

Sustainable Herbs Program

AMERICAN BOTANICAL COUNCIL



SHP Monthly News

The news about climate change and biodiversity loss is increasingly alarming.

"We are in a climate moment now," author and environmentalist Bill McKibben said recently at a talk in Montpelier, VT, "It feels different than any other moment since I began working on climate change thirty years ago. It's crucial that we don't waste it." He continued, emphasizing that "We all need to do the absolute most we can do. We all need to go outside our comfort zones and take action, because," he added, "the planet is 8 miles outside its comfort zone."

The natural products industry depends on raw materials from the earth -- and this industry has a unique responsibility to lead on efforts to regenerate and sustain those resources. This newsletter highlights efforts being taken to address climate change and biodiversity loss in the botanical industry.

Please let us know other resources and stories we should highlight.

Recent Blog Posts

[The Soil Carbon Initiative: A Conversation with Tom Newmark](#)

"Climate change is an equal opportunity destroyer of every agricultural environment. And companies that are in the herbal space have got to take on leadership. They have to either be leaders and help revolutionize agriculture in the world or they will be out of business in ten or twenty years. It's that simple." -- Tom Newmark

It is easy to become overwhelmed by the dire news about climate change, yet this interview with Tom Newmark about the Soil Carbon Initiative offers hopeful and inspiring actions we can all take.



[Herb Pharm and the Regenerative Organic Certification: A Conversation with Matt Dybala](#)

"Today, many people are seeking ways to steward a positive earth connection. As farmers, our sense of working with nature is an everyday experience. And regenerative organic certification is a great tool to shift everyone's focus back



towards the ecological impacts of farming." -- Matt Dybala

Read more about HerbPharm's experience as a pilot farm for the Regenerative Organic Certification.

Herbs and Biodiversity: the FairWild Standard

The natural products industry depends on cultural and biological diversity. There are many claims out there that plants are sustainably wild harvested -- but unless those claims are verified by a third party certification system, you have to trust a company to be good on its word. SHP and FairWild Foundation organized a multi-stakeholder panel at BioFach 2019 to look at the challenges and opportunities of the FW standard. We summarize the panel here, including video clips from the presentations.



Educating about Sustainable Supply Chains: A Conversation with Sue Evans

And finally, in this interview, Sue Evans discusses how she is using the resources from the SHP site to educate herbalists and naturopaths about the importance of understanding where herbs are from and how they are manufactured.

SHP in the News

- **'Pick one thing and start' to improve sustainability – podcast.** Ann Ambrecht speaks with Natural Products Insiders editor in chief, Sandy Almendarez about how natural products companies can take steps to address sustainability issues.
- **Bringing the Plant Stories to a Broader Audience: An Ongoing Conversation with Ann Ambrecht of the Sustainable Herbs Program.** An interview with *Journal of American Herbalists Guild* Editor, Susan Marynowski, about SHP and, in particular, what herbalists can do to address issues of sustainability in their teaching and practice.

Related News

- **Climate change: Sir David Attenborough warns of 'catastrophe'** There are more and more reports daily about the direness of the climate crisis. Sir David Attenborough's observations are particularly pointed and poignant. "We are running out of time, but there is still hope," said Sir David. "I believe that if we better understand the threat we face the more likely it is we can avoid such a catastrophic future." His Our Planet series on Netflix has unbelievable photography and while it doesn't shy away from heartbreaking stories of the state of the earth, it also focuses on offering us hope, if we take action now.

- **UEBT Biodiversity Action Plans:** Guidelines from the Union for Ethical Biotrader to establish and implement Biodiversity Action plans for farming activities.
- **Journey to Pavitramenthe: Dr. Bronner's Fair Trade and Organic Mint Oil from India** This is a great video produced by Dr. Bronner about regenerative agriculture in farming communities in NW India.

Video Highlight: Biodiversity and Wild Plants

