



STRATEGY & SUPPLIER ENGAGEMENT WITH NEW CHAPTER, INC.

As a leading natural supplements brand, New Chapter looked to NSF International to support the completion of a variety of strategic analyses and workshops that led to the development of an ethical sourcing supplier assessment tool. As a strategic and tactical expert, NSF supported New Chapter in driving the implementation of supply chain sustainability goals through a comprehensive supplier engagement process.

THE CHALLENGE

Since 1982, New Chapter has been dedicated to delivering the healing wisdom of nature in a whole-food approach to vitamins and supplements. A leader in sustainability and ethical sourcing, New Chapter constantly works to improve its performance in each node of its supply chain.

To facilitate implementing its goals, New Chapter wanted to better understand the industry landscape for responsible sourcing and identify its own gaps, opportunities and best practices compared to its peers. This would enable New Chapter to clarify its company's goals for responsible sourcing and then develop and implement a strategy to assess and improve supplier sustainability.

THE SOLUTION

New Chapter turned to NSF International's sustainability consulting team for support in achieving its goals.

NSF's sustainability consulting team serves as a strategic partner for companies striving to manage their social and environmental burdens and benefits at the product, project, facility and supply chain levels. Working alongside companies to identify key risks and develop mitigation opportunities, the sustainability consulting team served as an implementation partner to provide



a clear vision for how to set, surpass and communicate sustainability targets and initiatives to key internal and external stakeholders.

With 15 years of experience in the sustainability, quality, safety and claims space in the dietary supplements industry, NSF was an ideal partner to help New Chapter tackle its comprehensive goals.

To help New Chapter better understand leading industry sustainability initiatives and current reporting frameworks such as SMETA and B Lab, NSF conducted an industry benchmarking analysis to assess content areas and synergies across programs to enable streamlined and informed decision-making.

NSF then facilitated an internal strategy and goals development session with New Chapter's senior management, collaborating with their key decision-makers to clarify company goals.



With refined competitive and industry knowledge, along with the newly clarified company goals for responsible sourcing, NSF designed a supplier engagement strategy and supplier assessment tool to distribute to New Chapter's suppliers.

Through a methodical and phased process, New Chapter and NSF successfully engaged with suppliers and rolled out the initial supplier assessment to New Chapter's main finished product suppliers.

THE RESULTS

NSF's expertise in strategy development and supplier engagement enabled New Chapter to:

Evaluate the industry: Through NSF's benchmarking analysis, New Chapter leadership gained a better understanding of how industry trends, existing standards and assessment tools compare to New Chapter's existing practices.

NSF identified opportunities for New Chapter to improve performance on existing sustainability assessments and provided recommendations closely aligned with the company's strategic goals and existing initiatives.

Refine sustainability goals: By acting as an experienced and informed facilitator, NSF enabled New Chapter's senior management to clarify the objectives and strategic focus of their supplier assessment program. This involved determining which KPIs to track across suppliers, how to leverage current sustainability efforts and prioritizing organizational risks and mitigation tactics.

Design and pilot a supplier assessment: Working alongside New Chapter, NSF served as an implementation partner to develop a multi-faceted supplier assessment tool to quantify environmental impacts at the facility and supply chain levels tailored to New Chapter's goals and supplier base.

Engage with key suppliers and analyze results: A phased approach and third-party project management style streamlined the engagement process and reduced the administrative burden for New Chapter, which ensured a successful and organized implementation of the assessment. Upon the completion of collating and analyzing the assessment results, NSF presented a summary of feedback and recommendations to the New Chapter leadership team to guide next steps for their ongoing sustainability journey.

For more information, visit www.nsfustainability.org or email sustainability@nsf.org.

NSF INTERNATIONAL

789 N. Dixboro Road, Ann Arbor, MI 48105 USA | www.nsf.org