, countering erroneously conceived negative press or working toward the creation of a sensible, sustainable, integrative approach to the health care system, we all need to work for change that we believe in.

It is with the promise of what is possible, of what can happen, that I joined the board of directors of the Natural Products Foundation and hope to contribute to its many initiatives. I hope you will join me and the rest of the NPF membership in pursuing this most worthwhile cause.

Frank Lampe is the executive vice president of InnoVision Health Media, which publishes Natural Solutions: Vibrant Health, Balanced Living magazine as well as three peer-reviewed medical journals and a series of consumer health books.

Natural Products Foundation Needs Your Support

The NPF fundraising committee is hard at work raising money for vital foundation initiatives. This busy group includes:

- Jon Benninger, Virgo Publishing
- Randy Dennin, Industry Consultant
- Frank Lampe, InnoVision Health Media
- Jim Roza, Reliance Vitamin Company
- Suzanne Shelton, The Shelton Group PR
- Curt Valva, Aubrey Organics
- Janet Woods, J. Woods Associates

The committee is making calls to colleagues summarizing NPF successes, explaining plans for new projects, and asking for pledges. Please don't wait for us to call you! Contact Deb Knowles with your pledge today: debknowles@supplementinfo.org or 941-349-9044.



During the hectic bustle of SupplySide East, this dinner provides a relaxing evening where guests network with a small A-list of industry insiders and enjoy one another's company at the same time.

Please join us for
The Natural Products Foundation
2009 SupplySide East Networking Dinner

7:00 p.m.

Tuesday, April 28

Chart House Restaurant

*a wonderful establishment overlooking
the Manhattan Skyline*

Tickets are just \$250 per person and attendance is limited to just 100.

This is THE place to be at SupplySide East.
Don't miss it!

Call Deb Knowles at 941-704-1070 now,
or email debknowles@supplementinfo.org

The Natural Products Foundation is a 501(c)(3) tax-exempt charitable foundation. Contributions received from individuals, foundations, corporations and partnerships are tax-deductible to the extent the law allows.

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The Natural Products Foundation relies on the contributions of individual companies and industry trade associations to ensure the future growth of our industry. Your contribution supports the foundation's efforts to stimulate and support research, education and knowledge regarding dietary supplements, nutritional foods, and related products.

Join the companies listed above and help us demonstrate and communicate the true value of natural products. Help us build the strong foundation needed to help our customers and help ourselves.

Become a Supporter. Call (941) 349-9044 or visit www.NaturalProductsFoundation.org