



Founding Organization Profiles

HerbDay was conceptualized and organized by the founding organizations described below. Each organization member is committed to playing a key role in revitalizing and preserving our culture's acceptance of herbal therapeutic options.

American Botanical Council (ABC)

Providing science-based education and information regarding the safe and responsible use of herbs and phytomedicines

Founded in 1988, ABC is an independent research and education organization. ABC serves consumers, healthcare professionals, government agencies, the dietary supplement industry, and the media by producing and distributing a wide range of publications, web content, consumer safety information, and educational programs and projects

ABC's quarterly, full color, peer-reviewed journal *HerbalGram*, has been published since 1983. Other publications include the literature review service HerbClip™ and three books. ABC produces continuing education modules for healthcare practitioners and online training for retail employees.

ABC is headquartered in a renovated historic 1850s homestead and its 2 ½ acres is landscaped with medicinal demonstration gardens where events and tours are held.

Funding and Support for the American Botanical Council

ABC is a nonprofit, tax-exempt, 501 (c)(3). Funding for ABC comes from membership at individual, organizational, corporate, and sponsor levels, licensing of online web content, sale of educational materials, training fees from online courses, and grants and general donations.

American Herbal Pharmacopoeia (AHP)

Setting the standards for safe and effective herbal medicines and supplements.

The mission of the American Herbal Pharmacopoeia, founded in 1995, is to develop quality control standards for the manufacture of herbal supplements and botanical medicines. These standards are necessary in order to assure availability of products having a high degree of safety and effectiveness.

Funding and support for the American Herbal Pharmacopoeia

The AHP is a 501(c)(3) tax-exempt educational foundation. Funding is provided by industry donations, government grants, and by revenues from sales of publications and reference standards.

American Herbal Products Association (AHPA)

The trade association and voice of the herbal products industry

The American Herbal Products Association was founded in 1983. AHPA is comprised of growers, processors, manufacturers and marketers of herbal products. AHPA's mission is to promote the responsible commerce of herbal products. AHPA serves the herbal industry through representation, communication, education, and self regulation.

Funding and support for the American Herbal Products Association

AHPA is a 501 (c)(6) nonprofit trade association, funded primarily by membership dues.

American Herbalists Guild (AHG)

A professional association of herbal practitioners

The American Herbalists Guild

was founded in 1989 to represent the voices and goals of herbalists specializing in the clinical use of plants as medicines, and to ensure the preservation of traditional herbal medicine practices in the United States. AHG's 1200 members are amongst the most prominent and respected herbal teachers, practitioners, and authors internationally.

Funding and Support for the American Herbalist Guild

The AHG is a 501(c)(3) educational organization whose funds are derived from membership support, our national botanical medicine symposium, and industry and private donations.

United Plant Savers (UpS)

Preserving medicinal plants for future generations

United Plant Savers' mission is to protect native medicinal plants of the United States and Canada and their native habitat while ensuring an abundant renewable supply of medicinal plants for generations to come. Founded in 1994, UpS is a grassroots organization whose members receive useful information on growing medicinal plants and free native plants and seeds as well as opportunities to receive grants for community planting projects. UpS members are encouraged and guided to create personal plant and habitat sanctuaries by joining the UpS Botanical Sanctuary Network. The UpS-developed "At-Risk" list of medicinal herbs is widely recognized and used in the herbal and academic communities.

Funding and support for United Plant Savers

UpS is a 501 (c)(3) nonprofit membership organization that derives its income from member dues, personal donations from supporters, and grants.