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Outline

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



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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, agnus castus
- Artisan/small herb products – candles, incense..

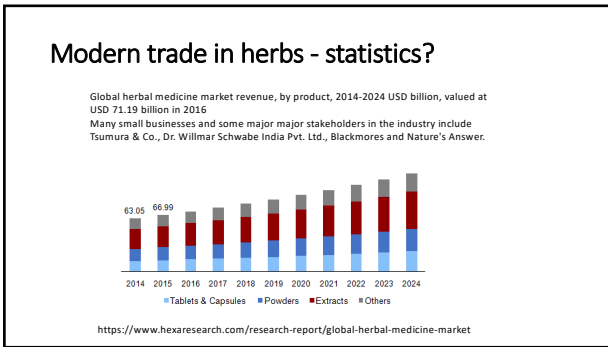
Size of market variable as is diversity of these nontimber forest products

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- 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




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Extract from top-selling 40 US herbal supplements in 2018 (US\$) (* indicates data not available)

Primary ingredient	Likely preparations	Mainstream channel sales (ranking)	Natural channel sales (ranking)	Direct sales
Elderberry (<i>Sambucus nigra</i>)	For respiratory complaints	50,979,669 (4)	25,374,666 (3)	*
Ginkgo (<i>Ginkgo biloba</i>)	For circulatory complaints	16,041,038 (22)	4,632,234 (21)	*
Cranberry (<i>Vaccinium macrocarpon</i>)	For urinary complaints	*	7,454,158 (15)	*
Barberry (<i>Berberis spp.</i>)	For skin complaints	5,060,098 (37)	*	*
Hawthorn (<i>Crataegus spp.</i>)	For circulatory complaints	*	2,801,274 (37)	*
Lime flower (<i>Tilia spp.</i>)	For nervous complaints	*	*	*

Extract from T Smith, M Gillespie, V Eckl, J Knepper, CM Reynolds. 'Market Report: Herbal Supplement Sales in US Increase by 9.4% in 2018'. *Herbalgram: The Journal of the American Botanical Council* no. 123 Aug-Oct 2019, pp 62-73.

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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

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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."

Wolfslehner B, Prokofieva I and Mavsar R (2019) *Non-wood forest products in Europe: Seeing the forest around the trees*. European Forest Institute (p.23)

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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

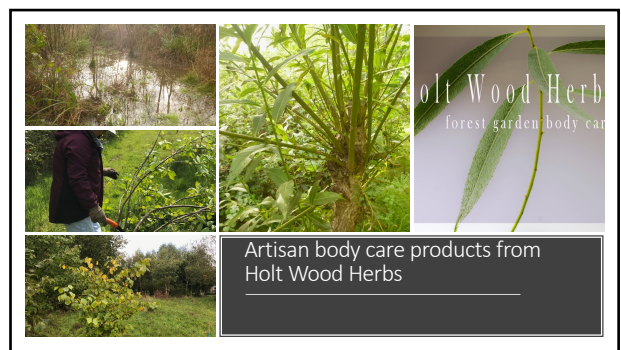
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3. Issues re Supply

- 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

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Regulation!!!

Legal constraints on medicinal claims without a licence

Cosmetic formulae can be assessed and registered with EU database

Food hygiene and herbal teas



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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

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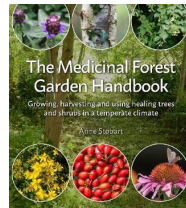
5. Going Forward

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

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Holt Wood



• Holt Wood courses in Devon in May and June 2020

www.holtwoodherbs.com

Anne Stobart, *The Medicinal Forest Garden Handbook*
(Permanent Publications, March 2020)

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Organic Herb Growers Co-op



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

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

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