1. Trade in Medicinal and Aromatic Plants

- Over the counter remedies – ginkgo, limeflower
- Supplements – hops, sea buckthorn
- Botanical drinks – juniper, elderflower
- Pharmaceutical – yew, squill
- Herbal medicines – willow, hawthorn
- Body care/cosmetic products – witch hazel
- Veterinary – nettle, agrus castus
- Artisan/small herb products – candles, incense...

Size of market variable as is diversity of these nontimber forest products

Outline

- 1. Trade in medicinal and aromatic plants
- 2. Cultivation formats
- 3. Issues re supply
- 4. Issues re demand
- 5. Going forward

2015 Herbal supplement sales in USA (US Consumer Spending reports) estimated at $6.922 billion
Up over 7% from 2014 in three channels – mass market, natural and health food, direct sales
Modern trade in herbs - statistics?

![Graph showing global herbal medicine market revenue, by product, 2014-2024 USD billion, valued at USD 71.19 billion in 2016.](https://www.intracen.org/itc/sectors/medicinal-plants/)

Many small businesses and some major major stakeholders in the industry include Tsumura & Co., Dr. Willmar Schwabe India Pvt. Ltd., Blackmores and Nature’s Answer.

Extract from top selling 50 UK herbal supplements in 2018 (US$) (*indicates data not available)

<table>
<thead>
<tr>
<th>Primary ingredient</th>
<th>Likely preparations</th>
<th>Mainstream channel sales (ranking)</th>
<th>Natural channel sales (ranking)</th>
<th>Direct sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elderberry</td>
<td>Respiratory</td>
<td>50,979,669 (4)</td>
<td>25,374,666 (5)</td>
<td>*</td>
</tr>
<tr>
<td>Ginkgo</td>
<td>Circulatory</td>
<td>16,641,038 (22)</td>
<td>4,632,234 (21)</td>
<td>*</td>
</tr>
<tr>
<td>Cranberry (Vaccinium macrocarpum)</td>
<td>Urinary complaints</td>
<td>*</td>
<td>7,004,108 (15)</td>
<td>*</td>
</tr>
<tr>
<td>Barberry (Berberis spp.)</td>
<td>Skin complaints</td>
<td>*</td>
<td>5,000,000 (37)</td>
<td>*</td>
</tr>
<tr>
<td>Hawthorn (Crataegus spp.)</td>
<td>Circulatory complaints</td>
<td>*</td>
<td>2,801,234 (37)</td>
<td>*</td>
</tr>
<tr>
<td>Nettle flower (Tilia spp.)</td>
<td>Nervous complaints</td>
<td>*</td>
<td>*</td>
<td>*</td>
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<tr>
<td>Hawthorn</td>
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</tr>
</tbody>
</table>


Many UK herbs imported from abroad

- **Pukka Herbs**
  - Annual usage e.g.
    - Elderberry – 4000 kg
    - Elderflower – 21,000 kg
    - Limeflower – 14,000 kg
    - Hawthorn berry – 300 kg
  - Supplies from Bosnia, Bulgaria, Hungary, Poland, UK

- **Organic Herb Trading**
  - Some imports are especially prone to adulteration and pollutants: they may be better grown in UK
  - Nettle, Meadowsweet

Increasing demand for experiential products

“At present there is increasing demand for territorial and niche products for urban consumers interested in nature and identity products for health and food. A further evolution of this urban-consumer demand takes the form of increased interest in experiential products related to combining NWFP collection for personal consumption with recreation/leisure activities.”

2. **Cultivation Format Examples**

- **UK Wildcrafting** – birch artisan products
- **US Woodland simulation** – goldenseal/ginseng medicinals
- **US Coppice crops** – elderberry botanical drinks
- **UK Alley cropping** – swales and mixed elder/witch hazel medicinals
- **EU Agroforestry** – cherry and lemon balm for distillation
- **UK Forest garden** – willow, witch hazel etc. for body care products
3. Issues re Supply

- Identification and provenance - records
- Cultivation and harvesting – labour
- Drying and storage
- Processing equipment

INTEREST IN INNOVATION TRIALS?
Get involved in Organic Herb Growers Co-op

4. Issues re Demand

- Which plants?
- Quality standards – organic accreditation?
- Timescales?
- Contracts and quantities?
- Trust and commitment?

INTERESTED IN THIS DEVELOPING MARKET?
Get involved in Organic Herb Growers Co-op

Regulation!!!

Legal constraints on medicinal claims without a licence

Cosmetic formulae can be assessed and registered with EU database

Food hygiene and herbal teas
5. Going Forward

Benefits of including medicinal trees and other plants in agroforestry

• Developing market for sustainable and artisan produce
• Increasing demand for 'experiential' courses, walks, workshops etc
• Using land otherwise unproductive
• Reducing imports and associated environmental costs
• Carbon capture and water management
• Speciality crops and known demand with trusted partners
• Increased quality

Organic Herb Growers Co-op

We are still setting up – but register interest at info@organicherbgrowers.uk

Holt Wood

• Holt Wood courses in Devon in May and June 2020


www.holtwoodherbs.com

OHGC Spring Event, Wed 22 April 2020
Cotswold Seeds/FarmED
Chipping Norton, OX7 6BJ