



The voice of the herbal products industry

Our mission:

The American Herbal Products Association (AHPA) is the national trade association and voice of the herbal products industry. Founded in 1982, AHPA's mission is to promote the responsible commerce of herbal products to ensure that consumers continue to enjoy informed access to a wide variety of herbal goods.

Our scope:

AHPA has particular expertise on the history, science, and regulation of botanicals while its work also has significant influence on non-herbal dietary supplements. Similarly, AHPA expends its resources on issues in the U.S. marketplace and in the international arena, wherever member interests are served.

Our members:

AHPA is comprised of more than 400 domestic and international companies conducting business as growers, processors, manufacturers, and marketers of herbs and herbal products. AHPA members' herbal products are in tea, beverage, dietary supplement, sports nutrition, personal care, pet and other product categories. AHPA membership also includes individuals, companies and organizations who serve the industry, including consultants, attorneys, media, researchers, educators, and medical professionals.

Our activities:

AHPA is an experienced, knowledgeable, and responsive resource that serves the needs of the herbal products industry and its members using these strategies:

- 📌 **Representation**
AHPA actively engages legislative and regulatory bodies to implement and maintain effective laws and regulations and interacts with the scientific community to influence and provide expertise for our members.
- 📌 **Communications**
As the voice of the herbal products industry, AHPA interfaces with the media to foster accurate reporting about herbs. AHPA also alerts its members about the latest industry news and trends.
- 📌 **Education**
AHPA produces educational events and resources that leverage the knowledge of leading experts to educate its members on critical issues.
- 📌 **Self-regulation**
AHPA members develop guidance policies and consensus trade recommendations that promote best practices to ensure the responsible commerce of herbal products.