



August 4, 2017

The Honorable Mike Rogers  
U.S. House of Representatives  
2184 Rayburn House Office Building  
Washington, DC 20515

**RE: SNAP Vitamin and Mineral Improvement Act**

Dear Congressman Rogers:

On behalf of the trade associations of the dietary supplement industry – the American Herbal Products Association, Consumer Healthcare Products Association, Council for Responsible Nutrition, and the United Natural Products Alliance – we are writing to express our collective support for the SNAP Vitamin and Mineral Improvement Act. We want to thank you for your commitment to empowering low-income consumers with a choice for better nutrition and overall health, and we look forward to its introduction in early September.

The purpose of the Supplement Nutrition Assistance Program (SNAP) is to “promote the general welfare and to safeguard the health and well-being of the Nation’s population by raising the levels of nutrition among low-income households.” The demographic referenced has a disproportionately insufficient and nutritionally inadequate diet and the multivitamin-mineral can serve as an effective bridge between what Americans should eat and what they actually consume. Numerous reputable studies have indicated Americans do not consume essential nutrients at recommended levels through diet alone, especially for low-income populations. Of course, the best way to get all of the recommended daily nutrients is to eat a healthy, well-balanced diet, but that can prove difficult to accomplish on SNAP benefits alone.

The inclusion of a multivitamin in the SNAP program can provide an immediate solution for SNAP recipients looking to improve their nutrition and ensure adequate intake of essential nutrients. In addition, including a multivitamin-mineral in SNAP benefits creates no additional costs to the program and provides low-income consumers with additional choices to stay healthy. Therefore, allowing SNAP recipients to use their benefits to purchase a multivitamin-mineral would provide them with a safe, easy, and cost-effective opportunity to improve their nutritional status.

It is our hope that the House Committee on Agriculture will give the legislation expedient and thoughtful consideration on its way to passage by the full House of Representatives. We are eager to work with your office to ensure that the Committee fully understands the many benefits

of this legislation. The SNAP Vitamin and Mineral Improvement Act is a strong step forward, improving the nutrition and lives of low-income Americans at no cost to the taxpayer.

The dietary supplement industry stands ready to work with you and all of Congress to deliver a strong bill to the President.

Sincerely,



Michael McGuffin  
President  
American Herbal Products Association



Scott Melville  
President & CEO  
Consumer Healthcare Products Association



Steve Mister  
President & CEO  
Council for Responsible Nutrition



Loren Israelsen  
President  
United Natural Products Alliance