

## Guest Contributor



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### Help be the voice of the natural health industry – join us today!

In November 2015, CBC's *Marketplace* retracted a story about vitamins and supplements that cast a shadow on the natural health products industry in Canada. Based on flawed evidence and false conclusions, the story did little to assure Canadians of the safety or efficacy of natural health products in Canada. Here at CHFA, we're proud to have played a significant role in that retraction and proud of our ongoing commitment to refuting media attacks on behalf of our industry.

For the past 50 years, CHFA has promoted the advancement of the natural health industry, supported our members and ensured a thriving market for your products. We've always strived to deliver the value you expect for your membership dollars. And much like our industry, our member services only continue to grow and improve. Together, we can keep working to expand our collective reach as the authoritative voice of the natural health industry.

As a retailer, you're probably aware of CHFA Trade Shows, which have set the standard for showcasing natural and organic products in Canada. The industry's most prestigious events, where you can learn, network, and grow your business, have become a staple in Canada's natural health landscape. It's free for members and we look forward to celebrating the best that the industry has to offer with you. This year, we're thrilled to be increasing the member-only content and opportunities to provide our members with a show experience that's even better than last year's.

Since CHFA's leading role in the successful implementation of the Unprocessed Product License Applications Regulations (UPLAR) in 2011, keeping products on the shelf and supporting health food stores through the transition to today's regulatory setting, our regulatory affairs department has kept you up to date. We know that ongoing regulatory developments and changes in Parliament can affect your business. That's why we listen to your needs and speak to the government on your behalf, keeping you compliant and up to date.

As part of our strategic priority to engage and educate Canadians on the benefits of natural health and organic products, we conduct national media tours to ensure a steady stream of positive news stories throughout the year. We also create informative digital content packages to highlight the benefits of our industry and the products sold. These content packages, which include blog posts, videos, infographics, and social media posts, are available for all members to download and use at any time on websites, blogs, social channels and in newsletters.

Education is yet another component of what your CHFA membership provides. Not only can you attend in-person business sessions and forums at any of our trade shows, you can also attend our webinar sessions from the comfort of your own home. You can also sign up for our Certified Natural Products Advisor (CNPA) course at a discounted rate exclusive to members. This is a comprehensive, self-study course, which equips retail staff and sales representatives with credible knowledge to provide exceptional and informed customer service.

Our latest project, CHFA Market Insights, is an online business tool that will provide you with industry data to help better guide your purchasing and assortment planning. You'll be able to view bestselling items and brands in particular categories, trends in your province, and more analytics in an easy-to-use web-based dashboard. You'll benefit from reporting capabilities, ongoing training, bilingual support and more. Provided by CHFA, this project is the first of its kind launched in Canada — and it's free for CHFA Retailer Members.

Finally, we offer a variety of member discounts, including savings on essential business services. Aligned with companies whose products and services meet your needs, our benefit partners offer exclusive deals that will save you time and money.

At CHFA, we're not content to rest on our laurels. We're already working to make 2016 our best year ever. If you're not already a member, we encourage you to join, so you can start taking part in the many benefits that CHFA has to offer. To learn more and find out how you can take advantage of our CHFA West Show Special, visit [chfa.ca](http://chfa.ca), or contact Emily Gallant, Membership Manager, at 1.800.661.4510 ext. 237. We look forward to having you!