

**Contact:** Dot Boyd  
Executive Director  
Natural Products Association West  
(866) 343-6632  
[www.npawest.org](http://www.npawest.org)  
[dboyd@npawest.org](mailto:dboyd@npawest.org)

**FOR IMMEDIATE RELEASE**

## **Natural Products Association West Hosts 7<sup>th</sup> Annual “Lobby Day” in Sacramento**

*Thursday, June 18, 2009*

### ***Natural Products Association West hosts another successful ‘Health Matters!’ Advocacy Day in Sacramento***

On Wednesday, May 20, nearly 80 natural products industry members from throughout California gathered in Sacramento for Natural Products Association West’s 7<sup>th</sup> Annual lobbying event. Industry advocates visited 100 offices, including many of freshman legislators, to educate Members of the CA Legislature and staff about the importance of natural products in creating a healthier California.

NPA West President, David Stouder opened the session commenting on the important role the regional association plays in shaping public policy in California and in protecting the industry from harmful legislation in this bellwether state. Participants were also updated on what’s happening in Washington, D.C. from NPA Executive Director/CEO David Seckman and President Debra Short. The eventful day included an organic picnic lunch in Capitol Park and an evening reception featuring organic beverages and sample bags for legislators and staff members.

*‘Health Matters!’* Day advocates presented data showing the health and economic benefits that the natural products industry contributes to the state of California and to the entire country and stated that the industry is part of the solution to the current health care crisis. The group also registered its support of legislation to support the transition to organic farming (AB 1401) and a curb on the non-therapeutic use of antibiotics in meat served at schools (SB 416).

NPA West would like to thank all of the major sponsors and members of the Advocacy Honor Roll that made this year’s event possible:

Platinum: Jarrow Formulas, Inc; Gold: Natural Products Association, Nutraceutical Corp., Roex, Inc., Solgar, UNFI; Silver: Dead Sea Warehouse, Nature’s Best, Delicious Living Magazine, Threshold Enterprises; Bronze: Apple Health Foods, D & S Soap, Frey Vineyards, Healing Secrets, Natralia, NOW Foods, Sunshine Specialties, Vitamer Labs, Vitamin Express, We Pack It All, various companies that provided samples for the gift bags and participants in the Fitness Faire. NPA West would also like to thank Assemblyman Tom Torlakson and the CA Task Force on Youth and Workplace Wellness for their enthusiastic support of the natural products industry.

For more details and to view the photo album, please visit <http://www.npawest.org>.

---

**Natural Products Association West (Formerly NNFA-West)**

**Representing, Protecting and Serving the Natural Products Industry in CA, AZ, NV, HI and Guam**

**8863 Greenback Ln., #191 Orangevale, CA 95662**

