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NEWS RELEASE

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New NYC Sugar & Salt Initiative Could Lead to New Labelling Rules, Higher Costs for Business, says NPA

WASHINGTON – The Natural Products Association (NPA) today asked the New York City (NYC) Department of Health and Mental Hygiene (Health Department) whether its National Salt and Sugar Reduction Initiative (NSSRI) will require new and city-specific labeling beyond that required by federal requirements. NPA also urged the Health Department to avoid mistakes made in previous efforts to reduce salt intake.

“We have consistent federal standards for natural products, so creating a patchwork of state or city specific regulations would just drive up costs and hurt businesses,” said Daniel Fabricant, Ph.D., president and CEO of NPA. “This proposal leaves more questions than answers. Will the Department of Health attempt to set limits on salt and sugar by creating new stringent labeling regulations separate from the federal standards? How will sugar reduction targets be used in the future at the conclusion of the study?”

“Consumers deserve access to accurate and meaningful information about the products they use. As the Department considers making changes to the ways many popular products are labeled and branded, we urge them to also consider the impact they could have on small businesses and consumers.”

NPA’s comments can be viewed [here](#).

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents approximately 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements and health/beauty aids. Visit www.npanational.org.