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1994 Celebrating 20 Years of Excellence 2014

Vitamin Retailer[®]

THE DIETARY SUPPLEMENT INDUSTRY'S LEADING MAGAZINE

A VRM, Inc. Publication March 2014

ENTER VR'S
20TH ANNIVERSARY
RETAILER CONTEST -
SEE PAGE 15 FOR DETAILS



The Retailer as Gatekeeper: REVISITED

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Digestive Health
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Topical Supplements

Got News? Send news/press releases to: **Editor, Vitamin Retailer**
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Congress Passes Farm Bill

Congress has approved a comprehensive farm bill that has been broadly described as “long-delayed” (it took more than three years to pass), but also as the subject of rare bipartisan support. The bill includes in its nearly 1,000 pages a provision allowing hemp cultivation for research purposes under certain conditions and another directing the Secretary of Health and Human Services (HHS) to produce an economic analysis of the impact of the produce safety rule proposed by the Food and Drug Administration (FDA) as part of that agency’s implementation of the Food Safety Modernization Act (FSMA) of 2011.

The bill, which is expected to be signed into law by President Obama, permits industrial hemp to be “cultivated for purposes of research” by higher education institutions and State

departments of agriculture in states where hemp cultivation is legal. Industrial hemp, defined as *Cannabis sativa* with a THC concentration of not more than 0.3 percent on a dry weight basis, is the crop used to supply hemp oil and fiber for numerous consumer products, including foods, supplements, cosmetics and clothing. These ingredients are currently imported due to federal restrictions against cultivation of hemp in the U.S.

The bill also directs HHS to include specific information in the final rule for “Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption” (the produce safety rule), which FDA issued as a proposed rule in January 2013.

In addition, anti-hunger advocates said the bill would harm 850,000 American households, about 1.7 million people spread across 15 states,



which would lose an average of \$90 per month in benefits because of the cuts in the food stamp program.

However, lawmakers drew praise for new soil conservation measures in the bill and for creating a pilot program to encourage recipients of food stamps to buy more fruits and vegetables.

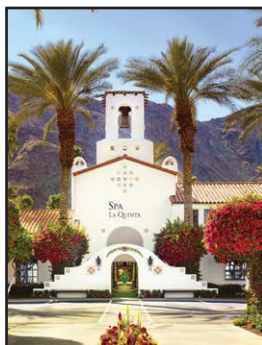
For more information, visit www.usda.gov/farmbill.

VR to Celebrate 20 Years at Expo West

Visit Booth #1209 for Contest, Prizes, Book Signings and More

Vitamin Retailer (VR) magazine will celebrate its 20th anniversary at Natural Products Expo West with a number of exciting events at booth #1209.

All retailers in attendance at the show are invited to enter VR’s “20-20 Scavenger Hunt Contest” for a chance to win one of 20 great prizes, including the grand prize of a six-day/five-night, two-bedroom villa vacation for up to four people at California’s famed La Quinta Resort & Spa. By visiting just 20 contest sponsors’ booths at Expo West, retailers will have the opportunity to win this or other great prizes including an Apple iPad 2, Sony PlayStation 3, and \$100, \$50 and \$25 retail gift cards to SpaFinder Wellness, Morton’s Steakhouse, Saks Fifth Avenue, Neiman Marcus, Ruth’s Chris Steakhouse, Pottery Barn, Barnes & Noble, Williams-Sonoma, Restoration Hardware and more!



Come to VR’s booth #1209 at Expo West to pick up a contest entry form. The 20-20 Scavenger Hunt Contest is open

exclusively to registered retailer attendees and is not open to non-retailer attendees, guests or exhibitors. Completed contest entry forms must be returned to VR’s booth by 2:30 p.m. on Sunday, March 9, and the prize drawing will be held Sunday at 3 p.m. Retailers do not need to be present at the prize drawing in order to win a prize.

Everyone attending Expo West is encouraged to visit VR’s booth on Friday, March 7 and Saturday, March

8 from 11 a.m. to 12 noon for a book signing by Dr. Jacob Teitelbaum, for his latest book, *The Fatigue and Fibromyalgia Solution*. Don’t miss your chance to meet this dynamic and insightful pioneer of the natural products industry and to receive your free, signed copy of his new book.



Dr. Jacob Teitelbaum

In addition, everyone is invited to stop by VR’s booth on Friday, March 7 for a slice of anniversary cake from 2 to 4 p.m. Then on Saturday, March 8, enjoy a champagne toast from 1 to 3 p.m.

Lastly, don’t forget to pick up a commemorative Vitamin Retailer 20th Anniversary tote bag at booth #1209. We look forward to seeing everyone at the show!

Join Us at Expo West, Booth #1209!

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INDUSTRY'S LEADING MAGAZINE

We're Celebrating Our 20th Anniversary...

Be sure to visit Vitamin Retailer magazine's booth at Natural Products Expo West 2014. To commemorate our 20th anniversary, we'll have many fun and exciting things happening at our booth all weekend!

**Enter our 20th Anniversary
"20-20 Exhibitor Scavenger Hunt Contest" for Retailers!
For a chance to Win 1 of 20 Great Prizes!**

**Grand Prize: 6 day/5 night luxury 2-bedroom villa vacation
at California's famed La Quinta Resort & Spa!**

Other Prizes – Apple iPad2, Sony Playstation 3, plus \$100, \$50 & \$25 gift cards from Spafinder Wellness, Morton's Steakhouse, Saks Fifth Avenue, Neiman Marcus, Ruth's Chris Steakhouse, Restoration Hardware & more!

Contest is open exclusively to retailer attendees. Pick up an entry form at VR's booth #1209 and then visit 20 contest sponsors' booths on the EW show floor in order to enter "20-20 Exhibitor Scavenger Hunt Contest" prize drawing.

Please also join us at booth #1209 for:

- Free book signing by Dr. Jacob Teitelbaum - Friday & Saturday 11 am to 12 pm
- Anniversary Cake - Friday 2 to 4 pm
- Champagne Toast - Saturday 1 to 3 pm
- Retail Contest Prize Drawing - Sunday at 3pm

**And don't forget to pick up your free, commemorative
"Vitamin Retailer" 20th Anniversary Tote Bag!**

Make VR's booth #1209 your first stop at Expo West!