





Herbs and Spices are Essential to Americans' Healthy Diets

Dating back to the consumer-friendly 1985 Dietary Guidelines for Americans, herbs and spices have been recognized as natural tools for enhancing the appeal of nutritious foods. The Make America Healthy Again (MAHA) movement has a pivotal opportunity to champion the role of herbs and spices as wholesome alternatives to artificial colors and flavors in efforts to shape stronger, health-focused U.S. food policy.

Key Facts

- The American spice industry directly supports about 50,000 U.S. jobs and indirectly contributes to the broader food service sector, a \$1.2 trillion industry in the U.S.
- U.S. spice companies make significant contributions to a healthy and safe food supply for U.S. businesses and consumers – herbs & spices are essential ingredients in many grocery items and virtually every home cooked and restaurant meal.
- A recent [survey](#) found that 94% of Americans cook with herbs and spices and 75% do so at least 2-3 times per week.
- Spices promote a healthy diet by adding flavor to nutritious foods and delivering unique health benefits, which directly support MAHA initiatives.

Benefits of Herbs and Spices

-  Increase vegetable consumption across age groups, including children
-  Replace or reduce synthetic colors/flavors, added sugar, sodium, and calories
-  Provide antioxidant and anti-inflammatory properties
-  Aid weight management, gut health, cognition, heart health, and metabolism

Key Ask

To maximize the public health benefits of the MAHA agenda, the 2025–2030 Dietary Guidelines for Americans, and all forthcoming U.S. food policies influenced by them, should explicitly champion herbs and spices as essential tools for driving the consumption of nutritious, whole foods through natural flavor and color.

What Others Are Saying

"Spices are not just about taste. Cinnamon helps regulate blood sugar. Turmeric reduces inflammation. Ginger aids digestion. These affordable ingredients help families eat healthier, aligning with President Trump's vision to 'Make America Healthy Again.'"

– [Ken Blackwell, America First Policy Institute](#)

"For too long, healthy has been seen by kids as synonymous with bland. But herbs and spices can play a central role in changing that. When we think of spices we think of flavor but there's more to spices than flavor, there are health benefits as well...They can be a strategic tool for moms looking to provide more whole and nutritious natural foods, without a family mutiny at the dinner table."

– [Emily Stack, Moms for America](#)



For over a century, the American Spice Trade Association (ASTA) has been the leading voice of the U.S. spice industry.

Learn more at astaspice.org

