



April 23, 2025

The Honorable Donald J. Trump
President of the United States
The White House
1600 Pennsylvania Ave NW
Washington, DC 20500

Dear President Trump:

On behalf of the American Herbal Products Association (AHPA) and the millions of Americans who rely on dietary supplements and herbal products to support their health and wellbeing, we thank you for your efforts to protect American industry and our members. In particular, we greatly appreciate your exempting many critical vitamins and minerals from your executive order "Regulating Imports with a Reciprocal Tariff to Rectify Trade Practices that Contribute to Large and Persistent Annual United States Goods Trade Deficits." These nutrients play a critical role in keeping Americans healthy, and we agree with your wisdom in guarding American access to these products, which are critical to our nation's health and wellness.

We write today to respectfully request your additional support to keep health-promoting dietary supplement and herbal products safe, affordable, and accessible to the American public. As changes to tariffs and trade policy remain under consideration, additional categories of these health-promoting products that can help Make America Healthy Again (and ingredients used in the domestic manufacturing of these products) would benefit from exemptions from existing, paused, and additional tariffs.

The U.S. herbal products industry – an integral part of the broader dietary supplement sector – serves millions of Americans who incorporate herbs and herbal ingredients into their daily health and wellness routines. However, this industry's supply chains are unavoidably dependent on imports, including from countries that gave birth to herbal traditions followed today by millions of Americans, such as India. For example, the United States is a major consumer of cinnamon, and yet there exists no domestic sources of this botanical. This reflects how the cinnamon tree requires unique growing conditions that do not exist in the United States. Rather, these conditions exist only in countries such as Vietnam and Sri Lanka, from which most U.S. companies in the trade import this critical herb. This is just one example of many important herbs that simply cannot be grown in the United States, and therefore our industry cannot meet the needs of American consumers without relying on imports.

Disruptions to the herbal commodities supply chain – particularly those stemming from shifts in international trade policy – could significantly raise costs for American manufacturers and sellers of herbal products sold both in the United States and exported abroad, while also jeopardizing access to safe, time-tested herbal products that support a wide range of Americans' health needs. We are particularly concerned that significant tariff increases or retaliatory trade actions could restrict the availability of key botanicals used not only in dietary supplements but also in herbal teas and personal care products. The loss of access to critical herbal commodities would have the effect of driving the American herbal industry out of the broader international market, ceding ground in a growing industry to our global competitors. To protect consumer access and preserve our competitive advantage, we respectfully urge you to

exempt essential herbs and herbal ingredients from the current tariff regime. We would gladly provide information on the tariff codes most in need of exemption.

Thank you for your leadership on global trade and for your attention to this important matter. Your commitment to protecting American health, promoting economic resilience, and advancing common-sense trade policy is both appreciated and commendable. We share these priorities and stand ready to work with you to strengthen the herbal products industry, support U.S. consumers, and explore opportunities to bolster domestic supply chains in strategic, practical ways that will rebalance the market in our favor.

Thank you for your thoughtful attention to this critical issue. We look forward to working with you and your administration in support of our shared goals.

Respectfully,



Graham Rigby
President & CEO
American Herbal Products Association