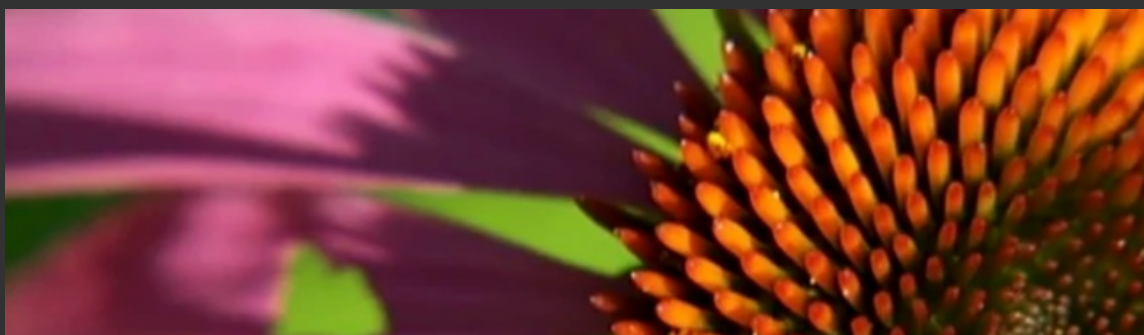




## The Sustainable Herbs Program

*in partnership with American Botanical Council*



Greetings,

It's been a long time since I've sent a Sustainable Herbs Program (SHP) newsletter. Apologies for my silence. I'm writing with some exciting news to share!

I created the [Sustainable Herbs Project](#) to tell the stories of the people and places behind herbal products. My goal in sharing these stories has been to launch a consumer movement supporting high-quality herbal remedies, sustainable and ethical sourcing, and greater transparency.

From the beginning I knew I needed to find a partner to allow me to take the project to the next step. And so I am thrilled to announce that SHP is now partnering with the American Botanical Council. As many of you know, ABC is an international non-profit that has been educating the public about the responsible use of herbal medicine for the past thirty years. They bring a depth of knowledge and a breadth of experience to these issues that will allow us to take the program to an entirely new level.

SHP and ABC will be sharing the responsibilities of developing new educational content and maintaining the program's website. ABC also has taken on responsibilities related to development, fundraising, and marketing (which is a tremendous relief to me!). Under Mark Blumenthal's, ABC's founder and executive director, direction, ABC has already enlisted the support of 17 underwriters from the herbal supplement industry. It is exciting to see a project that was launched

primarily through \$35 donations reach this level.

I'll be sharing more updates soon about our plans moving forward but for now, there is some new content on the website that I hope you will check out. With Terry Youk's (Director of [Numen](#)) editorial help, I produced two videos on the FairWild Standard, one on [FairWild and Biodiversity](#) and another on [FairWild and Social Livelihoods](#). There is now a section on [Regenerative Agriculture](#) – and in the next few months, I'll share a short video on Deb Soule's work with building soil at Avena Botanicals which, as many of you know, are some of the most beautiful medicinal plant gardens around.

I look forward to bringing the content on the SHP website to new audiences in the next year and had the opportunity to lead a panel, [From Supply Chains to Supply Webs](#), at the recent AHG Symposium. Panelists from different sectors of the industry shared their perspectives on the challenges of supplying for and sourcing from bioregional networks of growers, collectors and producers. It felt like some important seeds were planted. I'll write up a summary of the panel in the next few weeks.

My vision has always been to bring the values at the heart of herbal medicine to the botanical industry. This partnership helps bring that vision one step closer to realization. Thank you for everything you have done to get this work this far and I hope you will join me as we move into the next phase of the Sustainable Herbs Program.

If you'd like read the press release about the new partnership, you can find it [here](#).

With gratitude,

Ann