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Gaia Herbs Announces Expansion of Operations in Western NC

Leading US herbal company announces plans for new Mills River, NC facility providing local job opportunities

MILLS RIVER, N.C. (July 18, 2018) – [Gaia Herbs](#) (Gaia), the leading herbal company in the United States, is pleased to announce the expansion of its operations in Western NC with the construction of a new facility in Mills River.

The new facility will be located in the Broadpointe development, which is also home to several other local companies, including Raumedic AG, Sierra Nevada, Empire Distribution, and the Mountain Horticultural Crops Research and Extension Center among others.

“The new site provides an ideal location due to its close proximity to the Asheville Regional Airport, the I-26 Interstate, shipping hubs, as well as our existing facilities in Brevard and Mills River, allowing us to consolidate multiple leased facilities and increase operating efficiencies.” Said Brian Traylor, Vice President of Operations for Gaia Herbs. “The new facility will provide an additional 140,000 square feet allowing space for state-of-the-art manufacturing and distribution capabilities as well as increased office space. And as our growth continues, the site will also accommodate a further expansion of 100,000 square feet of space in the future.”

Gaia plans to invest more than \$12 million in infrastructure, equipment, and personnel by 2021. More than 30 new jobs will be created during the course of three years, at an average wage that exceeds the average wage in Henderson County for full-time employment. In addition to the jobs created and the stimulus to the local economy, customers of Gaia Herbs will also benefit from this expansion. The additional staffing and increased operational capacity will enable Gaia to meet the demands of a rapidly growing industry, allow for additional new product development, and support Gaia in sharing more of its high-quality herbal supplements with customers across the country.

To help confirm the company expansion in Henderson County, NC, the Henderson County Partnership for Economic Development worked with Gaia Herbs to help secure approximately \$300,000 in economic development incentives from Henderson County and the Town of Mills River.

“There is increasing consumer awareness and curiosity about herbal products, and a rapidly growing demand for effective, trusted, plant-based wellness offerings that enhance a healthy lifestyle,” said Angela McElwee, President of Gaia Herbs. “Gaia Herbs has long been the leader in this space, and we are excited to move forward with this expansion, enabling our company to continue meeting the needs of our current customers, as well as grow and serve new audiences. We are proud to produce herbal products with an uncompromising commitment to purity, potency, and integrity, and to work toward creating sustainability for people, planet, and plants as part of our vision. This new facility will allow us to increase production, grow our team, and live our mission of connecting plants and people, while remaining true to our values.”

Gaia plans to celebrate this milestone with a groundbreaking ceremony on Thursday, Aug. 2 at the new site location.

Construction of the expansion at the corner of Butler Farm Road and Old Fanning Bridge Road in Mills River is expected to be completed in summer 2019.

Gaia Herbs has been part of the community in Western North Carolina for more than thirty years and currently operates facilities in both Transylvania and Henderson County, employing 260+ people. In addition to the new site in Mills River, Gaia Herbs will also maintain its current processing facility, laboratory, and offices in Brevard, NC, located on the site of its certified organic 350-acre farm, where the company cultivates 40 species of medicinal herbs, growing more than 6.5 million plants each year.

To learn more about Gaia Herbs, please visit GaiaHerbs.com. For more information on the groundbreaking ceremony event please contact 828.393.3354.

About Gaia Herbs

Since Gaia Herbs was just a seedling in 1987, the company has remained true to its original vision: connecting plants with people to nurture health and well-being. Today, Gaia Herbs is the leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps. Our steadfast dedication to quality and integrity is unparalleled and meticulously proven by science. We use only organic methods to cultivate more than 6.5 million plants each year on our farms and we test the plants in our analytical laboratory to pinpoint the exact right time to harvest them and extract and concentrate the plants' healing power in our state-of-the-art processing facility. All of that leads to products exceptional in their purity, potency and integrity. Products that we're proud to put the Gaia Herbs name on and that people can feel good about putting in their bodies. We also provide the industry's only traceability program, [MeetYourHerbs®](#), which allows us to share complete transparency with our customers. Our desire to nurture healthy connections with nature extends beyond our herbs through [Gaia Cares](#), which champions environmental and social sustainability on our farm and worldwide. Learn more at GaiaHerbs.com and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

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