

Selected Internet Resources for Herb Marketing

Updated September 2005



Important Introduction/Disclaimer

The following list of Internet publications has been selected for the review of Kentucky producers wanting to learn more about marketing herbs. Listing of Web pages here is strictly informative and intended primarily for those producing culinary and ornamental herbs. This 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.

Production/Crop Overviews

[Crop Profiles from the University of Kentucky's New Crop Opportunities Center](#)

These 2-3 page fact sheets provide basic production, economic, marketing information, and links for a wide spectrum of crops, including some herb crops. Good entry level information for interested growers:

[Culinary Herbs](#)

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

[Garlic and Elephant Garlic](#)

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

[Echinacea](#)

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

[Ginseng](#)

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

[Goldenseal](#)

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

[Catnip](#)

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

[Greenhouse Lettuce, Greens, Herbs](#)

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

[Directory of Herbs—Penn State University](#)

Web pages with brief overview of more than 50 culinary herbs.

http://hortweb.cas.psu.edu/extension/veg crops/herb_directory.html

[NewCROP™](#) the New Crop Resource Online Program at Purdue University

A most extensive online database for alternative crops. Much of the information is technical and production oriented; however, much of the research contains basic economic and marketing data. There are a wide variety of links to crop budgets and production recommendations from around the country.

<http://www.hort.purdue.edu/newcrop/>

[North Carolina State University Specialty Crop Web Site](#)

Useful information for those seeking to diversify agricultural production in the southeast. Includes documents on basil, chives, caraway, lemon balm, and others.

<http://www.ces.ncsu.edu/depts/hort/hil/spcrop-index.html>

Marketing—General Direct and Herb Marketing Resources

[Direct Marketing Guide for Producers of Fruits, Vegetables, and Other Specialty Products](#)

2004 publication on direct marketing from Dr. Charlie Hall at the University of Tennessee.

<http://www.utextension.utk.edu/publications/pbfiles/PB1711.pdf>

[Marketing Herbs](#)

Overview to herb marketing from Washington State University

<http://www.metrokc.gov/dchs/csd/wsu-ce/agriculture/PDFs/HerbMarketing.pdf>

[ATTRA National Sustainable Ag. Information Service Business/Marketing Resources](#)

Web site provides many resources for those with interest in sustainable agriculture.

<http://www.attra.org/marketing.html>

See especially ATTRA's [Direct Marketing Business Management Series](#)

<http://www.attra.org/attra-pub/PDF/directmkt.pdf>

See especially ATTRA's [Considerations for Organic Herb Production](#)

<http://www.attra.org/attra-pub/om-herb.html>

[USDA/AMS Wholesale Market Prices](#)

Shipping point and wholesale market prices for herbs from the USDA, archived at the University of Florida's Market Information Database System.

<http://mids.ifas.ufl.edu/topic.php?id=FV>

[2005 Ohio Vegetable Production Guide: Herbs](#)

Production and marketing information for herbs in Ohio, including results of market research to chefs and farmers' markets.

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

[How to Direct Market Farm Products on the Internet](#)

Downloadable guide from USDA/AMS.

<http://www.ams.usda.gov/tmd/MSB/PDFpubList/InternetMarketing.pdf>

[N.C. State Culinary and Aromatic Herbs Web Page](#)

Links to several resources, including including two NC State 1998 articles titled "Fresh Herb Production and Marketing" and "Growing Herbs as a Cash Crop."

<http://www.ces.ncsu.edu/fletcher/staff/jmdavis/culinary.html>

The Legal Guide for Direct Farm Marketing & Farmers' Markets Rules, Regulations and Opportunities

Professor Neil Hamilton of Drake University Law School is an internationally recognized agricultural law expert. He and his wife have supplied produce to Des Moines area restaurants from their farm. These two resources are very producer friendly and raise many critical issues for herb growers. The farmers' market publication is available as a free download.

<http://www.law.drake.edu/centers/default.aspx?pageID=agPublications>

[In the Eyes of the Law](#)

2002 University of Minnesota Publication addressing legal issues associated with direct farm marketing. Web sample and ordering information.

<http://www.extension.umn.edu/distribution/resourcesandtourism/DB7683.html>

Crop-Specific Publications: Marketing

Growing and Marketing Cilantro in Massachusetts

Brief publication from the University of Massachusetts.

http://www.umassvegetable.org/growers_services/pdf_files/growing_marketing_cilantro_mass.pdf

Elephant Garlic Budget

Detailed production budget from Virginia State University, 2000.

<http://www.ext.vt.edu/pubs/vegetables/438-898/elephantgarlic.pdf>

Garlic: Flavor for the Ages

Comprehensive market outlook reporting trends through 2000 from the USDA's Economic Research Service.

<http://www.ers.usda.gov/Publications/AgOutlook/jun2000/ao272e.pdf>

"Herbs" (Focusing on Basil)

Somewhat dated (1993) North Dakota publication includes budgets for growing field basil.

<http://www.ext.nodak.edu/extpubs/alt-ag/herbs.htm>

Lavender Production, Products, Markets, and Entertainment Farms

2004 ATTRA publication specific to lavender. Valuable information relating to on-farm marketing and incorporating herbs into "agritainment."

<http://attra.ncat.org/attra-pub/lavender.html>

Cultivation of Ramps

North Carolina production guide to ramps; addresses some marketing possibilities.

<http://www.ces.ncsu.edu/depts/hort/hil/pdf/hil-133.pdf>

Parsley: A Production Guide

Purdue University Publication (1988) includes some economic estimates.

<http://www.ces.purdue.edu/extmedia/HO/HO-202.html>

Planning for Profit: Sage

Detailed publication from British Columbia concerning commercial sage production.

Remember these figures are in Canadian dollars in a different climate than KY!

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

Herb Marketing

Brief, 1997 Auburn University publication

<http://www.aces.edu/pubs/docs/A/ANR-1036/ANR-1036.pdf>

Herb Marketing Web Sites, Organizations and Periodicals

Web Sites

*There are hundreds of Web sites and periodicals devoted to herbs. This is a **very** brief sampling of organizations, Web sites, and grower sites providing entryways into grower and marketer networks. No endorsement of the sites, farms, or companies affiliated with these sites is implied.*

[International Herb Association](http://www.iherb.org/)

<http://www.iherb.org/>

[Herbworld Online: Herbal Business Tools](http://www.herbworld.com)

<http://www.herbworld.com>

[Association of Specialty Cut Flower Growers](http://www.ascfg.org)

<http://www.ascfg.org>

[Garlic Seed Foundation](http://www.garlicseedfoundation.info/)

<http://www.garlicseedfoundation.info/>

*“An informal organization of growers and eaters of *Allium sativum* dedicated to its consumption and production.”*

[Missouri Alternatives Center](http://agebb.missouri.edu/mac/)

Perhaps the Web’s most comprehensive listing of sites, publications, and links for agricultural alternatives.

<http://agebb.missouri.edu/mac/>

[Sources of Information on Herb Production and Marketing](http://agebb.missouri.edu/mac/links/linkview3.asp?catnum=131&linknum=906)—University of Nebraska

<http://agebb.missouri.edu/mac/links/linkview3.asp?catnum=131&linknum=906>

[Blue Moon Farm](http://bluemoongarlic.hypermart.net/)

Richmond, KY farm owned and operated by Leo and Jean Keene has carved out a substantial niche market for its garlic online and at Lexington/Louisville Farmers’ Markets.

<http://bluemoongarlic.hypermart.net/>

[Strategies That Work: Papa Geno’s Herb Farm](http://www.farmprofitability.org/research/PapaGenos/PapaGenos.htm)

A 2001 North Central Initiative for Small Farm Profitability case study. Tells the story of a Nebraska herb business utilizing e-marketing strategies. Useful story for e-marketers and herb marketers alike.

<http://www.farmprofitability.org/research/PapaGenos/PapaGenos.htm>

[Sunflower Sundries](http://www.sunflowersundries.com/)

Pioneering KY agricultural entrepreneur in Mt. Olivet adding value to herbs and other crops.

<http://www.sunflowersundries.com/>

[Whitestone Organic Farm and Bakery](http://www.whitestoneorganicfarm.com/)

Bagdad, KY farm utilizing several value-added ventures.

<http://www.whitestoneorganicfarm.com/>

Organics: Herb-Specific

ATTRA Publications from 2001-2003 focusing on Organic Herb Production/Marketing:

[Organic Garlic Production](http://attra.ncat.org/attra-pub/garlic.html)

<http://attra.ncat.org/attra-pub/garlic.html>

[Organic Greenhouse Herb Production](http://attra.ncat.org/attra-pub/gh-herbhold.html)

<http://attra.ncat.org/attra-pub/gh-herbhold.html>

[Considerations for Organic Herb Production](http://attra.ncat.org/attra-pub/om-herb.html)

<http://attra.ncat.org/attra-pub/om-herb.html>

Forest Products and Other Herbs

Economic Issues with Echinacea

Kansas State University's David Coltrain authored this Agricultural Marketing Resource Center Web Fact Sheet in August 2002. This case highlights marketing challenges for herbs as dietary supplement and health products.

<http://www.agmrc.org/NR/rdonlyres/601D314D-545B-4FF1-8592-7CA806066134/0/ksuechinacea.pdf>

Ginseng, Goldenseal, and Other Native Roots

2002 ATTRA publication lists recent research, cultivation, propagation, and marketing for Echinacea.

<http://www.attra.org/attra-pub/PDF/ginsgold.pdf>

Forest Botanicals as Flavorings, Medicinals, and Pharmaceuticals

Although somewhat dated, this publication offers sound marketing principals and advice for those considering wildcrafting forest herbs for non-culinary uses.

*(Margaret G. Thomas and David R. Schumann. 1993. Chapter 8 in *Income Opportunities in Special Forest Products--Self-Help Suggestions for Rural Entrepreneurs*. Agriculture Information Bulletin AIB-666, U.S. Department of Agriculture, Washington, DC.)*

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

Woods Production of Ginseng and Goldenseal

Web site from the University of Kentucky's Robinson Forest Research Station devoted to overview of production and budgets. Limited marketing information resources.

<http://fp1.ca.uky.edu/robinsonstation/medicalplants.htm>

Ginseng, Goldenseal, and Other Native Roots

ATTRA Horticulture Technical Note, June 2002, addresses market potential for ginseng, goldenseal, black cohosh, and blue cohosh.

<http://attra.ncat.org/attra-pub/ginsgold.html>

Growing for the Medicinal Herb Market: Selected Sources and Resources (1998)

National Agricultural Library bibliography of resources from 1998 lists many organizations and references for herb growers.

http://www.nal.usda.gov/afsic/AFSIC_pubs/mherb.htm

North Carolina State University Information on Medicinal Herbs

N.C. State Web site listing many sources of information on medicinal herb production.

<http://www.ces.ncsu.edu/fletcher/staff/jmdavis/medicinal.html>

Internet Resources on Alternative Medicine: Herbs

Links to a variety of Web sites concerned with herbs as alternative medicines. Compiled by a librarian at the University of Pittsburgh.

<http://www.pitt.edu/~cbw/herb.html>

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