

## Sustainable Herbs Program

AMERICAN BOTANICAL COUNCIL



### SHP Monthly News

The news is filled with frightening stories about heat waves in Europe, water running out in Chennai, glaciers melting in the Himalayas, and the continued and alarming loss of biodiversity. I've found consolation and inspiration in different places, in words and actions that address not just the need to act, but that also explore the cultural shifts needed for those actions to have an impact.

Joanna Macy's updated *On Being* podcast with Krista Tippett, [A Wild Love for the World](#) is a powerful and moving call to action, always worth listening to. And in his recent conversation with Krista, [Jonathan Rawson](#) talks about the necessity of integrating the work of our soul with the work of transforming the systems in which we live.

The Fall 2019 issue of *HerbalGram* will be a special issue dedicated to matters related to medicinal and aromatic plant conservation, sustainability, and climate change. And in the meantime we are continuing to create educational content showing that how botanical supplements are produced impacts not only the effectiveness of those remedies and so our own health. As importantly, these production practices impact the health of the ecological and cultural ecosystems on which we all depend.

---

## Rural Economies and Sustainable Value Chains

### Rural Economies and FairWild



Who harvests the wild plants in the products you purchase? Who processes those plants? Are they paid a fair wage? Do you know? Do the finished product companies know?

We interviewed Josef Brinckmann, Research Fellow at Traditional Medicinals, to find out why consumers of products made from wild plants should care about the economies and livelihoods of the people who collected them.

---

## What is a Sustainable Value Chain?



People talk about ecological sustainability, but what does sustainability mean for a company sourcing ingredients from around the world? In this short video and post, Jolanda Van Hal, Consultant at [ProFound](#), talks about sustainable value chains and what consumers can do to support them.

---

## Plant Stories



## **Black Cohosh in Commerce**

Following Josef Brinckmann's advice to "[Pick a Plant](#)" we are launching our series of stories of plants in commerce. Each month we will profile stories of where particular plants are from, how they are grown, harvested, and processed. What are the key sustainability issues in sourcing these plants? What should herbalists, herb companies, and consumers of products made from these plants look out for? And what can they do to address those issues?

This month we are featuring the first of a three-part series on [black cohosh in commerce](#).

Also see Steven Foster's two-part series on the [saw palmetto harvest and trade](#).

## **Plants and Pottery**





## Navigating the Science and Spirit of Herbs

If you have been to a recent herb gathering on the East Coast or if you are active on Instagram, you might have had the luck of seeing beautiful mugs and tea pots with leaves of nettles, motherwort, raspberry and others imprinted on the sides. This month features an interview with the maker of these pots, Zoe Gardner. Zoe previously oversaw product development and quality at Traditional Medicinals, is an expert on FDA GMP regulations, and lead author of the 2nd edition of the American Herbal Products Association Botanical Safety Handbook, a reference text on the safety of over 500 medicinal plants. She is now trying her hand full-time at pottery.

Read Ann's [fascinating conversation](#) with Zoe about her journey from being immersed in the science of working with plants to the garden and pottery studio where she is immersed in the beauty and spirit of those plants.

## Recent ABC and Related News

### Ayahuasca Vine Cultivation and Harvesting in the Peruvian Amazon

This field report by Chris Kilham on the sustainability of ayahuasca in Peruvian Amazon offers a fascinating window into the sourcing and preparation of ayahuasca.

### FairWild Project in India Is a Win-Win-Win for Terminalia Trees, People, and Hornbills

Connor Yearsley has written a detailed update on the FairWild project in India that is providing a financial incentive for harvesting bibhitaki and haritaki fruits rather than cutting the trees down. The article includes an in-depth Q and A with Josef Brinckmann, about the FairWild standard.

## United Plant Savers is the winner of the 2019 Nutrition Business Journal Stewardship Award

United Plant Savers was recognized for its tireless work to ensure the conservation of medicinal plants. In this article, New Hope speaks with UpS executive director, Susan Leopold, about UpS's past accomplishments and her vision for the future.

## Video Highlight: Relationships Matter in Sourcing Herbs

