



**Announcing an exciting educational opportunity
for rural entrepreneurs, natural resource professionals,
and economic development specialists**

**“A Short Course on the US Botanicals Industry”
March 7-10, 2002
Anaheim, California, USA**

The natural products* sector is emerging worldwide as a keen area of interest for rural entrepreneurs and organizations working in economic development, biodiversity conservation, agriculture, and resource management. Demand for natural products has grown dramatically at a rate of up to 35 % annually over the past ten years, and markets are still robust. This situation has opened up promising opportunities for producers, especially organized groups of farmers and collectors from economically depressed but biologically rich areas. It has also posed some daunting challenges for land managers and policy makers.

**Market information and personal contacts:
Cornerstones of success in the natural product sector**

“A Short Course on the US Botanicals Industry” not only gives participants a solid understanding of this highly specialized and dynamic industry, but also provides personal introductions to key players and leading buyers. US companies receive hundreds of queries a month from potential suppliers, but have no way to determine which are reliable. The Herb Research Foundation circumvents this unpredictable process by bringing sustainable suppliers in direct contact with reputable buyers interested in developing socially responsible and economically viable business partnerships.

**On-site at Expo West:
The largest US natural products trade show**

This year's program is co-sponsored by New Hope Natural Media—the lead marketing firm for the natural products industry and organizer of the world's largest and most important annual exhibitions for the industry in the US, Europe, and Asia. In addition to numerous support services and seminars, New Hope will provide a training booth on the show floor where program participants can display products and receive hands-on marketing assistance and trade show training.

*Including medicinal herbs, teas, spices, flavorings, essential oils, nutraceuticals functional foods, and other botanical commodities

Who will benefit

"A Short Course on the US Botanicals Industry" is designed to assist anyone wishing to learn more about the US market. It is especially useful for grower and harvester associations, private entrepreneurs, NGO personnel, development workers, government policy makers, and trade attaches.

Curriculum tailored to the needs of participants

Each custom-designed program includes:

- Information and training seminars
- Booth training and shared display space
- Guided tours of the show floor and appropriate destinations in the area (including organic farms, retail outlets, and other local businesses)
- Buyer forums and other networking events
- Supplemental information materials

Typical seminar topics:

- Opportunities and obstacles for international suppliers
- Working with American buyers
- Production and quality standards
- Current forces driving the natural products market
- Marketing strategies
- US dietary supplement regulations
- Export guidelines and regulations

Tuition and registration

- Register before February 1, 2002 and receive the special price of \$900
- After February 1, tuition is \$1110

Tuition covers the cost of the entire five-day program and includes shared booth space, selected meals, and social functions. Hotel and transportation not included. See enclosed registration form for lodging information.

**The intensive is tailored to meet the specific needs of attendees,
so please register early!**

For more information, contact:

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Herb Research Foundation
www.herbs.org

Natural Products Expo West
www.expowest.com

New Hope Natural Media
www.newhope.com

The Herb Research Foundation and New Hope Natural Media present

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Regular Presenters and Topics*

Peggy Brevoort, Private Consultant

"The US Market for Medicinal Botanicals"

Steven Dentali, PhD, President, Dentali Associates

"The US Supplement Industry: Opportunities and Obstacles for International Suppliers"

James Duke, PhD, Distinguished Economic Botanist, USDA

"Medicinal Plants in the US Market: Folklore and Phytochemical Rationale"

Trish Flaster, President, Botanical Liasons

"Sustainability in Bringing Cultural Products to the Marketplace"

**Tom Hammett, PhD, Professor of Non-Timber Forestry,
Virginia Polytechnic Institute and State University**

"Sustaining the Wild Harvest: Lessons in NTFP Management from Nepal and Appalachia"

Brian Keating, President, Sage Group

"Product Life Cycles"

Rob McCaleb, President, Herb Research Foundation

"Strategic Marketing for Small/Medium Natural Product Enterprises at Home and Abroad"

Suzanne Shelton, President, Shelton Foley Group

"The Role of Publicity and Public Relations in Creating Marketing in the Natural Products Industry"

Kay Wright, Corporate Director of Botanical Purchasing, Celestial Seasonings, Inc.

"What You Need to Know to Become a Competitive Business Partner in the Natural Products Trade"

View a complete description of last year's program on the Herb Research Foundation website (www.herbs.org) under "HRF Expo Symposium."

*2002 curriculum to be announced

Praise from Past Participants

“To experience the Expo and to have contact with the players in this explosion of interest in natural products was certainly an eye opener for me. Various companies have already shown interest in working with us to investigate local products.”

Peter Stockil, KwaZulu-Natal Agricultural Union, South Africa

“The people you had talk to us were the highest caliber in the industry.”

Stanley Kaskey, private entrepreneur, USA

“Reviewing my notes, I am amazed at what ground we covered.”

Lee Miles, private entrepreneur, Columbia

About the Herb Research Foundation

The Herb Research Foundation (HRF), founded in 1983, is an internationally recognized nonprofit organization dedicated to providing accurate scientific information and sustainable development expertise on herbs, spices, and other botanical resources. Our mission is to educate the consumer, the government and the private sector about this specialized field and to foster socially and environmentally responsible development of the industry. The Division of Sustainable Development (DSD) was formed in 2001 in response to the growing need for specialized technical assistance and training in the natural products sector worldwide.

About Natural Products Expo

Established in 1981, Natural Products Expo West, the industry’s premier trade show, is held each spring in Anaheim, California. It’s the nation’s largest natural products trade show, with over 30,000 attendees, 2,400 booths and the largest new-products showcase in the country. For the second year in a row, Natural Products Expo West has been selected by the US Department of Commerce to join its prestigious International Buyer Program. The IBP provides a venue for US firms to market their products/services to increased numbers of international buyers visiting NPEW. Natural Products Expo West is also ranked as one of the top 200 US tradeshow by Tradeshow Week magazine.

Natural Products Expo West also offers extensive educational conferences, entertainment and a host of networking events to foster personal and professional growth. The combination conference and trade show format is designed to bring the industry together to learn and share information with industry leaders, finding out what’s hot today and what will be hot tomorrow.