

Nutrition Business Journal

Summary of select survey responses from
Confidence Survey conducted October 2017

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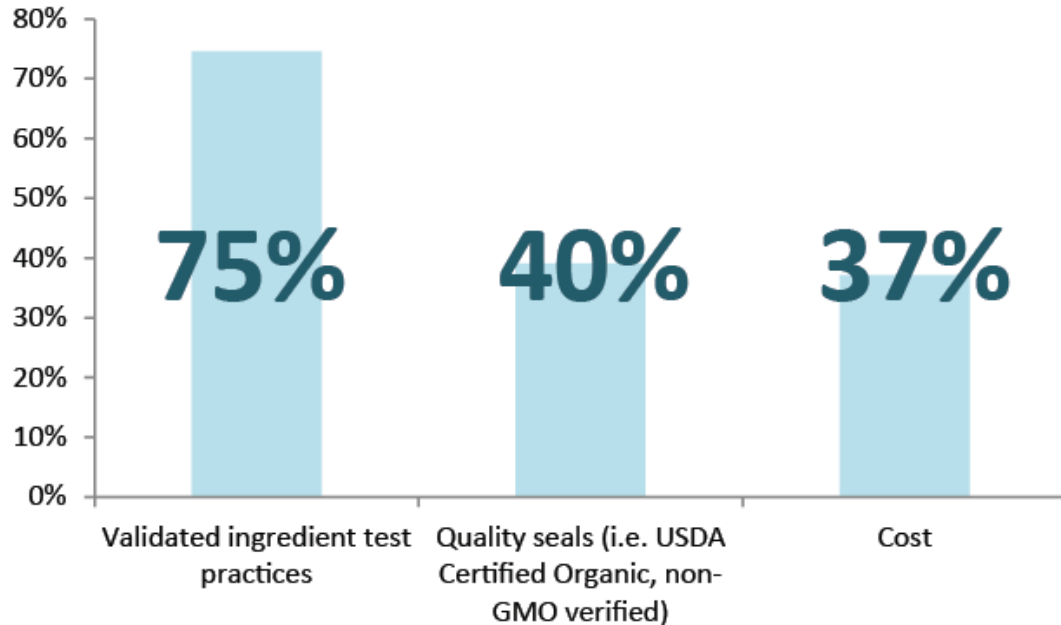


Most important factors when considering an ingredient supplier



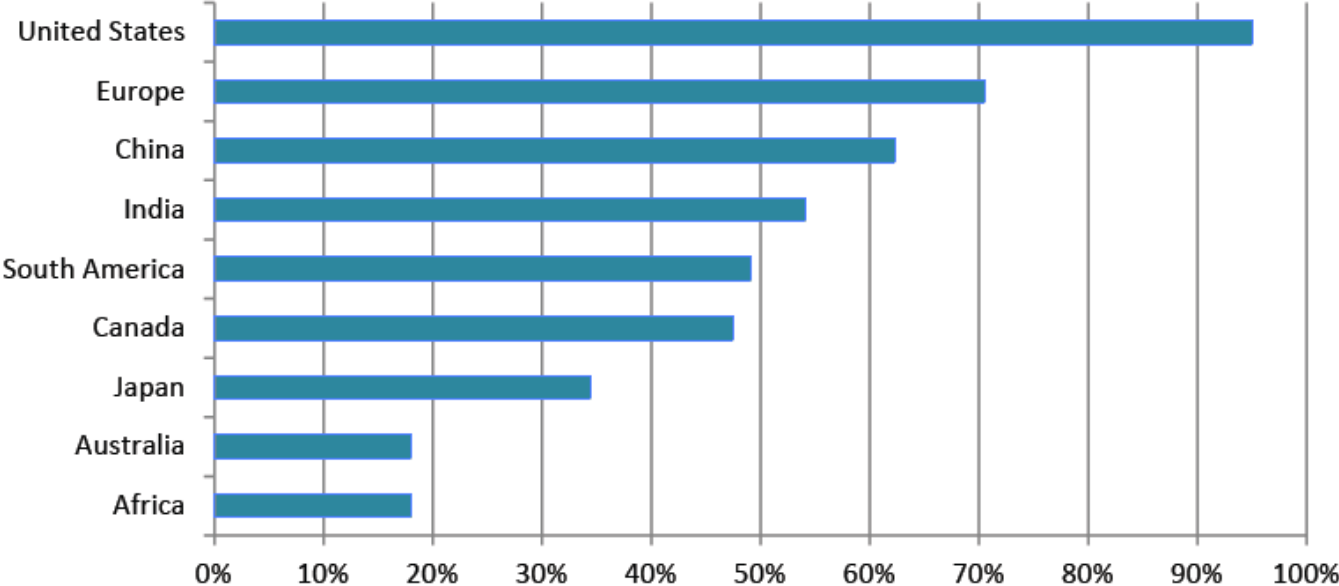
Source: *Nutrition Business Journal* survey conducted October 2017; N=108

Manufacturers surveyed consider validated ingredient test practices very important



Source: *Nutrition Business Journal* survey conducted October 2017; N=61

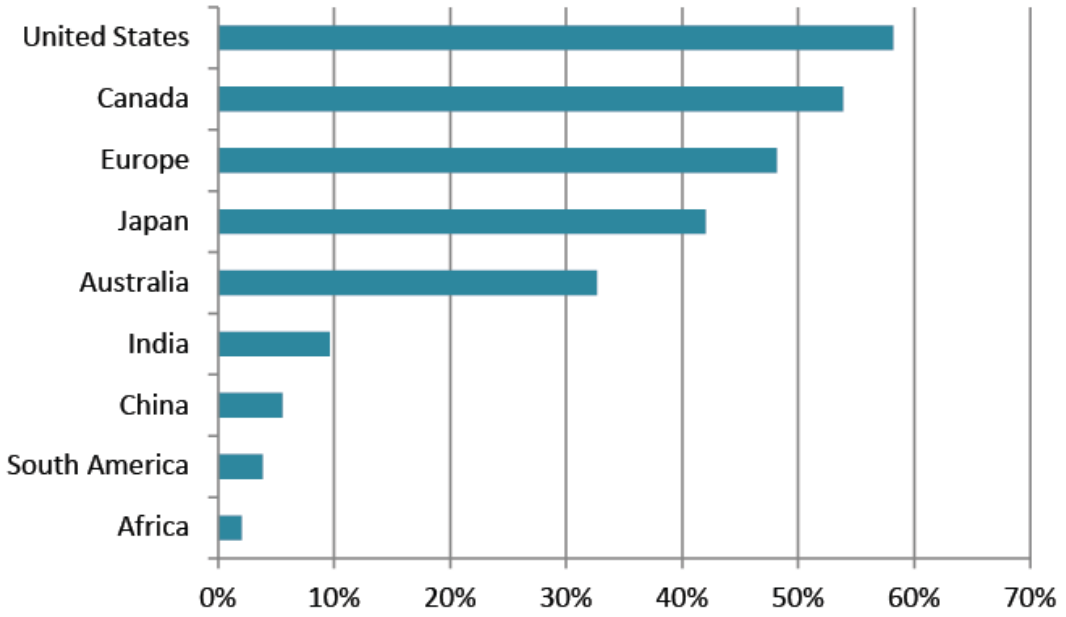
The majority of supplement manufacturers surveyed source from the United States



Source: *Nutrition Business Journal* survey conducted October 2017; N=61



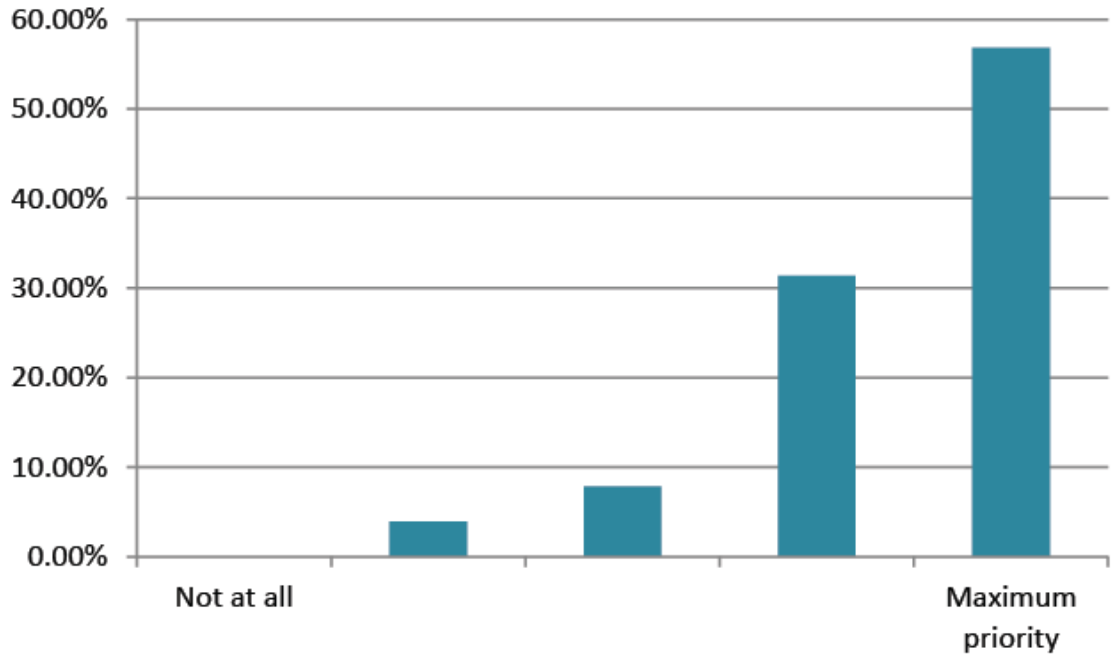
Percentage of manufacturers that responded as “completely confident” in country’s ingredients



Source: *Nutrition Business Journal* survey conducted October 2017; N=64



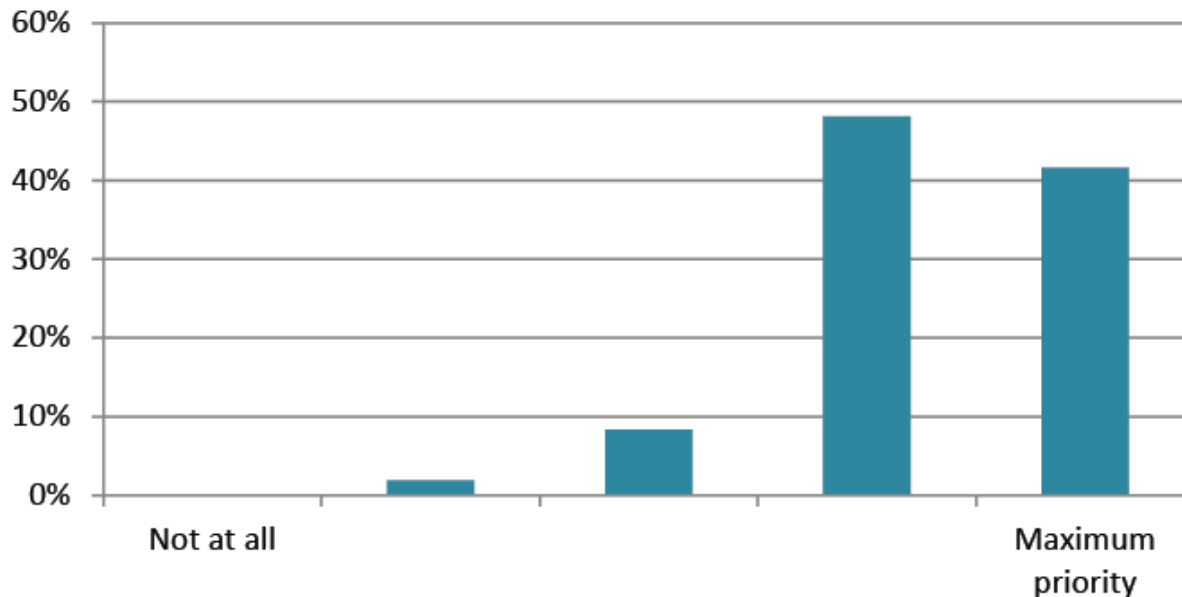
How much of a priority is building confidence, trust, transparency, and integrity into your supply chain, when compared with all other business objectives in your company?



Source: *Nutrition Business Journal* survey conducted October 2017; N=108

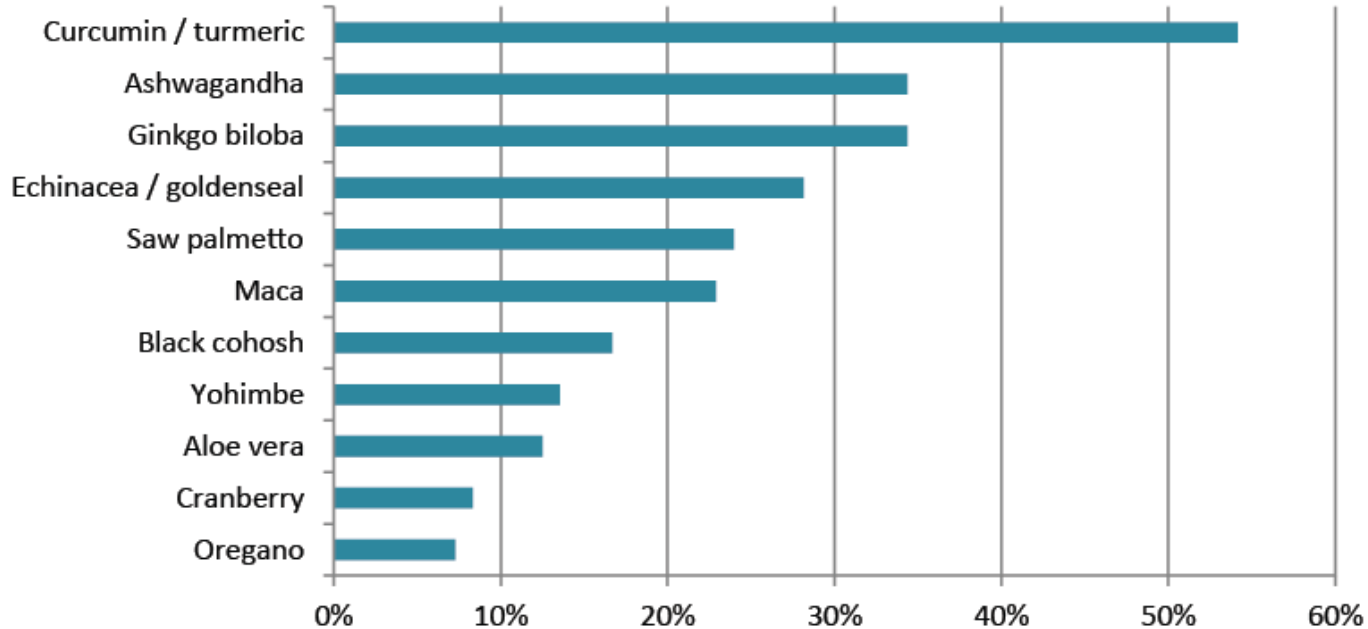


How much of a priority is marketing confidence, trust, transparency, and integrity into your supply chain, when compared with all other marketing messages from your company?



Source: *Nutrition Business Journal* survey conducted October 2017; N=108

Curcumin/turmeric selected most frequently by respondents as ingredient of top concern for adulteration



Source: *Nutrition Business Journal* survey conducted October 2017; N=96