



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 350 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.

Our benefits:

AHPA provides specialized benefits to help achieve the future success of its members and contribute to the growth of the herbal products industry.

Educational events

AHPA produces educational events including webinars and workshops several times each year. These events are designed to assist members in staying informed about issues that can affect herbal businesses and cover a range of issues, from technical methods for botanical identification to strategies for current good manufacturing practice (cGMP) compliance. AHPA also has more than 30 recorded educational events available for purchase at special member pricing.

Regulatory representation

AHPA has built strong working relationships with federal and state policymakers and actively engages with the agencies that create and implement laws, regulations and guidance that affect herbal companies. AHPA regularly interacts with officials from these agencies to maintain knowledge and share industry views on regulations and policies:

- U.S. Food and Drug Administration (FDA)
- Federal Trade Commission (FTC)
- U.S. Department of Agriculture (USDA)
- U.S. Department of Commerce (DOC)
- U.S. Fish & Wildlife Service (FWS)
- Alcohol & Tobacco Tax and Trade Bureau (TTB)

AHPA represents herbal products industry interests at leading scientific organizations that set standards and conduct research, including the National Center for Complementary and Integrative Health (NCCIH) and the Office of Dietary Supplements at the National Institutes of Health (ODS), U.S. Pharmacopeia (USP), and AOAC International.

Legislative advocacy

AHPA is at the forefront of the herbal and supplement industries' efforts to identify and foster key relationships in the U.S. Congress and to support legislation that is consistent with our mission and oppose any that would obstruct consumer choices pertaining to herbs and supplements.

Resources

AHPA develops publications and educational materials to help members create and market high-quality herbal products that conform to all regulatory requirements. AHPA provides these resources to members either complimentary or through special member pricing, including:

Free member resources:

- AHPA Botanical Compendium
- Background on CA Prop 65
- Primer on Liability Insurance
- White Papers

Member-discounted resources:

- *Botanical Safety Handbook*
- *Herbs of Commerce*
- NDI Database
- Guidance on FDA Inspections

Latest news and emerging trends

AHPA informs members on breaking news and emerging trends:

- **AHPA Updates** advise about AHPA activities, goals and upcoming events.
- **AHPA Alerts** deliver the latest scientific, legal and market news.
- **AHPA Report** is the monthly electronic newsletter that delivers in-depth analysis of emerging issues and a summary of recent news, and provides a forum for member articles.

Best practices

AHPA members work together to create policies and guidelines to advance responsible commerce of herbal products, and are issued as the *AHPA Code of Ethics & Business Practices* and *AHPA's Guidance Policies*. These policies address a variety of manufacturing and labeling issues and exceed what is mandated by federal and state law, bolstering the reputation of AHPA members who aspire to a higher standard.

Personalized guidance

AHPA is always available to provide personalized assistance to help members resolve issues within its expertise. AHPA has extensive contacts throughout the trade and can provide referrals to industry experts and consultants to address specific needs.

Collaboration and community

AHPA has developed an extensive range of committees which enable members to collaborate with their peers on a wide range of projects that are essential to the advancement of the manufacture, distribution, and marketing of herbal and botanical products. Members can increase their profile by working with fellow industry influencers on meaningful activities, and participate in creating the solutions the association develops for various industry issues.

Committees include:

- | | |
|--|-------------------------------------|
| ▪ Analytical Laboratories Committee | ▪ Education Committee |
| ▪ Animal Products Committee | ▪ Finance & Governance Committee |
| ▪ Ayurvedic Products Committee | ▪ Government Relations Committee |
| ▪ Botanical Personal Care Products Committee | ▪ International Committee |
| ▪ Botanical Raw Materials Committee | ▪ Small Business Committee |
| ▪ Cannabis Committee | ▪ Sports Nutrition Committee |
| ▪ Chinese Herbal Products Committee | ▪ Standards Committee |
| ▪ Communications Committee | ▪ Tea & Infusion Products Committee |