



Selected Internet Resources for Herb Marketing

Matt Ernst¹

Introduction

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, Agriculture Information Bulletin 666)

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

Medicinal and Culinary Herbs (USDA-NAL)

This Alternative Farming Systems Information Center web page provides



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links for production and marketing information on medicinal and culinary herbs.

<https://www.nal.usda.gov/afsic/medicinal-and-culinary-herbs>

National Sustainable Agriculture Information Service (ATTRA)

The ATTRA website 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 (2018)

<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>



¹Matt Ernst is an independent contractor with the Center for Crop Diversification.

MARKETING SPECIFIC HERBS

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

Center for Crop Diversification (University of Kentucky)

The CCD website supports research on specialty crops and offers educational materials on a wide range of alternative crops. The following fact sheets provide basic production, economic and marketing information, along with selected resources on various herbs.

- > Catnip (CCD-CP-50, 2017) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/catnip.pdf>
- > Culinary Herbs (CCD-CP-51, 2015) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/herbs.pdf>
- > Echinacea (CCD-CP-52, 2016) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/echinacea.pdf>
- > Garlic and Elephant Garlic (CCD-CP-99, 2016) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/garlic.pdf>
- > Ginseng (CCD-CP-53, 2016) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/ginseng.pdf>
- > Goldenseal (CCD-CP-54, 2016) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/goldenseal.pdf>
- > Stevia (CCD-CP-55, 2017) <http://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/stevia.pdf>

Agricultural Marketing Resource Center

The AgMRC website 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/

Basil in New Jersey (Rutgers)

Ultra-Niche Crops Series: Fresh-Market Basil (2018) <https://njaes.rutgers.edu/fs1279/>
Rutgers New Jersey Agricultural Experiment Station
All-Star Varieties – Basil
<https://breeding.rutgers.edu/basils/>

Culinary and Aromatic Herbs (North Carolina State University)

This website contains links to numerous resources on



Herbs for sale at a farmers market.

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, 2001)

Production, budget estimates and projections, and marketing information are covered in this fact sheet. The marketing challenges for herbs as dietary supplements and health products are also highlighted. <https://www.bookstore.ksre.ksu.edu/pubs/MF2532.pdf>

Garlic: Flavor of the Ages (USDA-ERS, 2000)

This brief, but comprehensive report discusses the market trends of garlic through 2000. http://www.agmrc.org/media/cms/ao272e_6E278D7359F3D.pdf

Garlic Profile

(Agricultural Marketing Resource Center, 2018) <https://www.agmrc.org/commodities-products/vegetables/garlic-profile/>

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. <https://www.hort.purdue.edu/newcrop/med-aro/toc.html>

Herb Production (Cornell Cooperative Extension)

A list of websites and other resources for herb production, emphasizing East Coast geographies. <http://chemung.cce.cornell.edu/agriculture/herb-production>

National Sustainable Agriculture Information Service (ATTRA)

The ATTRA website 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. *Note: ATTRA charges a fee for some publications.*

- > Garlic: Organic 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>
- > Local Foods No. 1 – Seed Spices: Cumin, Dill, Anise, Fennel, Caraway, Ajwain <http://attra.ncat.org/attra-pub/summaries/summary.php?pub=344>
- > Local Foods No. 2 – Cilantro <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=345>
- > Local Foods No. 3 – Basils (ATTRA, 2010) <http://attra.ncat.org/attra-pub/summaries/summary.php?pub=346>
- > Local Foods No. 4 – Oregano <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=347>

Missouri Alternatives Center (2014)

This web archive provides 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>

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. <https://www.ams.usda.gov/market-news/fruits-vegetables>

GENERAL DIRECT MARKETING RESOURCES

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

MarketReady Producer Training Program

The MarketReady Producer Training Program guides and equips producers through important questions and

considerations for selling farm products into various market channels.

<http://www.uky.edu/marketready/>

MarketMaker

MarketMaker is an interactive mapping system and database that may serve as a tool for identifying herb markets and for locating other herb growers.

Kentucky MarketMaker

<https://ky.foodmarketmaker.com/>

Direct Marketing (ATTRA, 2016)

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 – Where to Begin (Penn State Extension)

This brief publication provides an overview of direct marketing for farm products.

<https://extension.psu.edu/direct-marketing-where-to-begin>

A General Guide to Pricing for Direct Farm Marketers and Value-Added Agricultural Entrepreneurs (University of Tennessee, 2011)

This 17-page publication provides detailed examples of how to set prices for various farm products.

<https://extension.tennessee.edu/publications/Documents/PB1803.pdf>

An Introduction to Marketing Opportunities on the Web for Specialty Crop Growers (University of Tennessee, 2014)

This 32-page downloadable guide provides background information, marketing principles, and case studies of successful farm marketing on the web.

<https://extension.tennessee.edu/publications/Documents/PB1823.pdf>

Marketing Toolshed (Vermont New Farmer Project)

Articles, fact sheets and other farm marketing education resources from University of Vermont Extension.

<http://www.uvm.edu/newfarmer/?Page=marketing/index.html&SM=marketing/sub-menu.html>

MISC. WEBSITES AND ORGANIZATIONS

American Herbal Products Association

Herb industry group providing communication and education.

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

Herb Society of America

Group promoting and educating the public about herb use. Sponsors the Herb of the Month.

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

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. Selects the Herb of the Year™. <http://www.iherb.org/>

The inclusion of a commercial website 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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