

## The Sustainable Herbs Project



Dear Friends,

I'm thrilled to announce that the [Sustainable Herbs Project](#) is now live!

Thank you to everyone who has supported this project in some way, through contributing to our Kickstarter, offering awards for the campaign, or sharing information about the herb industry. We couldn't have done it without you!



From the beginning, I have been acutely aware of the responsibility of telling stories about an industry known for its secrecy. And in putting together the website, I've thought a lot about how to share these stories accurately but also fairly. There is a lot of misinformation out there and my hope is that this website helps bring more discernment and understanding about what is involved in sourcing medicinal plants in an international market.

Many people have been incredibly generous with their time and their perspectives in helping me understand the nuances of this industry, far more than I can name here. Thank you!

Here I'd especially like to thank those who took time to review the content on the website: Josef Brinckmann, Steven Dentali, Rosemary Gladstar, Ben Heron, and Sebastian Pole. Their feedback helps me feel more confident that [the website](#) is - at last! - ready. I also want to give a big shout out to SHP intern, Anita Burke, who stepped in at the end to help with the millions of corrections that are needed on a site like this. Any mistakes are my own.

In the next few weeks, I'll be working out the kinks (spacing, broken

links, grammar mistakes etc.), so if you see something that needs fixing, please let me know. Over the next few months, I'll also be adding additional content: in particular a video on FairWild certification and a photoessay on the Traditional Medicinals Foundation's work in Rajasthan, India.

Lastly, in the fall, I'll begin to roll out a plan for an audience engagement campaign to ensure this website has as wide a reach as possible. I'll share more about that as the time gets nearer.

For now, I'm just thrilled - and relieved! - to be able to share [these stories of the herbal products supply chain](#).

With gratitude,

Ann

P.S. Please share [the website](#) on social media, in newsletters, with students, etc. so this information reaches far and wide! Thank you!