



Eastern Idaho

Herbs of the World

2020



Herbs of the World

Loryhl Davis, Owner

Salmon, Idaho

Started: 1995

herbsoftheworld.com



“The SBDC has been monumentally helpful to the survival of my small business during the pandemic.”

Herbs of the World was started in 1995 by Loryhl Davis when she saw a need to supply competitive horses with herbal formulas to enhance performance and stamina while minimizing drug use.

Because the company started from the ground up, formulas were made from scratch for trainers and owners on the racetracks of North America. Davis steadily perfected her product and eventually grew her marketing and advertising from word-of-mouth to a website using a small business loan from the SBA in 1999. This was a turning point that allowed the company to obtain professional labels, attend more trade shows, expand business and get permits to export to Australia.

When the pandemic hit, Davis turned to the Small Business Development Center for guidance from consultant Alan Howell and his coworkers. Through SBDC recommendations, Davis was able to secure a \$33,000 EIDL loan, a PPP loan and the \$10,000 grant from the State of Idaho. These funds and programs enabled Herbs of the World to continue to operate successfully during the turbulent year.

“The SBDC made sure we were aware of these programs so that we could apply successfully and keep our doors open,” Davis said.



ACCELERATING
BUSINESS SUCCESS