

Growing North Carolina's Natural Products Industry

Download registration form: www.ncnaturalproducts.org

Organized by members of
the North Carolina Natural
Products Association.

at the North Carolina Arboretum in Asheville, NC

march 4 > 5, 2005

Cypripedium calceolus -
Yellow Lady's Slipper



Pre-registration is required for Friday's workshops and field trip. Space is limited

12:00	<p>Field Trip*</p> <p>Gaia Herbs Field Day: Farm, Warehouse, & Facility</p> <p>*Limit: 30 people Greg Cumberford, Gaia Herbs, Inc.</p> <p>See... • Gaia Herbs' greenhouses • 200-acre medicinal herb farm • Gaia's state-of-the-art herbal extract manufacturing facility Please dress for weather and hiking around the farm. This tour will cover Gaia's certified organic processes from "seed to shelf". Return by 4:30 pm</p>	<p>Botanical Drawing</p> <p>Peggy Duke, Artist <i>Lessons in botanical drawing by a nationally-known artist.</i></p>	<p>Basic Taxonomy of Medicinal Plants</p> <p>Gary Kauffman, Botanist, United States Forest Service <i>How to correctly identify plants in the field and forest.</i></p>	<p>Making Plant Medicines</p> <p>Richo Cech, Horizon Herbs <i>Hands-on methods from a recognized expert for making everything from simple teas to tinctures.</i></p>	<p>Soap Making</p> <p>Mike Hulbert and Anna Carter, Creation Herbal <i>Learn the basics of herbal soap making.</i></p>	<p>Plant Propagation: NC Native Botanicals</p> <p>Edward Fletcher, Strategic Sourcing, Inc. <i>Hands-on propagation techniques for ginseng, goldenseal, black cohosh, blood-root, and others.</i></p>	<p>Arboretum Walk I</p> <p>Alison Arnold, The North Carolina Arboretum <i>A plant walk with the Director of Horticulture for the NC Arboretum.</i></p>
2-2:30 break							
2:30		<p>Ethical Wild-crafting and Ecological Agriculture:</p> <p>A Round Table Talk J. Hollis, Mountain Gardens; R. Eidus, NC Ginseng & Goldenseal Co.; T. Hayes, Ridge Runner Trading Co.; G. Kauffman, Botanist, US Forest Service; R. Suggs, MoonBranch Botanicals; Moderator, Belinda Pardue, Botanical Supply <i>Sustainable methods of wild harvesting including plant rescues, seed harvesting, and understory horticulture.</i></p>	<p>Validating the Identity of Raw Herbal Materials: Industry Methods, Tools, and Expectations</p> <p>Jim Sullivan, ND, Gaia Herbs, Inc. <i>How your raw botanicals are validated by industry buyers for correct identity and purity—what you need to know!</i></p>	<p>Growing Edible and Medicinal Mushrooms</p> <p>Ken Crouse, Peaceful Valley Gardens <i>Learn various techniques of growing and propagating edible and medicinal mushrooms.</i></p>	<p>Salve Making</p> <p>Steve Deitchman, Gaia Herbs, Inc. <i>A demonstration on the basics of salve making from Gaia's long-time salve formulator.</i></p>	<p>At-Risk Plant Propagation Workshop</p> <p>Richo Cech, Horizon Herbs <i>Hands-on propagation techniques for United Plant Savers' list of At-Risk medicinals.</i></p>	<p>Arboretum Walk II</p> <p>Alison Arnold, The North Carolina Arboretum <i>A plant walk with the Director of Horticulture for the NC Arboretum.</i></p>
4:30							

> Exhibitor Booths

There are a limited number of exhibitor booths available at the Conference. Booth space is 10' x 8' and cost is \$95, including set-up for both days. (Does not include conference registration, Friday Evening Social and/or Saturday lunch). Please contact us for more information.

> Poster Session

There will be a poster session on display on the second floor of the Visitor's Education Center at the Arboretum. A formal presentation by the authors of the posters will take place from 4:30-5:30pm on Friday March 4. Topic: Research on Medicinal Herbs. Please contact us for more information.

> Friday Evening Social (5-8pm)

A festive evening celebrating regional foods, wine, and music. James A. "Jim" Duke, PhD, will be our Keynote Speaker. Dr. Duke is known as "America's herbal laureate," and is the best-selling author of *The Green Pharmacy* among other titles.

> Questions?

Call Pam Daubert (828) 388-0024 or e-mail to pamdau@hotmail.com.

> Hotel Information

A limited number of rooms have been reserved at the Hampton Inn, Biltmore Square, Asheville, for March 3, 4 & 5 for \$59/per night. Reservations must be made by February 17 to get this discounted price. Call the hotel directly to make reservations. (828) 667-2022. Tell them you are with the NC Natural Products Assn.

> Directions

From Interstate 26, take Exit 33 (marked Blue Ridge Parkway-Brevard Road-Hwy. 191). Turn South on Hwy. 191 and travel for approximately 2.1 miles past Biltmore Square Mall. Hwy. 191 (under construction) will merge from 4 into 2 lanes. Look for brown signs for Blue Ridge Parkway and the NC Arboretum. Turn right at light, main entrance to the North Carolina Arboretum is ahead on your right.

> Keynote Speaker

Ethnobotanist Dr. James A. Duke has more than 25 published books directly or tangentially involved with medicinal plants. He retired from the USDA, Beltsville MD, in 1995. But his formative years were at UNC, Chapel Hill where he took his AB, MA and PhD. Currently, he writes and consults, conducts ecotours and teaches classes at his six-acre Green Pharmacy Garden, containing some 300 medicinal species. Visit his phytochemical and ethnobotanical database online at www.ars-grin.gov/duke/

friday, march 4th

9am – 12pm
Event set-up
Exhibitors, Poster
Session

11:00am
Registration,
Poster Session and
Exhibits Open

12:00 – 4:30pm
Field Trip to Gaia
Herbs, Inc.

12:00 – 2:00pm Workshop 1
2:00 – 2:30pm Break
2:30 – 4:30pm Workshop 2
4:30 – 5:30pm Poster
Presentation
5:00 – 8:00pm Evening
Social

6:30-7:30pm
Welcoming Comments
George Briggs, Chairman of
the Board of NCNPA

Keynote Speaker:
Economic Opportunities for
the North Carolina Natural
Products Industry; James A.
"Jim" Duke, PhD "The Green
Pharmacy"

8:00pm
Exhibits, Poster
Session and Evening
Social Close

saturday, march 5th

8:00am – 12:00pm
Registration

8:00am
Early morning bird walk

8:30am
Exhibits and Poster
Session Open

9:00 – 10:30am Session 1
10:30 – 11:00am Break
11:00 – 12:30pm Session 2
12:30 – 1:30pm Lunch
1:30 – 3:00pm Session 3
3:00 – 3:30pm Break
3:30 – 5:00pm Session 4

6:00pm
Exhibits, Poster
Session and
Conference Close

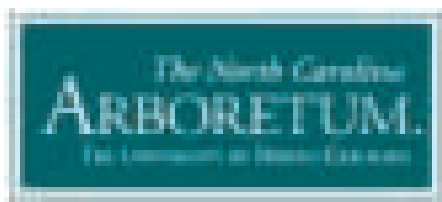
saturday

Natural Health Sciences	9:00-10:30 Improving Immunity and Respiratory Health Corey Pine Shane, Blue Ridge School of Herbal Medicine	11:00-12:30 Tonics East and West: Traditional Cultural Uses of Herbs Joe Hollis, Mountain Gardens	1:30-3:00 Herbal Product Safety: Addressing Consumer Concerns About Everyday Medicinals Mandy Smith, RN, Gaia Herbs, Inc.	3:30-5:00 Food As Medicine Sally Norton, MPH, Program on Integrated Medicine, UNC School of Medicine
Business Track	Guidelines for Organic Certification Myron Fountain, NC Crop Improvement Association & TBA	Financing Options for Your Natural Products Business Plan Face to Face Session with Carolina Farm Credit, Self-Help Credit Union, & SBTDC A. Brown, SBTDC; J. Hatley, SHCU & K. Haines, CFC T. Ward, SHCU	Industry Legislative & Regulatory Update: FDA's New Presence & More Greg Cumberland, Gaia Herbs, Inc.	Safe Harbors: Navigating the Stormy Seas of Liability and Intellectual Property Management Jeffrey Owen, JD, McGuire, Wood & Bissette, P.A.
Beyond Herbs	Finding Your Niche Beyond The Field: Processing Raw Materials David Peele, Avoca	A Survey on Edible and Medicinal Mushrooms for the Natural Products Industry Ken Crouse, Peaceful Valley Gardens	Innovative Fiber Crops: Organic Cotton, Flax, Kenaf, Hemp, Bamboo Daniel Sanders, Spiritex Co.	Bigger Than Life: How To Market Yourself and Your Product Robert Eidus, North Carolina Ginseng & Goldenseal Co.
Regional Niches	Blue Ridge Food Ventures is Up and Running! Mary Lou Surgi, Blue Ridge Food Ventures; Smithson Mills, Blue Ridge Food Ventures	The Immaculate Baking Company: From Zero to the Speed of Delight in Five Years Scott Blackwell, Immaculate Baking Company	Cherokee Medicine J.T. Garrett, Health Director, Carteret County	A Survey of Successful NC Natural Products Businesses— A Showcase Annice Brown, SBTDC; Greg Cumberland, Gaia Herbs, Inc.
Research	Biological Activity of Medicinal Plants: Selective Bioassays and Constituent Analysis N. Dwight Camper, Dept. of Entomology, Soils & Plant Sciences, Clemson University	Heavy Metals in Soils & Plant Uptake Dynamics in Key Plants Rufus Chaney, USDA-ARS	Black Cohosh Research Joe-Ann McCoy, USDA-ARS	Goldenseal Findings: An Example of Industry Sponsored Research Jeanine Davis, NCSU, NC Specialty Crops Coordinator
Horticulture I (General Topics)	Pathogens of Cultivated & Wildcrafted Medicinal Herbs Joe-Ann McCoy, USDA-ARS	NC Natives for Popular Medicinal Functions Dr. Jim Duke, The Green Pharmacy	Spring Wild Edibles and Medicinal Uses Corinna Wood, Red Moon Herbs	Post-Harvest Handling of Medicinal Herbs Edward Fletcher, Strategic Sourcing, Inc.
Horticulture II (Specific topics)	Ginseng Horticulture Scott Persons, Tuckasegee Valley Ginseng	Growing Woodland Botanicals Jeanine Davis, NCSU, NC Specialty Crops Coordinator	Field-Grown Medicinal Herbs for NC Growers Jackie Greenfield, Gaia Herbs, Inc. & NCSU	Bloodroot Horticulture and Research Robin Suggs, MoonBranch Botanicals; David Danehower, NCSU Department of Crop Science

Sponsored by:



North Carolina Department of Agriculture and Consumer Services



Growing North Carolina's Natural Products Industry

> 2nd Annual NCNPA Conference

march 4 > 5, 2005

- > learn how to correctly identify plants in the field and forest
- > we'll show you financing options for your natural products business plan
- > hear keynote address by James A. "Jim" Duke, PhD, best-selling author of *The Green Pharmacy*



SPONSORED BY: North Carolina Specialty Crops Program, North Carolina Department of Agriculture and Consumer Services, North Carolina Arboretum, Gaia Herbs, Inc., Greenlife Grocery, Biltmore Co., New Life Journal, Western Carolina University, Ridge Runner Trading Co., Inc., NC Small Business & Technology Center, Appalachian Sustainable Agriculture Project, Earth Fare, and Carolina Farm Credit.

♻️ Printed on 100% recycled paper, including 30% post-consumer fiber.
Brochure design by Natural Arts (Asheville, NC): (877)290-8768.
Illustration © 2004 Peggy Duke



100 FREDERICK LAW OLMSTED WAY
ASHEVILLE, NC 28806

PRSR STD
US Postage
PAID
Permit 422
Asheville, NC