



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 expertise on the regulation, science and history of botanicals used in a host of consumer products, including dietary supplements, teas, beverages, sports nutrition, personal care, foods/spices, pet and other products. AHPA's expertise is focused on the U.S. marketplace, but the association and its members are also active in addressing international regulatory and market issues.

Our members:

AHPA is comprised of more than 380 domestic and international companies conducting business as growers, processors, manufacturers, and marketers of herbs and herbal products. AHPA membership also includes individuals, companies and organizations who serve the industry, including higher education and research institutions, laboratories, medical professionals, attorneys, industry trade groups and media.

Our activities:

AHPA provides the following services and resources to the herbal products industry:

- 📌 **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.