

NHP Research Alliance

For centuries, people all around the world have relied on nature to provide remedies to our common ailments and to support good health. The global Natural Health Product (NHP) market is expected to grow by 7.5 per cent a year from 2016 to 2020 as the worldwide consumption of NHPs significantly increases. Consequently, there are mounting concerns about the sustainability of raw ingredients and impact on affordable supply.

The University of Guelph has established the NHP Research Alliance and is raising \$20 million to create new verification standards and develop new technology for species ingredient authentication.

Impact Statement:

Today the World Health Organization estimates the NHP industry's worldwide annual market is approaching US\$60 billion. With a 12-15% annual increase in the consumption and harvest of natural health products, some products will not be sustainable within the next decade due to the availability of key ingredients.

There is growing concern about sustainably harvesting wild species to ensure their future availability at a reasonable cost and to discourage suppliers from substitution. The adulteration of food and NHPs is frequently in the news, fueling consumer concerns and challenging brand owners who seek quality NHPs.



Goals:

A collaborative body working with the NHP industry and its stakeholders, the Alliance uses novel molecular diagnostic tools to tackle major issues in ingredient authentication.

The NHP research alliance will establish industry verification standards, create a standard biological reference materials library for natural ingredients and produce a portable, molecular diagnostic testing tool to be used on-site, allowing for rigorous and more frequent testing.

With industry support, 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:

- Platinum, \$1,000,000
- Gold, \$500,000
- Silver, \$250,000
- Bronze, \$125,000
- Contributor, \$25,000

Learn more at alumni.uoguelph.ca/funding-priorities or contact alumni@uoguelph.ca