

Large Scale Medicinal Herb Farming

(or How to Capitalize on Star Dust and Fairies.)

-By Gabriel Noard of Pangaea Plants, LLC.

pangaeaplants@gmail.com (is the best one to directly contact me)

828-778-4223

www.pangaeaplants.com

info@pangaeaplants.com

Facebook Pangaea Plants

Pangaea Plants, a family farm located in Lake Lure, N.C. is a well spring of sustainability nestled in the rolling mountains of Western North Carolina.

With a focus on producing healthy high quality medicinal herbs. Pangaea Plants is leading the way in bringing first class certified herbs to the stores and teaching farmers the future of sustainability.

~Herb Farming 101~

This class today is a mini version and overview of our much larger course on herb farming. An outline of most of the key topics will be discussed today.

Welcome to the Herb Farmer Training Certification Course.

This course is has been developed by Gabriel Noard, Pangaea Plants, and a network of NGO and GOV support. It was created to address the lack of domestic herb production, the sustainability of agriculture today and the challenges left to our mountain communities after Tobacco's decline.

The Natural Products industry has helped to shape this planet. Now they are helping to reshape the national economy. In order to meet new Government food safety laws, and increasing demands from informed consumers, the country needs to retrain millions of workers, and inspire a lot of individuals to become trained medicinal herb farmers.

Our company, Pangaea Plants, teaches students the intricacies of this world, from botany and bacteria to business and the USDA. They will learn modern, production size herb growing and processing, receive food safety training certifications, and study sales

techniques and business management. Learning and working closely with amazing teachers from the industry. Demeter BD and Stella OG Certification Services who offer training and support in organic and biodynamic certification and training. Gaia Herbs also offers our students training and support and look to our trainees for employees and growers. Through our program students may work with Carolina Farm Stewardship Association, Appalachian Sustainable Agriculture, the Organic Growers School, Mountain Biz Works, Chestnut School of Herbalism, the Sustainable Herbs Project and many more. The USDA Rural Development, the Cooperative Extension, and the Farm Service Agency, have also been excited about the program.

At the core of our certification course is quality and integrity. This focus will serve us and our graduates by becoming recognized as a brand of high quality and efficacy that will be trusted by buyers and preferred by consumers.

Coinciding with food safety and quality, there emerges every year a deeper interest in sustainable agriculture and young adults farming organically. Our certification program trains these young farmers and retrains older farmers in a specialty crop market that is huge, diverse, and profitable.

***We are excited to begin offering this course
for the 2018 Season!***

Topics included in our Course today, and over the season- follow the basic course of action a person will take to start and operate a mid to large scale herb farm. We will start with a brief herb market overview and move onto Site Selection, Crop Selection and from seed to a finished product.

- Understanding the herb market today and your success in it.
 - FSMA, GAP, and the E.T.C.
 - How to choose a crop, based on abilities, and affinity
- Site and crop selection-
 - Global, Native, Terroir, Indigenous,
 - Soil types and environments, market proximity, market driven
- Seeds, propagation, sources.
- Transplanting and field techniques and equipment.
- Field treatments, growing methods.
- Harvesting
 - Equipment, methods, SOP's, GAP.
- Drying methods, equipment

- Processing methods, equipment
- Packaging methods and requirements.
- Sales. Show me the money!
- Plus more fun stuff like the IRS and accounting!

Some Resources I may mention are

<http://harvesterconcepts.co.nz> My herb harvester

<https://strictlymedicalseeds.com> My favorite herb seed company

<http://www.berryseeder.com> my favorite vacuum seeder

<http://www.earthlegacyagriculture.com> my favorite Biodynamic supplier

<http://www.csbellco.com> my favorite U.S. made hammermill

https://www.micrologylabs.com/page.php?page_id=74&page_name=Restaurant-Swab-Kit

<http://people.umass.edu/~mcclemen/581Moisture.html>

<http://www.vikramindia.in/product/orthodox/orthodox-sorting.aspx>

http://www.gktea.com/index.php?option=com_content&view=frontpage&Itemid=1

<https://www.youtube.com/watch?v=OPOEzUfHhRo>

<https://www.youtube.com/watch?v=eZsiBNibzI8>

<https://www.youtube.com/watch?v=FGVPBl8BGX8>

<https://ezupc.com>

<http://www.growertechsales.com/assets/BWI%20GTS%20Product%20Catalog%202014-2015.pdf>

http://www.twobadcatsllc.com/index_files/fproducts.htm

<http://apps.who.int/medicinedocs/en/dietary-supplements>

https://ods.od.nih.gov/About/DSHEA_Wording.aspx#sec6

[info about labels](#)

<https://blog.quicklabel.com/2013/11/how-to-comply-with-fda-requirements-for-dietary-supplement-labeling/>

[Biodynamic certifier and info](http://www.demeter-usa.org/media/Biodynamic%20certifier%20and%20info) [http://www.demeter-usa.org/media/National Organic Rules](http://www.demeter-usa.org/media/National%20Organic%20Rules)

<https://www.ams.usda.gov/about-ams/programs-offices/national-organic-program>

[info on product safety and more](https://producesafetyalliance.cornell.edu) <https://producesafetyalliance.cornell.edu>

Some of the following groups that have helped me a lot are OGS, and their Farm Beginnings Program, Holistic Financial Planning, ASAP, CFSA, Mountain Bizworks, SCORE, Cooperative Extension, USDA, FSA, United Plant Savers, and many more!

In the next hour and a half I will not be able to teach you how to become herb farmers! But I will touch on some things that made a difference to me.

-Herbs are sexy! This helps a lot !- Meeting new people, vending spots, grants, networking-Because you are not growing Veggies!

-Herbs are Fun! The whole environment, people, markets, seeds, buyers

-Herbs are sustainable! Perennial, herbaceous, Soil action, beneficials.

-Herbs are useable! Most everything can be used-, sell plants, seeds, parts, pictures, stories, products.

-Herbs are diverse! Lots more herbs in the world than veggies.

The second thing that no one really mentions is that your business will take you in completely unanticipated directions and will turn out totally differently from how you planned it. In fact, you can take your budgets, business plans, and timelines and throw them out the window (although they are useful, especially to start).

What many successful entrepreneurs do repeat as advice often, is that (as a consequence of the above paragraph) is that tenacity and creativity are paramount! The journey will be way tougher than you can imagine, the twists and turns numerous, and the

challenges seemingly impossible. Not to scare new entrepreneurs, but you have to really commit yourself to the journey. And I love (almost) every minute of it!

Love it! You don't have to be thrilled all the time, but don't do something you despise. There's a lot of different aspects of herb farming, make sure your ok with it all.

Slow n steady is sustainable! The slower and more methodical you are about this the easier it will be. If you can plan on having product in three years, and spend that time really planning, and saving, and preparing, there is a huge chance you will succeed and spend less doing it.

Research! Each role a farmer plays could be a full time life time career and still not know everything. A farmer ought to have an MBA, and all sorts of other degrees. Think about your area of expertise now, and how 10 years ago you thought you knew a lot about it!

How to make a sale.

If you want to just go ahead and do it yourself and not think it through heres how you might stand a chance. All you need to do is

Send a finished 1 kilo, of product to the buyer. (Grow, tend, harvest, dry, grind)

It shouldn't be above or below your average quality ability.

Include on its label everything you find on a label

-lot/batch number, your company name and address and contact info, common and latin name, size grade or whole, ground, chopped, tea grade, indicate part of plant (root, leaf, flower, seed, aerial parts) who it is certified by and their contact, weight, date, Accompany your sample with a CoA- That's a Certificate of Analysis.

If you have done independent lab tests on that sample lot/batch then include those results. DNA, M/C, Ash test, microbial, fungal, yeast, molds, heavy metals, pesticides, water tests, soil tests.

Also retain at least a pound or more for five years with this same information.

Also make a plant pressing of each lot/batch and create a voucher with the pressing and keep for 5 years.

Also have records to back up your statements. Seed source, Organic certificate. \$2 million in liability insurance. GAP/GMP training, who cleaned the equipment before that lot was harvested? or any other stand out important records.

Also have another 5 kilos on hand for them if they want to test your herbs through their processes.

Know the fair market price, and your price and total weight you can handle/supply.

I would also include a bio and some info about the farm, description, accomplishments.

If you have an amazing letter or testimony include it too, and a few business cards.

You will also want to be a good sales rep of the company. So know how to interact with customers, handle sales professionally, know your product and the laws and process intimately. A big company is thinking years ahead-are far ahead are you thinking?

Good luck!

