

# How To Promote Herb Use

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and sold not just for refreshment, but for their phytonutrient contents. Essential oils ranging from lavender, sage, geranium and bergamot are found in products produced by cottage industries and global chemical giants alike.

Without an ingredient list touting natural, herbal additives, even the most commercial soaps and cosmetic products are not competitive in today's herbal renaissance market. Its not just people who are using herbs, pet stores now have products ranging from cat-nip filled toys, essential oil based flea powders, garlic, barely grass, valerian and chamomile tablets, to name just a few selections.

It is no surprise that a Harvard study from the Journal of American Medicine Association found that \$5.1 billion was spent on herbal supplements in the U.S. in 1998 alone.

## An Herb Is An Herb Is An Herb, Or Is It?

Until recently, herbs were not commercially considered foods, but rather flavorings or spices. With the passing of the DSHEA Act of 1994,

many products formerly unclassifiable are now called "dietary supplements." Interestingly, in cultures worldwide, food is commonly thought of as medicine, and medicine is consumed daily in food.

In Thailand, the regular consumption of cayenne peppers is thought to significantly reduce the incidence of stroke and blood clots, while studies worldwide have shown the daily consumption of garlic to effectively decrease the incidence of gastrointestinal cancers. Because many established drugs are derived from botanical sources, the distinction between drug, dietary supplement and food is one of intended use.

## Herb Classifications, Characteristics

- Medicinal and nutritive herbs. Commonly sold in a dried or prepared form as a tea, extract preserved in alcohol or glycerine, (often to beverages and foods) topical ointments, tablets, pills or capsules. Medicinal herbs are sold to pharmaceutical companies, nutraceutical companies, or less commonly, directly to the consumer.

- Culinary herbs. Commonly sold dried and with an increasing market for fresh. Sold either directly to the consumer or indirectly via a grocery store or restaurant. Culinary herbs are also processed and shipped for drying and use in large-scale food production.

- Essential oil plants. Many essential oil plants are also medicinal in function; however, oils are prepared through the distillation process. Plants used in oil production are processed fresh. Essential oils are used in aromatherapy and as scents in products ranging from household cleaners, candles, insect repellents, air fresheners, soaps, cosmetics, beverages and some foods.

## Herb Marketing Examples

- Medicinal Herb Blossoms
- Marketing Culinary Herbs and Specialty Crops to Restaurants
- Marketing Live Plants and Cut Flowers
- Marketing Herbal Handicrafts and Prepared Herbal Products
- Finding Ethnic Markets

## Herbs With Three Prerequisites

These Herbs have multiple uses (culinary, medicinal, or aromatic), can feasibly be grown in this climate (some perennials must be treated as annuals) and have reasonably stable market markets expected to grow: Basil, Burdock, Borage, Catnip, Calendula, Chamomile, Chicory,

Cilantro, Dandelion, Dill, Daylily, Garlic, Lemongrass, Lovage, Licorice, Lavender, Mint, Monarda, Nasturtium, Nettle, Rose, Rosemary, Sage, St. Johns Wort, Squash Blossom, and Violet/Pansy.

From Proceedings  
Of The 2002  
Mid-Atlantic Fruit  
And Vegetable Convention

# Phlox 'David' Named 2002 Perennial Plant Of Year

COLUMBUS, Ohio — Phlox "David" has been named the 2002 Perennial Plant of the Year by the Perennial Plant Association.

The Perennial Plant Association (PPA) is an educational and professional trade association. Each year, the PPA membership selects by vote the Perennial Plant of the Year. Phlox "David" landmarks the 13th year for the promotional Perennial Plant of the Year Program.

"Phlox 'David' is praised for its bright white clusters of delightfully fragrant flowers," said Steven Still, PPA executive director. "It is known to flower from mid-July to September. Also, 'David' has the greatest powdery mildew resistance of any white phlox."

Phlox "David," a member of the Polemoniaceae family, is native from New York to Georgia and west to Arkansas and Illinois. The perennial performs well in USDA Hardiness Zones 4 to 9.

"David" is an erect perennial 36-40 inches tall. The thin glossy leaves are opposite with bristly hairs on the margins. The plant has a

habit of producing strong stems that prove sturdy in wind and weather. The fragrant white flower panicles are six to nine inches long and six to eight inches wide with one-inch diameter florets.


"The Perennial Plant of the Year Program helps consumers select plants that perennial industry experts find to be outstanding and easily grown," Still said.

"The homeowner can have great confidence that the Perennial Plant of the Year will grow well in the garden."

Gardeners can obtain this exciting perennial through their local garden centers or through the many mail order perennial nurseries.

The Perennial Plant of the Year Program began in 1990. The membership of the Perennial Plant Association selects a perennial that is suitable for a wide range of climate types, low maintenance, easily propagated, and exhibits multiseasonal interest.

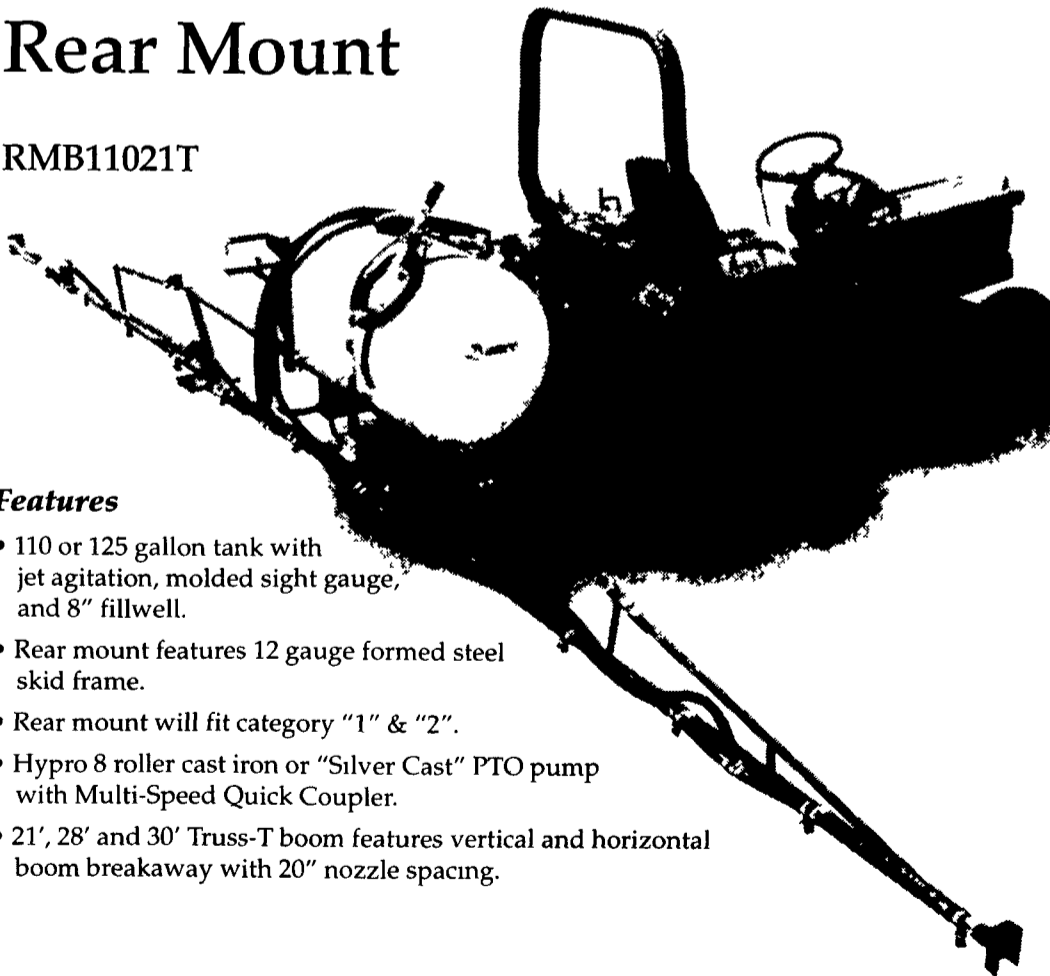
For more information about the PPA, visit [www.perennialplant.org](http://www.perennialplant.org) or contact the PPA office.



# Demco

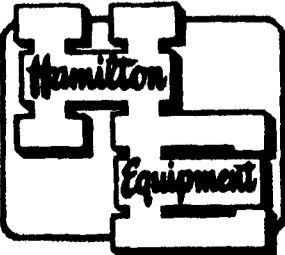
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