



The Organic & Natural Health Association was founded in 2014. It's mission is to unite consumers and corporations to transform business practices in alignment with regenerative practices to support the health of people and planet. Our members are committed to:

Transparency – Empowering conscious consumer purchase decisions through honest relationships and business practices that value education, disclosure and unambiguous information.

Accessibility – Ensuring broad access to organic and natural food, products and services that contribute to the health and wellness of individuals and communities.

Traceability – Adhering to well-defined, quality-controlled production processes that ensure supply chain integrity.

Continuous Quality Improvement – The use of recognized, proven and effective third-party certifications, as well as qualified seals, programs, and self-assessments that work to ensure the integrity and quality of food and dietary supplements can also serve consumer interests.

Our work is concentrated in three areas: research, consumer education, and advocacy.

- We support [nutrient field trials](#) that enable consumers to test and monitor nutrient levels in an IRB approved program that has been expanded from just vitamin D, to include omega-3, magnesium and trace minerals. We are also actively engaged in research activities relating to ingredient identity, adulteration and contamination.
- Our award winning consumer education campaign has generated 314 million media impressions, focusing on the importance of testing and achieving adequate nutrient levels, and sourcing quality supplements. We have just launched our 2020 campaign on importance of vitamin D, vitamin C and omega-3 for supporting a health immune system. Our seasoned spokespersons are members of our highly prestigious [Scientific Advisory Council](#), Chaired by Dr. Mercola. We have a dedicated consumer website at www.nutrientpower.org, and an strong [public relations](#) presence
- Our [advocacy efforts](#) include, among others, submission of a Health Claim Petition to FDA for vitamin D and preterm birth, that subsequently became a structured function claim now being used in the public domain. We advocate on Capitol Hill for issues ranging from access to supplements, to changing Made in the USA standards for grass fed meat, an issue that impacts the collagen market. We are actively engaged in all issues relating to the federal organic standard, and are developing an organic resource and training program for members.

We are an elite organization of roughly 30 members who represent the entire supply chain, including raw ingredients suppliers, manufacturers, brands and distributors, retailers and consumer organizations. We gather this unique group of stakeholders, who sign a yearly attestation to our quality standards, once a year in January for our Annual Conference. This is an invitation only, C-level program that is size limited (75-100 people) and designed for quality opportunities to make business connections. We gather at industry events on a regular basis and have just launched our a weekly Zoom gathering where members are invited to share innovations, developments and successes with this group of industry leaders. Next year's event is being held in Naples, FL, January 26-29, 2021 and will include an organized business networking session.

Organic & Natural Health members understand that keeping consumer interests first will result in continued growth. They are committed to the quality of the supply chain and sustainability. Our revenues are driven by membership dues and conference sponsorship. The Association operates with minimal overhead to ensure all funds are expended to support the organizations mission and values.