



INSIDE CHIROPRACTIC

U.S. Vendors Pull WFC Sponsorships ... But the Reason Why Will Surprise You

Editorial Staff

Most of the top U.S. vendor sponsors have terminated their sponsorships with the World Federation of Chiropractic. It's easy to assume the COVID-19 economic landscape is to blame, but deeper inspection reveals these vendor departures have all occurred since the Berlin incident at the WFC Congress in March 2019. As previously reported, the ICA [filed a complaint](#) with the WFC regarding a presentation it believes degraded traditional chiropractic. A number of the top sponsors expressed concern over the WFC at the congress or following the event.

A comparison between the WFC Corporate Partners web page on [April 27, 2019](#) and the current page reveals 11 U.S. vendor sponsors who are no longer current corporate partners. In addition, another U.S. vendor sponsor has stated it does not intend on renewing its sponsorship.



When asked about the loss of U.S. sponsors, Dr. Richard Brown, WFC secretary-general replied: "We are aware that during the period of the pandemic a very small number of vendors based in the United States have suspended their donations to the WFC. While we understand that the business environment is challenging in the U.S. at the current time, we are pleased that this has not impacted our ability to support, promote and advance chiropractic internationally. We are committed to pursuing our program of work both with our constituent member associations and at the World Health Organization."

But in talking to a number of current and former sponsors, they believe many U.S. DCs and vendors don't agree with the direction the WFC has taken, particularly when it comes to dictating how DCs should practice. Some U.S. vendors are particularly sensitive to supporting an organization that alienates them from its customers. In addition, some current sponsors have stated they may be forced to end their support should the direction continue, as they are concerned pressure to do so will continue to grow.

Given the above, some of the WFC's national association members may also be evaluating their participation and may make similar choices.

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