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NF92-105 Sources of Information on Herb Production and Marketing

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Published by Cooperative Extension, Institute of Agriculture and Natural Resources,
University of Nebraska-Lincoln

Sources of Information on Herb Production and Marketing

by Laurie Hodges, Extension Vegetable Specialist, Department of Horticulture

THE HERBAL CONNECTION
c/o Maureen Buehrle
3343 NOLT RD.
LANCASTER, PA 17601
717-898-3017

Through this organization you will receive a bi-monthly newsletter, The Herbal Connection, the annual directory, The Herbal Green Pages and resource service for \$40/year. This is not a membership organization, but a service network for herb businesses, organized in 1990. The Herbal Green Pages lists over 2,000 companies with details on the business, including wholesale or retail, product line and mail order, plus herbal education programs, associations and periodicals. It is available separately for \$15 a copy.

INTERNATIONAL HERB GROWERS AND MARKETERS ASSOCIATION
1202 ALLANSON ROAD
MUNDELEIN, IL 60060
708-566-4560

Sponsors an annual meeting, workshops and a trade show which is one of the best sources of information and contacts. Membership dues are based on gross sales of herbs or herb products. Currently, there are over 375 members. A sample copy of the quarterly newsletter, The Herb Grower & Marketer, is available for \$3. Proceedings of the annual meeting, including back issues, may be available through inter-library loan. Individual copies may also be ordered from the association. Both publications offer a wealth of information.

THE BUSINESS OF HERBS: THE INTERNATIONAL NEWS AND RESOURCE SERVICE FOR HERB BUSINESSES.
Paula Oliver
Northwind Farm Publications
Route 2 Box 246

Shevlin, MN 56676-9535

Published bimonthly for \$20/year. Published since 1982, this publication is not a newsletter, but more of a trade journal or small magazine for both small, independent businesses and larger wholesale producers. Comprehensive articles on marketing, trends and opportunities in the industry, ads for supplies and other topics are covered.

HERBS: AN INDEXED BIBLIOGRAPHY (1971-1980)

The Scientific Literature on Selected Herbs, and Aromatic and Medicinal Plants of the Temperate Zone.
James E. Simon, Alena F. Chadwick, Lyle E. Craker.
1984. SB351.H5 S56 1984.

A 650 page bibliography to assist in locating more detailed information on a specific plant. Available at the University of Nebraska-Lincoln library or through inter-library loan.

HERBALGRAM

P.O. BOX 201660
AUSTIN, TX 78720
1-800-373-7105

The quarterly journal of The Herb Research Foundation and American Herbal Products Association is published by the American Botanical Council. This publication is one of the basics of the industry. Market reports, legal and regulatory updates, research reviews, herb blurbs, media coverage, calendar of herbal and scientific events related to herbs, networking and book reviews are included. Each 24 page edition is previewed and edited by a 16 member Scientific Advisory Board. A subscription costs \$25/year, and a sample copy can be purchased for \$5. Send a stamped-self addressed legal-sized envelop to the address listed. Call the 1-800 number for more details on content and prices.

ATTRA (Appropriate Technology Transfer for Rural Areas)

Jim Lukens, Program Manager
P.O. Box 3657
Fayetteville, AR 72702
1-800-346-9140
(Herb Production: ATTN: Christine Rugen)

This non-profit corporation, funded by the United States Fish and Wildlife Service, specializes in technical information for farmers interested in processes which conserve and more effectively utilize resources. It also provides sustainable economic development emphasizing assistance to low-income people. Information packets containing a summary of sustainable production techniques, trade and grower organizations, marketing potentials and copies from a variety of publications, trade journals, newsletter and books are available. Organic culture of blackberries and raspberries, organic blueberry production, low-spray apple production, green manures/covercrops, IPM, agricultural alternatives and herb production is also covered.

ILLINOIS HERB ASSOCIATION

C/O Don Naylor
1701 Towado Avenue
Bloomington, IL 61701

A state-wide association of commercial herb growers. The IHA holds an annual meeting with expert

speakers from the herb industry, university research/extension and professional herb growers.

THE NATIONAL WHOLESALE HERB MARKET NEWS REPORT

Market Reporter

Fruit & Vegetable Market News Service

USDA

536 S. Clark Street, Rm 942

Chicago, IL 60605

312-353-0111

Issued weekly; a yearly summary is available for \$10. Supply and demand in national markets including Chicago, Atlanta, Baltimore, Cincinnati and Dallas and wholesale price in each market is included in each issue. Price for each package type (cartons, bunched, film bagged, film wrapped, etc.) is also discussed. Includes garlic and horseradish.

GROWING GREAT GARLIC

Ron L. Engeland

Filaree Productions

Route 1 Box 162

Okanogan, WA 98840

A soft-cover 213-page book with a huge amount of information on growing over 200 strains of garlic, including types, planting, cultivation, harvesting, storage, marketing and processing. Recommended by New York State Vegetable Growers' Association. \$12.95 + shipping.

THE HERB, SPICE, & MEDICINAL PLANT DIGEST

For subscriptions, write Dr. L. E. Craker, Department of Plant and Soil Sciences, University of Massachusetts, Amherst, MA

01003 (413) 545-2347.

An Extension publication edited by Dr. Lyle Craker (University of Massachusetts-Amherst) and Dr. J. E. Simon (Purdue University), the two leading researchers in herbs. Cost: \$8/year. This digest covers a range of topics. A recent issue discussed "New Markets for Herbs in France & Europe", "Natural Product Laws", "Development of Aromatherapy", "Profiles: Important Contributors to the Study of Herbs" and a review of recent herbal literature. Back issues, available for \$2 each, contain production guidelines for specific herbs, legal concerns, disease control, etc.

DIRECTORY OF SPECIALISTS IN HERBS, SPICES & MEDICINAL PLANTS.

A compilation of names, addresses and telephone numbers of experts in the field. \$8 plus \$2 for shipping and handling. Available from Dr. Lyle E. Craker, Department of Plant and Soil Sciences, University of Massachusetts, Amherst, MA 01003.

THE HERB MARKET REPORT

1305 Vista Drive

Grant's Pass, OR 97527

Market information, national and international.

NEBRASKA HERBAL SOCIETY

P.O. Box 4493

Lincoln, NE 68504
Emal Pierson, President
Susan Hanlon, Editor
402-466-6897
402-477-9668

The society provides newsletter and monthly meetings with speakers. Lincoln and Omaha chapters. It will assist in development of additional chapters. The Lincoln chapter meets on the last Saturday of the month at a public library. Call for more information. This organization is generally oriented toward home gardeners.

ORGANIC METHODS
VCR (VHS format) Tapes
Jack Kittredge
NOFA Video Project
RFD 2
Barre, MA 01005
508-355-2853.

A library of 25 video tapes on general organic methods and specific crop production, includes Tape #8810 on Growing Herbs by Kathy Morris. Most tapes are 90 minutes long and cost \$15. Write for free catalog.

A GROWER'S GUIDE TO MARKETING FRUITS, VEGETABLES, AND HERBS IN ILLINOIS
C1300
University of Illinois
OACE
69-R3 Mumford Hall
1301 West Gregory Drive
Urbana, IL 61801

Published by the Illinois Extension Service, the guide covers more than 20 specialty crops in 100 pages. It is designed to link producers with area wholesales and shippers. The publication includes a listing of more than 100 major produce distributors in Illinois, Wisconsin and Missouri as well as information on pricing, packaging and quality standards. \$5 per copy.

THE MARKETING OF FRESH HERBS
Jacqueline M. Cunningham
Market Reporter
Fruit & Vegetable Market News Service
USDA
536 S. Clark Street, Rm 942
Chicago, IL 60605
312-353-0111

A complete study on various advantages, disadvantages and methods of distribution for marketing herbs, including U-Pick, Roadside Stands, Farmers' Markets, Direct Sales, Wholesale or Broker, Contract Sales and Mail Order sales.

The "Botanical Series"

by Stephen Foster
#301 THE PURPLE CONE FLOWERS
#302 SIBERIAN GINSENG
#303 ASIAN GINSENG
#304 GINKGO
#305 MILK THISTLE
#306 PEPPERMINT #307 CHAMOMILE
#308 AMERICAN GINSENG
#309 GOLDENSEAL
#310 FEVERFEW
#311 GARLIC
#312 VALERIAN
#313 EPHEDRA
#314 PASSIONFLOWER

Publications in this series include information on botany, nomenclature, historical and modern usage, commercial aspects and references. For information on prices and other titles in the series, write to:

Botanical Series
American Botanical Council
P. O. Box 210660
Austin, TX 78720

OTHER NEWSLETTERS ON HERBS

American Herb Association Newsletter
P.O. Box 353
Rescue, CA 95672

Botanical and Herb Reviews
P.O. Box 106
Eureka Springs, AR 72632

Canadian Journal of Herbalism
Ontario Herbalists Assn.
7 Alpine Avenue
Toronto, Ontario
M6P 3R6 CANADA

Garlic Times: The Newsletter of the Stinking Rose
Harris Publishing
1621 Fifth Street
Berkeley, CA 94710

The Herb Companion
Interweave Press
306 N. Washington Avenue
Loveland, CO 80537

Herb Grower Magazine

P.O. Box 70
Pine Meadow, CT 06061

Herbal Kitchens
Box 134
Salisbury Center, NY 13454

Herban Lifestyles
Stone Acres Press
84 Carpenter Road, Apt. 78711-1
New Hartford, CT 06057

Wild and Weedy: A Journal of Herbology
P.O. Box 508
Clark Fork, ID 83811

The Herbalist
Herb Society of America
9019 Kirtland Chardon Road
Mentor, OH 44060

Joy of Herbs
Box 7617
Birmingham, AL 35253-0617

Newsletter of Medicinal and Aromatic Plants
Research Institute for Medicinal Plants
H-2011 Budakalaszi
P.O. Box 11
HUNGARY

Northstar News Network
Northstar Freeze Dry Mfg.
P.O. Box 409
Nisswa, MN 56468

Spice and Herb Arts
5091 Muddy Lane
Buckingham, FL 33905

Circular Series FTEA:
U.S. Spice Trade
U.S. Essential Oil Trade
U.S. Dept. of Agriculture
Foreign Agricultural Service
Room 4644-S
Washington, DC 20250-1000

Washington Insight
11000 Waycroftway

North Bethesda, MD 20852

Weedhole Chile Pepper
P.O. Box 4278
Albuquerque, NM 87196

File NF105 under HORTICULTURE
C-7, Vegetables
Issued December 1992

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Elbert C. Dickey, Director of Cooperative Extension, University of Nebraska, Institute of Agriculture and Natural Resources.

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