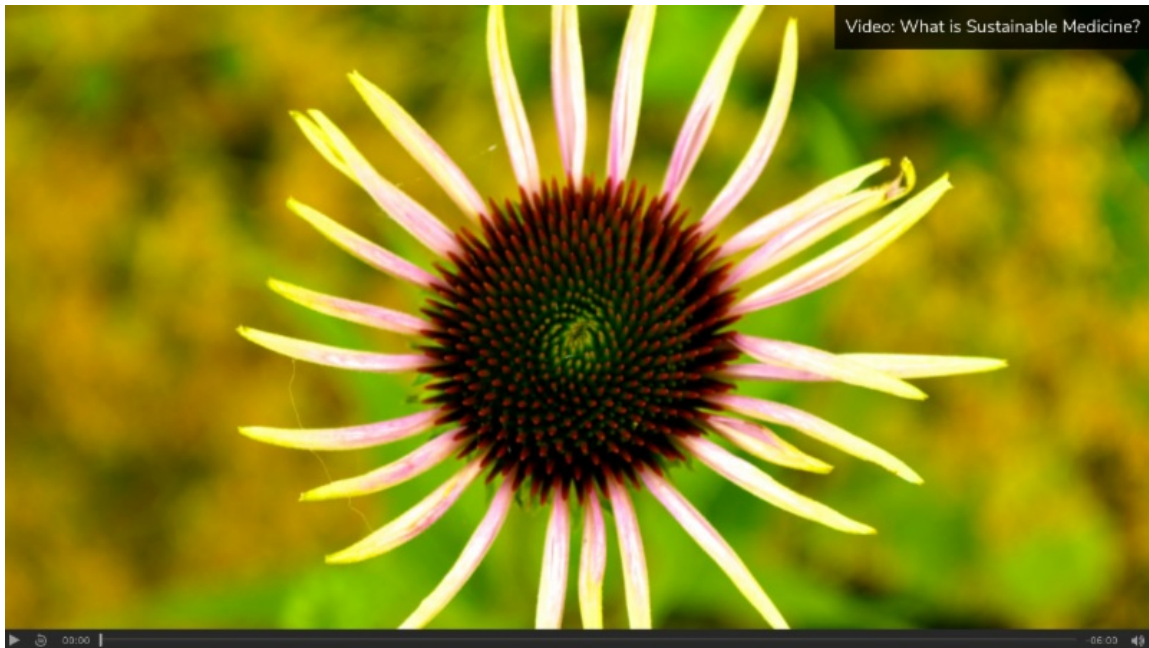


# The Sustainable Herbs Project



Dear Friends,

My favorite line in all of the many interviews I conducted while following herbs through the supply chain is that of Sebastian Pole, co-founder of Pukka Herbs:

"It's all about love - about what do you love, and who do you love, and how you want to love them. And if you love people and nature, you want to take care of them."



These words are always important but they seem especially important at this time now. The Sustainable Herbs Project is focusing on how this love gets expressed in the herbal products supply chain, but the principles apply to everything we do - and every purchase we make. Sebastian, Josef Brinckmann, Randy Buresh, Mark Wheeler and others talk about this in this 6-minute video, [What is Sustainable Medicine?](#)

Some other highlights from the website include:

- [Quality and Sustainability](#) - Most discussions of quality control focus on the tests done in quality control labs. In this 10-minute video, leaders in the industry talk about quality in broader terms, taking into account the whole supply chain.
- [What Can I Do?](#) - Everyone I spoke with talked about the difference consumers can make by buying certain products and by asking companies questions. We outline some specific steps to take [here](#) -

but first [educate](#) yourself first about the issues and challenges companies face. Ask them how they are addressing those challenges before passing judgment.

- [Where Plants are From?](#) - Herbalists often talk about nettles as Nettles, as if all nettles are equal. What about instead talking about nettles grown on a small organic farm in Vermont and how they might differ from nettles harvested by aging collectors from meadows in eastern Poland? Not only how the constituents of nettles growing in these different regions differ, but how the cultural, economic, and ecological context of that region affects the efficacy of the medicine? How might including a more place-based discussion of these plants impact our understanding of medicine overall? How might herb teachers better weave these issues into [their courses](#)?

## **Your Herbal Journey**

I finished my journey visiting companies around the world believing even more strongly that the best herbal medicine we can take is the medicine we make ourselves with plants we have grown and collected on lands in our region. And so the best product to buy is not a tincture on the shelf of the supplement aisle but educational materials to deepen your own study of herbs. In each newsletter we'll try to feature different opportunities and sales.

**This month, beginning today, [the Herbal Academy](#) is offering 15% off all online herbal courses.**

For herbalists at every stage, take a look at [The Herbarium](#) - an incredible virtual collection of herbal resources, monographs, videos, photographs and teaching charts.

They are also offering a new series, [the Herbal Journey Challenge](#). This 4-week newsletter mini lesson encourages students and followers to map out their own herbal path. For information on the series, go to the contact tab at [this link](#).

Wishing you a wonderful end of summer wherever you may be.

With love,

Ann

