



Sustainable Herbs Program

AMERICAN BOTANICAL COUNCIL



New on the SHP Blog:

[Regenerative Agriculture: Where to Begin?](#)

If you care about food security, or the planet, or if you eat food, then the message is clear. We have to rapidly refocus our efforts on saving the soil. Bethany Davis, Director of Advocacy and Government Relations at MegaFood, writes about why she and MegaFood are focusing on regenerating the soil.



[Science-Based Targets for Climate Change](#)

And in this post, Vicky Murray, Sustainability Manager at Pukka Herbs, talks about why Pukka has committed to science-based carbon reduction targets with the Science-Based Target initiative (SBT). She outlines her top tips on setting carbon targets for a company.

In Progress:

More posts on two new initiatives on regenerative agriculture coming soon:

A Conversation with Matt Dybala, Farm Manager for Herb Pharm, about their experience as a pilot farm for the [Regenerative Organic Standard](#).

A Conversation with Tom Newmark, Co-Founder of Carbon Underground, about the [Soil Carbon Initiative](#).

Part 3 of Steven Foster's three-part series on sourcing saw palmetto. If you missed the first two posts, you can find them [here](#).

Videos in the Works:

Terry Youk, producer of *Numen: The Healing Power of Plants*, and SHP's Director Ann Armbrrecht interviewed a range of stakeholders involved in sustainably sourcing wild plants at the BioFach trade show in Nuremburg, Germany. We are producing a series of short videos to share in the early summer. Stay tuned!

Events/Presentations:

[Sustainable Herbs Program: Following Medicinal Plants from Seed to Shelf](#) at Supply Side East, April 12, 12:30 pm. Ann will be presenting on best practices in the botanical industry and why they are important.

[The Ethics of Threatened Native Medicinal Plants in Commercial Trade-](#) International Herb Symposium Conservation Panel, June 7-9, 2019, Wheaton, MA. Ann is honored to be part of this panel facilitated by Susan Leopold, Executive Director of United Plant Savers, exploring: How do we as an herbal community instill ethical sourcing of plants we know are threatened?

In the News:

[Climate Collaborative](#) organized a full day focusing on what the Natural Products industry can do to address climate change at Expo West 2019 in March. A large ballroom was filled to capacity for the entire day! They posted a [video of the full day](#) -- it's long, but exciting and inspiring, well worth the time to watch it.

[Richard Evans Schultes in the Amazon](#) – If you haven't seen this, the Amazon Conservation Team produced an incredible story map of the Amazonian

travels of the late legendary ethnobotanist Richard Evans Schultes. It is worth devoting the time to linger along the trail of Schultes' 14+ years of travels in Amazonia.

[Forest Farming](#) – And finally, this is a wonderful short video on a forest garden produced by National Geographic. For those of us in the North, it is a nice way to pass the time waiting for spring to arrive!

Video of the Month

At BioFach, we heard that pesticides of unknown origin were showing up in herbs sourced by certified organic producers from six different continents. So we wanted to share this SHP video on the growing issue of Non-Point Contamination.

Thank you as always for your support!



"We Can't Be Well Until the Planet is Well"

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