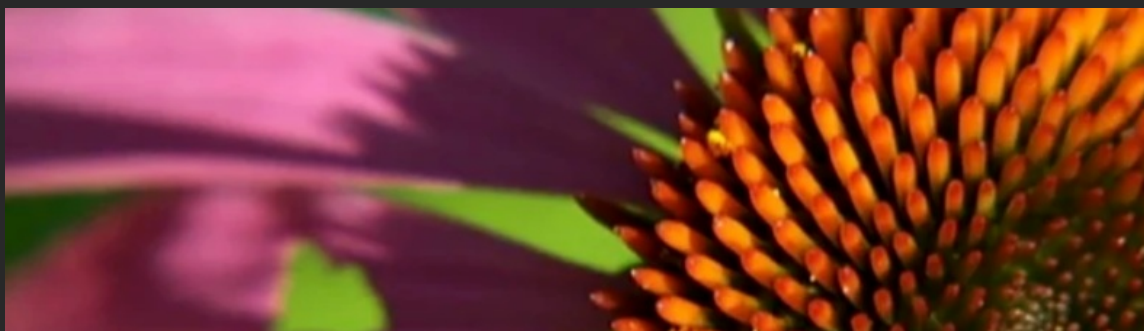




# Sustainable Herbs Program

## AMERICAN BOTANICAL COUNCIL



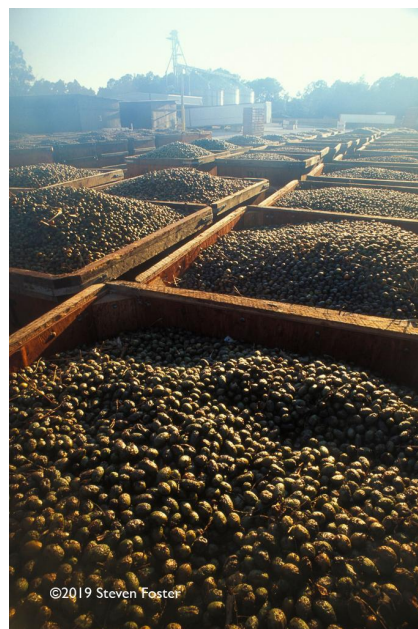
### New on the SHP Blog:

#### Is the Saw Palmetto Supply Sustainable?

The [first](#) in a three-part series, Steven Foster explores the history of the saw palmetto harvest. Not only is the content fascinating, Steven's photos of saw palmetto harvesting and processing are stunning.

#### The Toil of the Harvest: Saw Palmetto

In this [second post](#), Steven describes the harvest of saw palmetto – not a task for the faint of heart! In the third and final installment (coming soon), Steven will explore current issues around sustainability.



#### Five Steps to Support Sustainable and Ethical Sourcing

Herbalists talk about the importance of supporting bioregional supplies of medicinal plants, but in reality it is difficult to do that. This [post](#) summarizes a lively discussion at a panel Ann Armbrecht (SHP Director) facilitated at the 2018 American Herbalist Guild Symposium about how herbalists can support sustainable and ethical value chains.

### New Video:

Regenerative Agriculture is gaining recognition as a way to address soil health and mitigate climate change. Deb Soule has been using these practices at Avena Botanicals for the past thirty years – we follow her in this new SHP video,

## Events/Presentations:

Ann will be co-facilitating the panel, "FairWild: Today & Tomorrow," that the FairWild Foundation is hosting February 15 at the [BioFach Organic Trade Show](#). While at BioFach, Ann and video producer, Terry Youk, will also be interviewing a range of stakeholders in the certified organic value chain to produce a series of videos on sustainability and regenerative agricultural practices of wild medicinal and aromatic plants.

[Register now](#) for Ann's free webinar "Where do Herbs Come From and Why Does it Matter?" as part of the American Herbalist Guild [free webinar series](#) on February 20. This webinar builds on the [AHG panel discussion](#) described in the SHP blog post above.

## Recent Presentations:

Ann's conversation with pharmacist and natural health advocate Lana Camiel about the Sustainable Herbs Program is now up on her program Wellness Insider Network. You can listen [here](#).

## Related News:

[Climate Collaborative](#) has organized a full day of programming at Expo West 2019 on how the natural products industry can move forward in addressing climate change. Ann will be attending and will share updates on the SHP blog.

In case you missed it, the ABC-AHP-NCNPR Botanical Adulterants and Prevention Program recently published a bulletin on the [adulteration of Ashwagandha roots and extracts](#). Since 1988, the ABC has been educating consumers, healthcare professionals, researchers, educators, industry and the media on the safe and effective use of herbs and medicinal plants. You can find out more about their work [here](#).



Tending the Soil at Avena Botanicals

