



The Sustainable Herbs Project



October Newsletter

As events in the world continue to be so tragic on all fronts, I keep thinking of a line from a poem by William Stafford,

"For it is important that awake people be awake,
or a breaking line may discourage them back to sleep;
the signals we give—yes or no, or maybe—
should be clear: the darkness around us is deep."

Like most everyone, I've been wondering what in the world I can do that might make a difference. Of all the many things I do and do not do each day, what are the things that might add up to something that matters? How do any of us know, really, what we can do that might make the difference that is needed? I share some reflections [here](#).

Where Should I Buy My Herbs?

I'm often asked what herb company people should buy from. I've been visiting herb companies for the past few years, so it's a logical question to ask. I never set out to identify the best companies though. I set out to understand [the standards](#) a handful of companies use to guide their sourcing and production practices and to share what I learned so people can do their own research.

Yet most people don't have time to do research. They want to know whether to buy Echinacea from company X or company Y.

This question increasingly bothers me. I decided to tease out some of the reasons why. I came up with three. [Read More](#)

SHP Featured Video

Pukka Herbs has received a lot of sharp criticism on social media for their recent sale to Unilever. I shared my thoughts on the sale last month on the [SHP blog](#). This 10-minute video, [Relationships Through the Supply Chain](#), follows Ben Heron, Sustainable Herbs Manager, and Sebastian Pole, Co-Founder of Pukka, as they meet with suppliers in Karnataka State, India. Not only does it offer important insight into the ongoing work of maintaining the relationships on which the quality of the herbs depends, it also offers insights into how Pukka works on the ground, their priorities and their values. It's a helpful way to gather information as you form your own conclusions about the sale.

Free Herb Video by Learning Herbs

Every now and then, our friends at LearningHerbs release [a free video training](#) which is always an invaluable resource.

John Gallagher usually does it as part of the warm-up for their next online herbal course. Whether you decide to enroll in the course or not, you are able to watch the free video training and they are always clear, to the point and a great way to deepen your herbal knowledge.

This [new video explains what energetics are](#) and why are they important to your long term success as a home herbalist. John also always throws in some additional free resources – this time you get this downloadable map for help using healing herbs.



I am an affiliate of Learning Herbs – a percentage of any purchases on online courses made through [this link](#) will also go to supporting the ongoing outreach of the Sustainable Herbs Project. A win-win! As thanks for your support, I'm offering a free online rental of Numen for anyone who [opts-in](#) through my site. Contact [me](#) to let me know when you have done so and I'll send you the link – Thank you in advance!

SHP Next Steps

Launching the SHP website was just the first step. Our social change goal is to bring the same critical engagement to the botanical industry that the sustainable food movement has brought to the food industry. I am begin to develop a community engagement plan to achieve this goal. [Read more](#) about our plans and how you can help!

Thank you as always for your ongoing interest in our work.

With love,

Ann

P.S. We still have some [NUMEN DVDS](#) left (or you can screen it online)! 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](#).

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