



Quarterly Newsletter
Summer 2007

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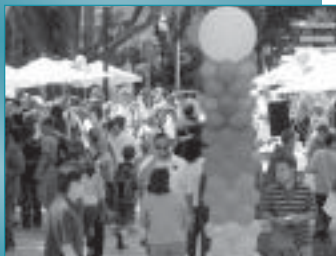
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"Hey, advocacy is fun!"
5th Annual 'Health Matters!'
Advocacy Day



All smiles with
Assemblywoman Parra



Fitness Faire crowd



Assemblyman Levine and Senator
Torlakson at Faire.

Health Matters!

Natural Products Association West

Make It Your Business to Join Us!

Natural Products Association West *Promotes Health at Capitol in Sacramento*

Natural Products Association West demonstrates commitment to advocacy at 5th Annual 'Health Matters!' Advocacy Day in Sacramento

On Tuesday, May 22, 2007, nearly 75 natural products industry members from California gathered in Sacramento for Natural Products Association West's 5th Annual lobbying event. Association members representing all segments of the industry educated members of the Legislature and staff about the association's legislative priorities—access to safe and healthy consumer products.

The eventful day began with a morning briefing and breakfast before adjourning to the Capitol for pre-arranged meetings with Legislators and their staff. President-Elect, David Stouder opened the session commenting on the important role the regional association plays in shaping public policy in California. Stouder emphasized that "although there is currently no legislation that is detrimental to the natural products industry, continuing to build relationships with lawmakers is vital to protecting our future if/when harmful legislation is introduced." Attendees enjoyed presentations by David Seckman, Executive Director and CEO, Natural Products Association, Randy Pollack, Lobbyist for Council for Responsible Nutrition, and Senator Torlakson, Chair of the California Task Force on Youth and Workplace Wellness. Torlakson, a leader on wellness issues facing California, spoke at Natural Products Association West's Healthy Harvest Show in 2006.

Before adjourning to the Capitol, Executive Director, Dot Boyd reviewed and discussed the presentation materials and just what attendees could expect during their meetings. Boyd commented, "We are so pleased with this year's exceptional turnout! With nearly 60 percent first time advocates, we knew that we needed an 'expert' to train the group on how to deal with the Legislature so we called upon the Governor." In a convincing impersonation of Governor Schwarzenegger, Lyndall Grant interacted with President-Elect Stouder in a role-playing exercise intended to entertain and inform the audience on how to effectively present the association's positions during their appointments. Attendees then spent the afternoon in meetings with lawmakers and staff members presenting industry support of various bills including labeling of products from cloned animals, eliminating trans fats in school nutrition, promoting healthy communities, production of industrial hemp and protection of non-genetically engineered crops.



Participants at 5th Annual 'Health Matters!' Advocacy Day in Sacramento, CA, May 22, 2007.

First time advocates were enthusiastic in their assessment of the event: "As a first time participant, I was impressed with the number of folks who turned out and their dedication to making this industry's voice heard," commented Judy Howard of Retail Alliance. "Lobby Day was one of the coolest experiences in my life!" expressed Michael Moody of Oliver's Market. Bryan Tallman, of Dr. Rath Education Services, said, "Not only did I have a great time, but I really believe we made an impact at the Capitol. It is reassuring to know that our industry has Natural Products Association West fighting for us." Veteran advocate, Michael LeVesque of Vitamin Express, summed it up this way: "Thanks for a wonderful morning event that helped tremendously in our being effective as we visited each office."

The meetings were enjoyable and productive and reinforced the importance of grass roots advocacy. The day concluded with refreshments and an informal review of the afternoon meetings and what follow-up was necessary by Natural Products Association West staff.

For some participants, this was a two-day event at the Capitol. Nine member companies sampled their products at the Step into Fitness Faire on Wednesday, May 23, 2007. The event, organized by Senator Torlakson's Task Force to promote health and fitness during National Fitness Month, drew at least 2000 people on the Capitol grounds. All participating companies agreed that it was a worthwhile event and aptly timed with Natural Products Association West's 'Health Matters!' Advocacy Day.

Please enjoy the array of photos from both events. To see more, please go to: www.naturalproductsassocwest.org.



TUNE IN!

TUNE in to 'Health Matters!' Radio Show Thursday mornings for lively discussions about health and medical news, politics, natural health and wellness and so much more with hosts David Stouder and Dot Boyd. KEST 1450 AM in the S.F. Bay Area reaching thousands of health food shoppers in six Bay Area counties. Interested in promoting your business on our show? Please let us know.

Retailer Member Benefits

PROTECTING YOUR INVESTMENT

YOUR business is your greatest investment. Is it properly insured? Speak to an industry expert at The Halland Companies before your current policy expires. Contact Anthony Bernato at 800-851-5116 or e-mail him at abernato@halland.com. Natural Products Association West receives dividends from its partners like The Halland Companies which helps us bring you more benefits of membership every year.

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TAKE a moment today to compare your current credit/debit card processing rates to Chase Paymentech rates and services. Call toll free at 888-213-8419; mention that you are with the Natural Products Association West and they can set you up to start saving money today! Not yet a member of the association? Sign up today and you likely will earn your annual dues back in savings through Chase Paymentech.



AMERICAN BOTANICAL COUNCIL

EXCLUSIVE MEMBER BENEFIT!

Available only through your Natural Products Association West new or renewed membership

- ▶ Save 50% off the price of the self-paced, online Herbal ABC Information Course
- ▶ Only \$34.98 Retail \$69.95
- ▶ Distinguish your business from the competition by taking advantage of this fantastic educational program now!

Call 866-343-6632 to sign up today!

What's Happening: Capitol Update

NATURAL Products Association West Board of Directors reviewed and voted to support the following legislation in the California Legislature, all of which are in synch with the industry's values. At press time, all of these bills (except AB 541, AB 684 and SB107) were in some state of passage in the Senate and Assembly.

To subscribe to Capitol Update e-mail news, please send request to info@naturalproductsassocwest.org; subject: Capitol Update.

AB 1100 FOOD LABELING: Cloned Animals

(Ruskin D-San Francisco)

Requires a manufacturer or producer of food for human consumption that contains any product from a cloned animal or its progeny to label the food to clearly indicate that the food includes the product of a cloned animal or its progeny.

SB 63 FOOD LABELING: Cloned Animals

(Migden D-San Francisco)

Requires every livestock producer who sells or transfers any cloned animal or its progeny to disclose to the buyer or transferee that the animal is cloned or is the progeny of a cloned animal. Requires food for human consumption that contains any product from a cloned animal or its progeny to be labeled to indicate that the food includes the product of a cloned animal or its progeny.

We believe in the consumer's freedom of choice, informed choice. Labeling preserves choice and sustains confidence in the food system. Labeling will also help prevent contamination of the organic food system (a rapidly growing segment of the food/farming industry). Consumers expect government protection of their food supply, from conception to consumption.

SB 107 COMMUNITY DEVELOPMENT:

Healthy Food Choices (Alquist D-Santa Clara)

Requires the Department of Public Health to establish the Healthy Food Retail Innovations Fund. Provides residents of underserved communities with retail food markets that would offer high quality fruit, vegetables, and other health foods and encourage retail innovation. Requires the department to provide grants and loans.

It is time to address the need in underserved communities for better access to healthy, nutritious food.

Providing grants for grocery stores, health food stores and farmers' markets will offer consumers healthier choices than are often available at neighborhood convenience stores or liquor stores.

(Held in Senate Committee on Appropriations.)

SB 490 PUPIL NUTRITION: Trans Fats

(Alquist D-Santa Clara)

Prohibits a school or school district, through a vending machine or school food service establishment during school hours and up to 1/2 hour before and after school hours, from making available to elementary or middle school pupils, a food containing artificial trans fat. Prohibits the use of artificial trans fat in the preparation of a food item served to those pupils.

AB 90 PUPIL NUTRITION: Trans Fats

(Huffman and Lieu-D)

Prohibits a school or school district from serving or selling to pupils, during school hours, any food containing artificial trans fat. Prohibits the use of artificial trans fat in the preparation of a food item served or sold to pupils.



Michael Moody meets Assemblyman Paul Krekorian

Obesity and related serious health conditions are increasing at an alarming rate in California, beginning with our children. The costs, both human and economic are astronomical. The current generation of children will have a shorter life expectancy if we do not act now. We have the responsibility to be stewards of their health and well being while attending our state's schools.

SB 20 PUPIL NUTRITION: Free and Reduced-Price Meals (Torlakson D-East Bay)

Increases the reimbursement rates for schools and child development programs that comply with certain specified requirements. Bans deep fried foods, trans fats; increases nutritional content of food served.



Jennifer Shawgo, Adrian Ortega in Assembly Office

For many students in "severe need," the school meal may be the most significant meal of the day.

Raising the standards for nutrition content of meals served in this program is imperative to the health, well being and academic success of these at risk children.

AB 97 FOOD FACILITIES: Trans Fats

(Mendoza D-Artesia)

Phases out the use of trans fat in California Restaurants beginning January 1, 2010, and from baked goods January 1, 2011. Imposes a fine that may range from \$25-\$1,000 for violations of these provisions.

There is a direct, proven relationship between diets high in trans fat content and LDL "bad" cholesterol levels and an increased risk of coronary heart disease—

See LEGISLATIVE on next page . . .



Natural MarketPlace
70th Annual Natural Products Trade Show and Convention
Formerly NPA 2007
Connecting People, Products and Knowledge

Conference July 20-22 Sands Expo and Convention Center and The Venetian Resort Hotel, Las Vegas, Nev.
Trade Show July 21-22

Discover unique natural products for unique stores —like yours.

For more information and to register online, go to www.NaturalProductsAssoc.org/tradeshows or call (800) 966-6632, ext. 247

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Natural Products ASSOCIATION™ Promoting Natural Products for Healthy Lifestyles
Formerly NPA

JOIN THE MOVEMENT!

We are looking for retailers, distributors and manufacturers who would like to host local government representatives (from city and county councils to state and congressional) for store and facility tours this summer and fall. Showcase your business and the industry while establishing relationships with key decision makers in your community. Call Dot Boyd now for more information: 866-343-6632.

Natural Products Association West's commitment to advocacy apparent at recent meeting with U.S. House of Representative Lois Capps.

ADVOCACY is a key objective of regional trade association, Natural Products Association West. The association is responsible for representing and protecting natural products retailers and suppliers in California, Arizona, Nevada, Hawaii and Guam. It not only means representing industry interests at the state level but also in congressional districts. With that in mind, the association has solicited manufacturers and retailers to "bring their Congressperson to work" this year. "Beginning this endeavor with Howard Schiffer and Vitamin Angels was a no-brainer," said Dot Boyd, executive director of Natural Products Association West. Vitamin Angels' headquarters is in District 23, represented by Congresswoman Lois Capps (D) since 1998. Representative Capps, the only registered nurse in the U.S. House of Representatives, was very involved in the Santa Barbara School District and childhood nutrition before being elected to the House. "Vitamin Angels' work to improve global health and their goal to eradicate childhood blindness by the year 20/20, easily represents so much of what is good about our industry—our generosity and how we impact health around the globe," Boyd continued.

At the meeting on April 4, 2007, Representative Capps met with Howard Schiffer, his staff, David Seckman and Dot Boyd. Schiffer presented real world stories of how dietary supplements work around the world and in the United States.

See *ADVOCACY* on this page



SPECIAL "THANKS" TO NATURE'S BEST FOR HELPING US BRING THIS ISSUE OF 'HEALTH MATTERS!' TO YOU!

(See insert)



David Stouder meets with the 'Governator'



Message well received



Threshold's Three Musketeers



Pausing between appointments



Mark James with Rainbow Grocery Co-op Team



Sacramento's Home Team

LEGISLATIVE

a leading cause of death in the United States. Trans fats are invisible and dangerous. There is no safe level of trans fats in our diet. Leading health organizations recommend that people strictly limit or eliminate consumption of trans fats. Healthy alternatives already exist and are being used. Eliminating trans fats from our foods will not only save lives but reduce mounting health care costs affecting all Californians.

AB 1108 CHILDREN'S PRODUCTS: Phthalates

(Ma D-San Francisco)

Prohibits the manufacture, sale, or distribution in commerce of certain toys and child care articles if those products contain types of phthalates in concentrations exceeding a specified percentage. Requires manufacturers to use the least toxic alternative when replacing phthalates. Prohibits manufacturers from replacing



Delivering the message

phthalates with certain carcinogens and reproductive toxicants. Incidences of reproductive defects, childhood obesity, early onset

puberty, learning disabilities, and many other chronic health problems are on the rise. Many of these problems have been linked with exposure to toxic chemicals. Children—our most vulnerable Californians— must be protected from unnecessary exposure to toxic chemicals.

AB 541 LIABILITY: Genetically Engineered Plants

(Huffman D-San Rafael)

The Food and Farm Protection Act: Addresses the problems arising when genetically engineered plants cross-pollinate or otherwise contaminate non-GE crops. It establishes that the GE crop manufacturer and not the farmer who planted the GE crop is the responsible party if contamination occurs and causes economic damages to others. Status: Held in Assembly Committee on Agriculture—to be amended and re-introduced in 2007

It is time to protect consumers and farmers from the encroachment of genetically engineered crops and seeds. Consumer demand for organically grown food is on the upswing and California should take a leadership role to promote and protect this critical food supply.

AB 684 INDUSTRIAL HEMP (Leno D-San Francisco)

Modifies California state law to allow the agricultural production of industrial hemp. California farmers would be permitted to grow hemp for sale of seed, oil and fiber to manufacturers, and could sell and trade viable hemp seeds for growing hemp within the state of CA. Current state and federal law exempt industrial hemp stalk, fiber, oil, and non-viable seed from the definition of marijuana, and these products are legally imported into the United States for commercial use. Status: Held in Senate Committee on Agriculture

Industrial hemp is a crop that is grown and processed throughout the world for paper, clothing, canvas, rope, food and body care products, automotive parts, and many other commercial uses. Hemp has many environmental applications as well. Demand for hemp products has been growing rapidly and California farmers and the state's economy could benefit from this growth.



The 'Governator'!

ADVOCACY

Schiffer stated that "vitamins can and should play an integral role in a national health strategy" as borne out by recent studies by The Lewin Group. Schiffer added, "Women and families should be able to buy vitamins with food stamps" as proposed in Senate Bill 770, authored by industry champions Senators Harkin and Hatch. The proposals were well received by Capps and she provided feedback and contact information useful to Schiffer's endeavor to provide pre-natal nutrition to pregnant woman throughout the country.

Seckman invited Capps to join the Dietary Supplement Caucus in Washington, D.C. along with other House members. The Caucus was created to educate lawmakers about the benefits of dietary supplements and to promote research into the health care savings these products provide. Capps was also asked for her support of H.R. 1107, the Dietary Supplement and Healthy Meal Replacement Tax Parity Act and H.R. 1353, the Child Nutrition Promotion and School Lunch Protection Act.



Natural Products Association West
705-2 E. Bidwell Street, #332
Folsom, CA 95630



Natural Products Association West
formerly NNFA-West
Regional Office

Phone: (866) 343-6632
Fax: (916) 985-3623
705-2 E. Bidwell Street, #332
Folsom, CA 95630
Website: www.naturalproductsassocwest.org
Dot Boyd
Executive Director
eMail: dboyd@naturalproductsassocwest.org
Cameron Karzmark
Director Member Services
eMail: ckarzmark@naturalproductsassocwest.org

Representing and protecting natural products retailers and suppliers in California, Arizona, Nevada, Hawaii and Guam.

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Make it your business to join us!

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Join us in Long Beach!

HEALTHY HARVEST SHOW
OCTOBER 26-28, 2007,
IN LONG BEACH, CALIFORNIA

JOIN THE NATURAL PRODUCTS ASSOCIATION WEST BOARD OF DIRECTORS

INTERESTED in serving on the Natural Products Association West Board of Directors? Elections take place at our Healthy Harvest Show Oct. 26, 2007 in Long Beach. For details please contact the regional office. No need to wait for the election to serve on committees which meet by phone. Brainstorm with our board of directors and other committee members on ways in which to build the association to better serve our members.

Committees include Education & Event, Finance & Fundraising, Marketing & Communications, Long Term Planning, Membership, Political Action; contact the regional office to volunteer!