NHP RESEARCH ALLIANCE

BRINGING TRANSPARENCY TO NHPS

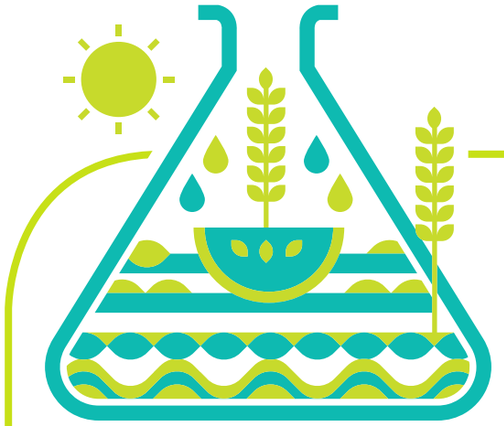
nhp@uoguelph.ca

WHO IS THE NHP RESEARCH ALLIANCE?

We are a collaborative body based at the University of Guelph working with the natural health product (NHP) industry and its stakeholders. We are creating new verification standards including a global standard biological reference materials (SBRM) DNA library for natural health products.

Founded by Dr. Steven Newmaster, a recognized global leader in NHP authentication, and leading industry partners, the alliance uses novel molecular diagnostic tools to tackle major issues in ingredient authentication that are challenging the NHP industry.

Our collaboration will improve the production of authentic NHPs, protect biodiversity and ensure the sustainability and growth of the NHP industry.



WHY THE NHP RESEARCH ALLIANCE?

The global NHP market is expected to grow by 7.5 per cent a year from 2016 to 2021 as the worldwide consumption of NHPs significantly increases. Consequently, there are mounting concerns about the sustainability of raw ingredients and impact on affordable supply.

Also we need to offer NHPs at a reasonable cost and discourage suppliers from substituting cheaper ingredients, some of which are associated with considerable health risks. Unfortunately, the adulteration of NHPs is already a problem for consumers and brand owners who seek quality nutritional products.

Currently, the industry relies on testing protocols that identify chemicals, not necessarily species ingredients.

DNA methods are well established as forensic tools for species identification and are a standard diagnostic tool for probiotics and food-borne pathogens.

These molecular diagnostic tools can reinforce current quality control systems against the risk of fraudulent product substitution, adulteration, contamination and unlabelled fillers.

WHAT THE NHP RESEARCH ALLIANCE DOES

To ensure NHP authentication and ingredient sustainability, our vision is to:

Provide global leadership and manage research and development goals that unify stakeholders and industry leaders. Together we can create new, mutually agreed upon industry standards for NHPs to be embraced by industry and verified by USP, FDA and Health Canada.

Develop an extensive standard biological reference materials (SBRMs) DNA library for natural ingredients that will house more than 100,000 industry-sponsored, raw ingredient samples.

Provide an online portal to industry sponsors for SBRM voucher samples to enable supply chain management DNA testing and quality control systems.

Develop a portable, molecular diagnostic testing tool to be used on-site, allowing for rigorous and more frequent testing.

Lessen testing time from 2 weeks to 30 minutes and reduce testing cost per sample from $300 to under $10.

Offer training programs for technical employees, new regulatory compliance (FSMA, USP-verified, TRU-ID), suppliers, distributors, members and consumers.

Educate and inspire front-line alliance members in customer service and quality assurance.

WHY THE UNIVERSITY OF GUELPH?

The University of Guelph is at the epicentre of biogenomics and food science and is the birthplace of DNA barcoding. The University is the home of leading global research institutes including:

- The Biodiversity Institute of Ontario (BIO), a 50,000-square-foot research facility for molecular species recognition;
- The Centre for Biodiversity Genomics (CBG), for the study of biodiversity at the species level; and
- The Arrell Food Institute, where University of Guelph faculty study food and food systems.

With a proven track record of knowledge transfer and successful collaboration with industry, the University of Guelph is widely acknowledged as a leader in food and agricultural science. We are currently working with:

- US Pharmacopeia (USP) to co-develop public standards through research and development of protocols, standard biological reference materials (SBRMs) and validation testing of NHPs.
- The Canadian Food Inspection Agency (CFIA) to create tools that use genomics and DNA barcoding to improve species identification for early detection of plant pests and mislabelled spices, meat and seafood.

HOW MEMBERSHIP WITH THE NHP RESEARCH ALLIANCE WILL BENEFIT YOU

Becoming a member of the NHP Research Alliance can benefit everyone inside your organization, as well as, your consumers. It means obtaining research and technology as it is developed, rather than waiting for it to come to market. It means adding market value to your brand as an industry leader and strengthening consumer trust and loyalty.

An additional benefit of joining the Alliance is the opportunity to connect with a network of strategic partners. To date, the NHP Research Alliance is working with:

- United States Pharmacopeia (USP)
- Smithsonian Institution
- American Herbal Products Association (AHPA)
- Canadian Health Food Association (CHFA)
- Institute of Chinese Materia Medica
- China Academy of Chinese Medical Sciences
- National Research Council (NRC)

With industry support and led by Dr. Newmaster, we intend to strengthen the NHP industry. Our collaborative, highly trained team will help address pressing issues for the NHP industry today and tomorrow.

We invite partners to join this groundbreaking research collaboration through a range of sponsorship levels, as follows:

NHP RESEARCH ALLIANCE	Gold Member	$500,000
NHP RESEARCH ALLIANCE	Silver Member	$250,000
NHP RESEARCH ALLIANCE	Bronze Member	$125,000
NHP RESEARCH ALLIANCE	Contributor	$25,000

If you are interested in becoming a NHP Research Alliance member or to learn more, please contact:

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