

Selected Internet Resources for Herb Marketing

The following list of Internet resources has been selected for the benefit of Kentucky commercial producers wanting to learn more about marketing herbs. The broad definition for herbs (herbaceous plants valued for their flavor, scent, or medicinal properties) was used in gathering this information. These online resources are provided strictly for informative purposes only; the list does not constitute endorsement of herbal uses, products, businesses, or cultural recommendations for herb production. Producers should always research herb production, uses, and markets on their own before beginning production.

Marketing Herbs - General

The following list includes general online herb publications containing marketing information, as well as links to other related resources.

Forest Botanicals as Flavorings, Medicinals, and Pharmaceuticals (USDA, 1993)

Although somewhat dated, this publication offers sound marketing principals and advice for those considering wildcrafting forest herbs for various uses. (Chapter 8 in *Income Opportunities in Special Forest Products — Self-Help Suggestions for Rural Entrepreneurs*)

<http://www.fpl.fs.fed.us/documnts/usda/agib666/aib66608.pdf>

**Crop Diversification
& Biofuel Research
Education Center**



ROSEMARY (*ROSMARINUS OFFICINALIS*) IN BLOOM

Medicinal and Culinary Herbs (USDA-NAL)

This Alternate Farming Systems Information Center Web page provides links for production and marketing information on medicinal and culinary herbs.

http://afsic.nal.usda.gov/nal_display/index.php?info_center=2&tax_level=2&tax_subject=298&topic_id=1426

National Sustainable Agriculture Information Service (ATTRA)

The ATTRA Web site provides many resources for those with an interest in sustainable and organic agriculture. The following general fact sheets are especially pertinent to producing and marketing herbs:

> Herbs: Organic Greenhouse Production (2005)

<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=53>

> Herb Production in Organic Systems (2005)

<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=42>

Marketing Specific Herbs

These Web sites provide fact sheets and/or links to production, marketing, and/or pricing resources on specific herbs.

Crop Diversification & Biofuel Research & Education Center (University of Kentucky)

The CDBREC Web site supports research on specialty crops and offers educational materials on a wide range of alternate crops. The following fact sheets provide basic production, economic, and marketing information, along with selected resources on various herbs:

> Catnip (2009)

<http://www.uky.edu/Ag/CDBREC/introsheets/catnip.pdf>

> Culinary Herbs (2010)

<http://www.uky.edu/Ag/CDBREC/introsheets/herbs.pdf>

> Echinacea (2010)

<http://www.uky.edu/Ag/CDBREC/introsheets/echinacea.pdf>

> Garlic and Elephant Garlic (2011)

<http://www.uky.edu/Ag/CDBREC/introsheets/garlic.pdf>

> Ginseng (2012)

<http://www.uky.edu/Ag/CDBREC/introsheets/ginsengintro.pdf>

> Goldenseal (2011)

<http://www.uky.edu/Ag/CDBREC/introsheets/goldenseal.pdf>

> Stevia (2010)

<http://www.uky.edu/Ag/CDBREC/introsheets/stevia.pdf>

Agricultural Marketing Resource Center

The AgMRC Web site provides a brief overview of culinary and medicinal herb markets, along with related online resources for further information. Links for specific common herbs are included in the culinary herb profile.

http://www.agmrc.org/commodities__products/specialty_crops/herbs/

Culinary and Aromatic Herbs (North Carolina State University)

This Web site contains links to numerous resources on herbs, both general and specific. Included are articles on marketing herbs, such as “Fresh Herb Production and Marketing” and “Growing Herbs as a Cash Crop.”

<http://www.ces.ncsu.edu/fletcher/programs/herbs/crops/culinary/index.html>

Economic Issues with Echinacea (Kansas State University, 2002)

Production practices, production cost estimates, cost return projections, and marketing information are covered in this fact sheet. The marketing challenges for herbs as dietary supplements and health products are also highlighted.

<http://www.ksre.ksu.edu/library/agec2/mf2532.pdf>

Garlic: Flavor for the Ages (USDA-ERS)

This brief, but comprehensive report discusses the market trends of garlic through 2000.

<http://www.ers.usda.gov/publications/agoutlook/jun2000/ao272e.pdf>

Guide to Medicinal and Aromatic Plants (Purdue NewCROP)

The NewCROP online database contains information and additional resources for numerous alternative crops. This Guide links to a Plant Index (alphabetical listing by common and scientific names), an herb variety guide, plus seed and plant sources.

<http://www.hort.purdue.edu/newcrop/med-aro/default.html>

National Sustainable Agriculture Information Service (ATTRA)

The ATTRA Web site provides many resources for those with an interest in sustainable and organic agriculture. The following fact sheets are especially pertinent to producing and marketing specific herbs:

> Organic Garlic Production

<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=29>

> Ginseng, Goldenseal, and Other Native Roots

<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=40>

Planning for Profit: Sage (British Columbia Ministry of Agriculture, Food and Fisheries, 2000)

This publication provides detailed economics information on sage production. Keep in mind that the figures are in Canadian dollars and production is in a climate different from Kentucky.

http://www.agf.gov.bc.ca/busmgmt/budgets/budget_pdf/herb_specialty/sage_2000.pdf

Missouri Alternatives Center

This comprehensive Web site provides Extension information on a vast array of alternative crops and agricultural businesses. Search the database for Herbs and select the herb type of interest (culinary, essential oils, medicinal, or wild crafted) for production and marketing information.

<http://agebb.missouri.edu/mac/links/index.htm>

Vegetable Production Guide: Herbs (Ohio State University, 2005)

Basic production and pest management information on selected herbs is covered in this publication. Also included are the results of a marketing survey of chefs in the Cincinnati area.

<http://ohioline.osu.edu/b672/pdf/Herbs.pdf>

Wholesale Market Price Reports (USDA-AMS)

Shipping point and wholesale market prices for herbs and other produce sold at selected U.S. cities' terminal markets.

<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateO&navID=ViewU.S.TerminalMarketPriceReports&rightNav1=ViewU.S.TerminalMarketPriceReports&topNav=&leftNav=&page=FVMarketNewsTerminalMarketReportsMore>

Woods Production of Ginseng and Goldenseal (University of Kentucky)

This fact sheet provides an overview of production and budget information on two native Kentucky high-value herbs.

<http://www.uky.edu/Ag/CDBREC/medicinalplants.pdf>

General Direct Marketing Resources

The following Internet resources provide general information on direct marketing agricultural products; information is applicable to herb marketing.

Direct Marketing (ATTRA, 1999)

This publication on direct marketing alternatives emphasizes niche, specialty, and value-added crops. It features several farm case studies, as well as information on enterprise budgets and promotion/publicity. Also included is a section discussing the implications of Internet marketing and e-commerce for agriculture.

<https://attra.ncat.org/attra-pub/viewhtml.php?id=263>

Direct Marketing Guide for Producers of Fruits, Vegetables, and Other Specialty Products (University of Tennessee, 2002)

Various types of direct markets are covered in this 40-page downloadable publication, along with information on how to formulate a business plan and conduct market research.

http://trace.tennessee.edu/utk_agexfinman/5/

How to Direct Market Farm Products on the Internet (USDA-AMS, 2002)

This 50-page (6 MB) downloadable guide provides information to marketers who are interested in selling their products via the Internet or who want to use a Web site to publicize their farm or products.

<http://agmarketing.extension.psu.edu/retail/howdrctmrktoninternet.html>

In the Eyes of the Law (University of Minnesota, 2002)

For producers considering direct marketing, this publication provides an introduction to legal issues that may affect their business. Written by two lawyers with commercial and agritourism law experience, the information is intended to help direct marketers avoid or minimize risk and liability. It is not intended to constitute legal advice or to address every situation. Case studies inserted throughout the text help explain legal principles associated with direct farm marketing. To order, call 612-624-4947 or e-mail tourism@umn.edu
<http://www.tourism.umn.edu/EducationTraining/TourismDevelopment/>

MarketMaker

This interactive mapping system and database provides an important link between agricultural producers and consumers. MarketMaker can serve as a tool for identifying herb markets and for locating other herb growers.

- > Kentucky MarketMaker
<http://www.marketmakerky.com>
- > National MarketMaker
<http://national.marketmaker.uiuc.edu/>

Misc. Web Sites and Organizations

Herb World

Herb World offers a number of herbal online business tools, including books, booklets, and periodicals; plus industry-wide resource guides, proceedings, and research reports.
<http://www.herbworld.com/>

International Herb Association

The IHA is a professional trade association providing educational, service, and development opportunities for those involved in herbal endeavors.
<http://www.iherb.org/>

Strategies That Work: Papa Geno's Herb Farm (University of Nebraska-Lincoln, 2001)

The North Central Initiative for Small Farm Profitability's case study tells the story of a Nebraska herb business that utilizes e-marketing strategies.

<http://agmarketing.extension.psu.edu/begfrms/OptStratSmlFrms/UseInternetMrktProd/PapaGenoHerbFrm.pdf>

The inclusion of a commercial Web site as a resource does not represent an endorsement of the company, its affiliates, or its products by the University of Kentucky.

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