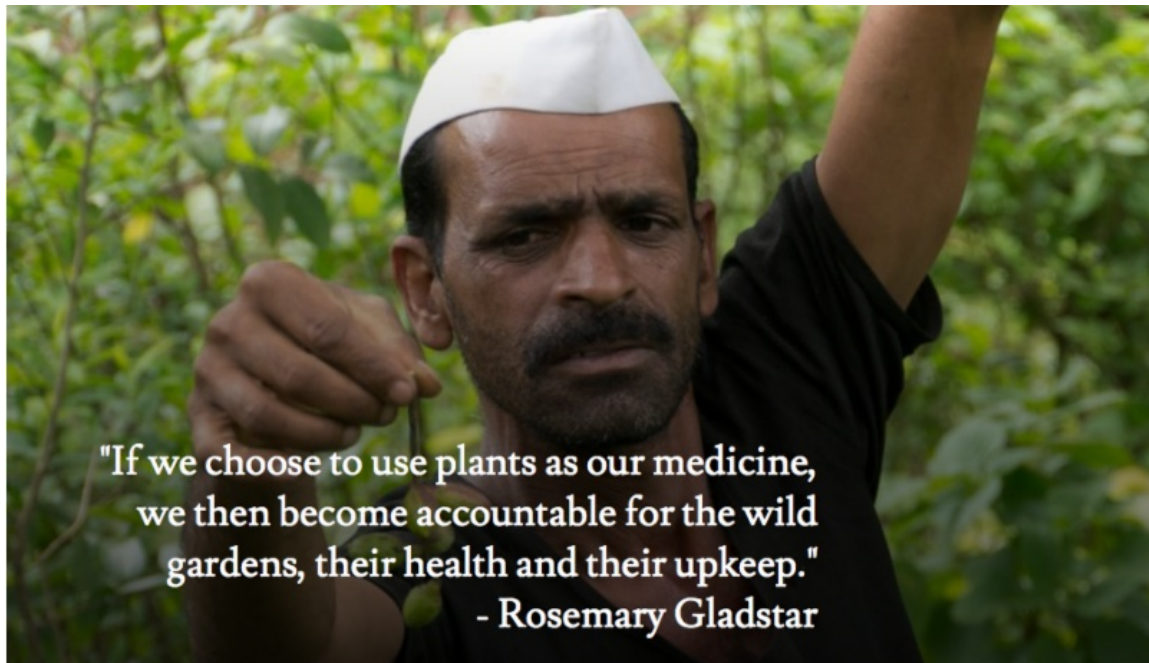


The Sustainable Herbs Project



Dear Friends,

At a time like this, when everything feels like it is spinning out of control, I find inspiration in words such as this poem by Wendell Berry:

Vision
by Wendell Berry

"If we will have the wisdom to survive,
to stand like slow-growing trees
on a ruined place, renewing, enriching it,
if we will make our seasons welcome here,
asking not too much of earth or heaven,
then a long time after we are dead
the lives our lives prepare will live
there, their houses strongly placed
upon the valley sides, fields and gardens
rich in the windows. The river will run
clear, as we will never know it,
and over it, birdsong like a canopy..."



The whole poem, which is one of my favorite, can be found [here](#).

May we each find our way to do the work we are here to do.



Featured SHP Video

Ever wondered what companies actually do when they say they have rigorous quality control standards? We follow the journey in [this 12-minute video](#). This page also includes additional information on different grades of raw materials, detailed explanations of testing, and two short videos of examining raw material for foreign matter and metal detection. It offers an excellent overview so you can better interpret claims companies make about the steps they take.



SHP Updates: Models of Financial Sustainability

Like many people, I was surprised by Pukka's recent sale to Unilever. Recognizing that the world is changing more rapidly than I at least am prepared for - and that old solutions clearly aren't sufficient for the challenges we face, I shared some initial thoughts about [the purchase](#) on the SHP blog.

Traditional Medicinals was also recently in [the news](#) as they chose a different path to achieve financial sustainability. Not only is this an interesting article about their model, it also makes some important points about sustainability and businesses overall that are worth considering.

In any case, stay tuned for more...

New Film by Numen Co-producer

[Numen: the Nature of Plants](#) co-producer, Terry Youk, has just completed

an updated version of his film, [Pioneers of Hospice and the Birth of Modern Hospice](#). Pioneers is an incredibly moving exploration not only of the birth of the modern hospice movement but of how western medicine approaches death and dying and the pioneers who helped change that. The film is especially useful for those actually involved in the day to day work of caring for those who are dying. Since at some time that is all of us, I think it is important for everyone to see. A 5-minute excerpt is on [the website](#) as is information on ordering the film. Please share with your local hospice - thank you!

On a related note, Terry just returned for a month in India where he will be working with Tibetan doctor and anthropology graduate student Tenzin Namdul on a new film project, *Tibetan Medical and Religious Approaches to Death and Dying*. This project is supported by the Institute of East West Medicine.

Herb Courses

Even with the best sourcing strategies in the world, the healing power of herbal medicine can only ever partly be found in a bottle on a grocery store shelf. The most potent medicine is in your own garden, connecting with others in your community, learning simple skills in your own kitchen.

To help you improve your own skills, **The Herbal Academy's** 15% off Back to School Sale on their online Herb Programs ends this Thursday, Sept. 14.

The Herbal Academy offers classes for every level of herbalist, from beginning to advanced, at a range of prices so it is worth checking out their sale.

They are also offering a sale on [The Herbarium](#) - an incredible virtual collection of herbal resources, monographs, videos, photographs and teaching charts. Definitely worth checking out!

We finally have some lovely end of summer days after a very cool and rainy summer in Vermont! Wishing you well wherever you may be.

With love,

Ann

P.S. We still have some [NUMEN DVDS](#) left! If you haven't seen it already, this film not only includes the voices of leaders in the herbal movement, it also features stunning footage of medicinal plants from Avena Botanicals, Herb Pharm and Sage Mountain. All proceeds from Numen sales support continued outreach and development of resources for the [Sustainable Herbs Project](#).

