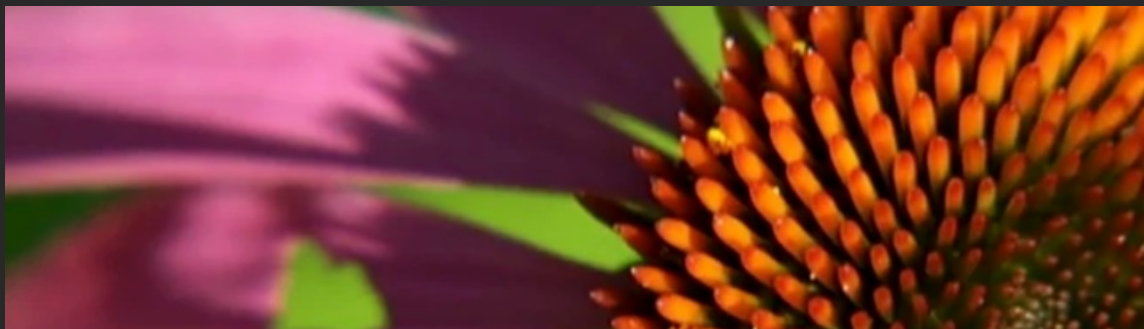




Sustainable Herbs Program

AMERICAN BOTANICAL COUNCIL



Greetings,

Sending you warm winter greetings from Vermont where it was negative 14 degrees this morning!

Some recent SHP news:

- [Sustainable Schisandra Sourcing Wildlife Friendly Tea](#) – We've just posted this fascinating interview with Josef Brinckmann about a ten-year project working to create sustainable sources of schisandra berries while also protecting panda habitat. Josef reflects on the importance of linking wildlife to plant sustainability – and also has some good insights into what companies can do to make a difference!
- [Climate Change](#) – Take a look at our new section on the SHP site sharing resources and information on the impact of climate change on medicinal plants and efforts in the botanical industry to address the challenges of a changing climate.
- In late January look for a Q and A with Pukka Herbs about their decision to sign on to [science-based targets](#), how that differs from other corporate targets for climate change, and lessons we can all take from their experience.
- **Plant Stories** – I'm excited to announce the first of a new monthly series of stories about the journeys plants take from source to

finished product. Our first post will be about saw palmetto by noted botanical expert Steven Foster who I'm thrilled to now be working with on the Sustainable Herbs Program. Steven will help research and write these stories. *Coming Soon*.

- And If you have done so already, be sure to check out the extensive article showing progress and promise on medicinal plant conservation: "[Protecting Goldenseal: How Status Assessment Inform Conservation](#)" by Leah E. Oliver and Danna J. Leaman, Ph.D. in *HerbalGram* issue #119, 2018, pp. 40–53.

In other news:

- In case you missed this last summer, FairWild put out [Wild at Home](#), a clear and informative report on wild plants and global trade. They outline the scope of the trade, important efforts to develop sustainable and ethical supply chains, and simple steps consumers and companies can take to support those efforts. Take a look if you haven't already!
- Check out this [Fact Sheet](#) that the Union for Ethical Biotrade (UEBT) created outlining the impacts that adopting the UEBT standard on sourcing has had for Weleda and its suppliers. The fact sheet is interesting both as an overview of those impacts and also to see ways involvement in international standards filters through the supply chain.
- [Climate Collaborative](#) interviewed Chris Mann, CEO of Guayaki about Guayaki's 22-year record of being a carbon net negative company. The interview is part of a series with Climate Collaborative Award Winners and offer a window into what it takes to be a leader in addressing climate change in complex supply chains.
- And finally, I really enjoyed this interview by Sara Newmark, VP of Social Impact with Mega-Food, with Rob Sinclair of Conscious Brands that is part of the series, "[What is a Conscious Brand?](#)" Sara talks about some of the perceived and real barriers to shifting to a model of regenerative business and how to overcome those blocks.

Upcoming Events/Presentations:

- I recently spoke with Lana Camiel about the Sustainable Herbs Program. Our conversation is now up on her program Wellness Insider Network – [listen now!](#)
- I will be co-facilitating the panel, "FairWild: Today & Tomorrow," that the FairWild Foundation is hosting **February 15** at the [Biofach Organic Trade Show](#).

- I'm offering a [free webinar](#), "Where do Herbs Come From and Why Does it Matter?" as part of the American Herbalist Guild webinar series, **February 19**. This webinar will follow up on the really great discussion at the AHG symposium panel on what herbalists can do to raise awareness with students and clients about sustainable sourcing and ethical business practices.
- And finally, I'm thrilled to be participating in a panel discussion, "The ethics of threatened native medicinal plants in commercial trade," at the [International Herb Symposium](#) this **June** moderated by UpS Executive Director Susan Leopold (registration for the conference is now open).

That is all for now! Moving forward, this will be a monthly newsletter sharing updates on SHP as well as other important and relevant news and resources. Let me know if you know of important projects we should cover or of other news that we should share. Thanks so much.

Wishing you well as the new year begins.

With gratitude,

Ann

Watch what leaders in the industry have to say about quality and sustainability in sourcing botanicals –



