



**News Release**  
**FOR IMMEDIATE RELEASE**

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## **Gaia Herbs Honored with Prestigious “Herbal Industry Leader” Award from the American Herbal Products Association during NPEW 2010**

Brevard, NC (March 24, 2010) – Gaia Herbs, known for their high quality standards and innovative organic herbal products, received the American Herbal Products Association’s “Herbal Industry Leader” award for 2010 presented during the annual member’s meeting on March 11<sup>th</sup> at this year’s Natural Products Expo West in Anaheim, California.

Each year, the national herbal trade organization recognizes individuals and companies within their membership that make substantive, positive contributions to the herbal products industry. Accepting the award on behalf of the company, Greg Cumberland, VP Strategic Initiatives, noted “It is a real honor to have stood at the podium to receive AHPA’s recognition, from an organization whose tireless work we admire so much. Gaia Herbs will keep working to earn the respect of our colleagues in the herbal industry. We will continue to make our system innovations available to industry partners because we are really striving to expand the entire marketplace for a sustainable global phyto-medicinary supply chain—one that is rooted in a sophisticated and humble awareness that human wellness emerges from the co-evolution of plants and people.”

The Herbal Industry Leader award is presented to a company that is noted for its outstanding business practices. Since its founding in 1987, Gaia Herbs has provided leadership in quality standards, research, innovation, community and sustainability from a platform of complete transparency. Notable achievements include advancements in the understanding of Echinacea through research funded by federal Small Business Innovative Research grants; introduction of the EarthBottle™, an all-natural, plant-based, biopolymer composite resin technology for packaging dietary supplements and body care products; charitable donations of organic produce through its Community Supported Agriculture project; consistent support of naturopathic medical education, including the annual Medicines from the Earth Symposium now in its 18th year; successful development of its 250 acre commercial, educational and research farm in western North Carolina, and key support for an 800 acre public-private botanical sanctuary and medicinal plant research farm in Costa Rica. Gaia Herb’s newest offering is an industry-first traceability program, “Meet Your Herbs”™, that allows people to confirm the purity, integrity and potency of the herbs within its products.

Gaia Herbs is a certified organic grower and nationally-branded manufacturer of liquid herbal extracts based in Western North Carolina. The company cultivates 250 acres of medicinal herbs which, along with all operations at its 36,000 sq. ft. manufacturing facility, are organically certified each year by Oregon Tilth under USDA’s National Organic Program. Gaia Herbs’ line of all-natural herbal products is carried by independent health food retailers and co-ops, national and regional natural products retail chains, and healthcare professionals. To learn more, call 800.831.7780 or [www.gaiaherbs.com](http://www.gaiaherbs.com).

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