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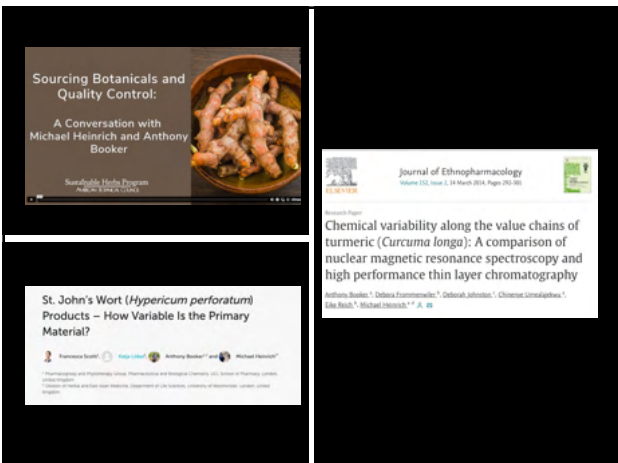
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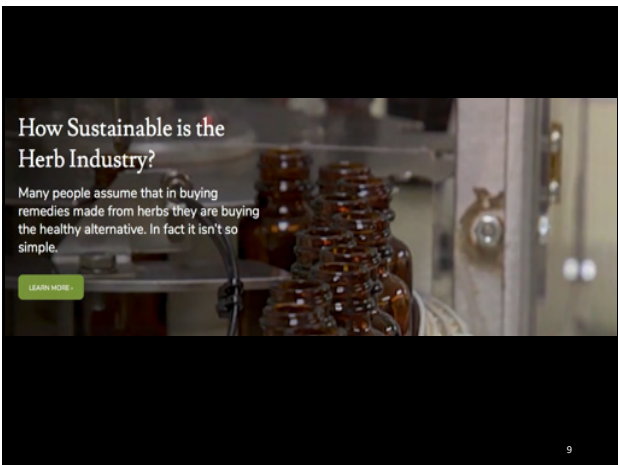
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Botanical medicines build personal resilience and wellness.

Do they build wellness and resilience in the human and ecological communities from which they are sourced?



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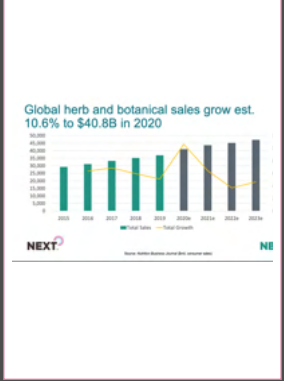
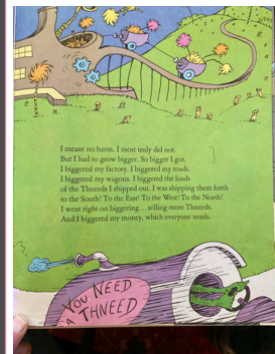
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## Growth

"Nowhere in healthy life do you find unlimited, linear growth. Rather you find bounded growth embedded within a context, and you find regulated processes of death and decay that accompany any growth process. The idea of a growth economy in capitalism is not an idea grounded in any understanding of healthy life processes."

Craig Holdrege, Thinking Like a Plant

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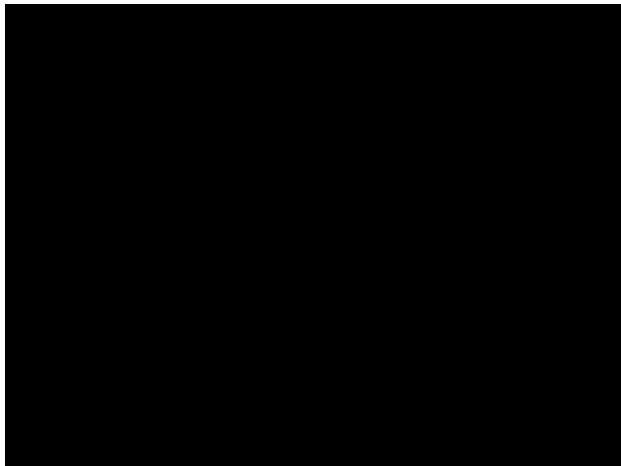
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## Paradigm Shift:

By sourcing herbs in particular ways, how can I produce products that create the healthy and resilient human and ecological communities needed for us all to thrive?



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## Ecological Medicine: Is the Planet Well?

- Climate emergency.
- Biodiversity is being lost at alarming rates - between 1,000 and 10,000 times faster than the natural extinction rate. Approx. 25% of species threatened with extinction.[1]
- At current rate of soil degradation, world's topsoil could be lost within 53 years.[2]
- Growing social and economic inequity.
- Labor shortages. In coffee industry, younger people not interested in working in a sector seen as offering "poor pay, poor working conditions and few opportunities for advancement." [3]

[1] IPBES 'Global Assessment Report on Biodiversity and Ecosystem Services', 2019 and Jenkins et al. Wild at Home: TRAFFIC Report, 2018.  
 [2] Arvanitaki, Chris. Only 60 Years of Farming Left if Soil Degradation Continues. Scientific American. <https://www.scientificamerican.com/article/only-60-years-of-farming-left-if-soil-degradation-continues/>  
 [3] "Labor Shortages in Latin America Present a Growing Risk for the Coffee Industry." Daily Coffee News, December 20, 2022.

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## How Healthy is the Botanical Industry?

- 60-90% of the 3000 plants in the medicinal plant trade are harvested from the wild.
- 17% of those have been assessed by IUCN Red List of Threatened Species. 1 in 10 (11%) of the world's medicinal and aromatic plants are threatened.[1]
- Urban migration is considered one of the greatest threats to long-term supply, declining numbers of wild harvesters.[1]
- 85% of collectors in Bosnia told researchers that they were underpaid for raw material and that is why they harvested larger amounts of herbs. 63% of the collectors said they would quit if they found another source of income.[2]



[1] Jenkins et al. Wild at Home: TRAFFIC Report, 2018.  
 [2] Armbrrecht, Ann. The Business of Botanicals, 2021, p.76.

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## What is Being Done?

- "Roughly 40% of CEOs from 105 countries and territories predict their organizations won't be economically viable in a decade if they continue on their current trajectories." [1]
- 87% of global investors said they think corporate reporting contains unsubstantiated sustainability claims, often referred to as "greenwashing." [1]
- 9% of companies have demonstrated concrete action to support living wages in their operations or supply chains. Only 2 companies have fully committed by setting targets for paying living wages in their business activities and supply chains.[2]

[1] PwC's 26th Annual Global CEO Survey, January 16, 2023. <https://www.pwc.com/us/en/business/ceo-survey-insights/ceo-survey-2023.aspx> as cited in Robyn O'Brien, S. Megumi. *Shifting Energy Industry + the Future of our Planet* (Report on Climate), January 17, 2023.  
 [2] "Food and Agriculture Benchmark - Findings on living wage and income." World Benchmarking Alliance, 2021.

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Herbal supplements are an \$8 billion dollar business.

Organically certified companies make up approximately \$100 million of that business.

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### Social Equity

- In 2015, 355 "fair" certified medicinal and aromatic plants, roughly 10% of the number in international trade.



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"If you are interested in the health of the soil, the health of the communities and economies where the plants are from, ... you need to ask what kind of world am I supporting?  
What system of health?"

Capitalism leads us in one direction. It is up to us to ask whether that direction is the one we want to take."

-- Steven Dentali

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Are you adding to the wellness of the human and ecological communities around the world or are you contributing to their degradation?



How Do You Know?

*Infographic by Lizian Liu*

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It's 3:23 in the morning  
And I'm awake  
Because my great great grandchildren  
Won't let me sleep  
My great great grandchildren  
Ask me in dreams  
What did you do while the planet was  
plundered?  
What did you do when the earth was unraveling?  
Surely you did something  
When the seasons started failing?  
As the mammals, reptiles, birds were all dying?  
Did you fill the streets with protest?  
When democracy was stolen?  
What did you do  
Once  
You knew?...

"Hieroglyphic Staircase" Drew Dellinger

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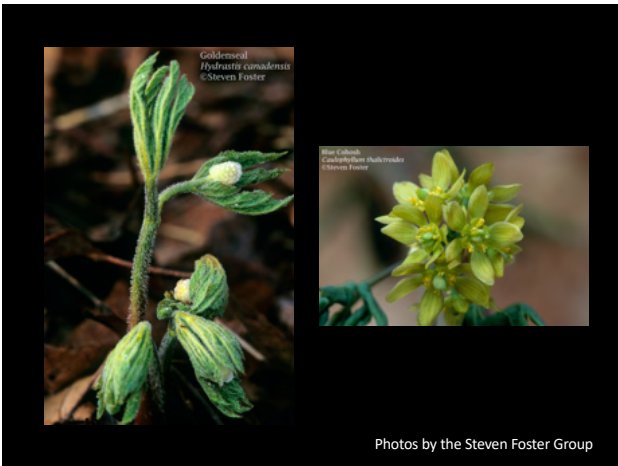
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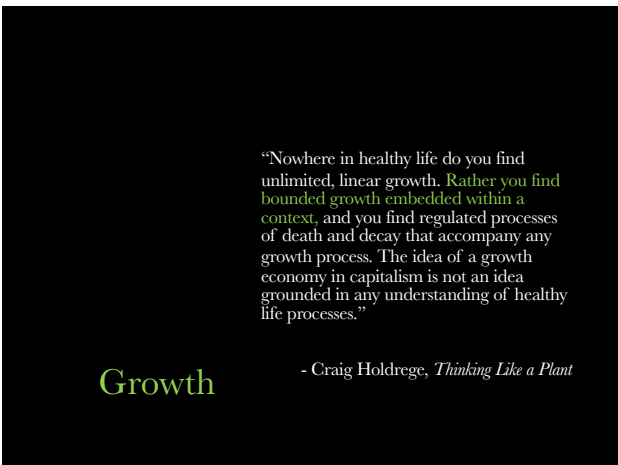
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Honorable Merchant

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Honorable Harvest

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2. Company: What do you want to grow?

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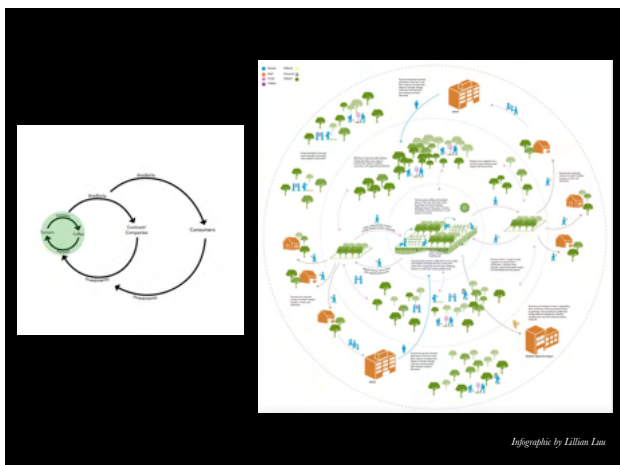
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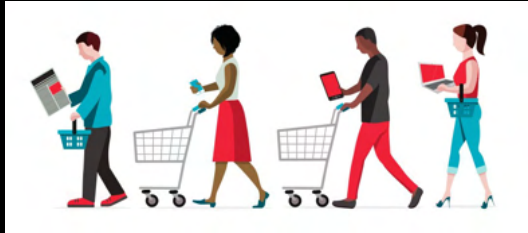
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### 3. Storytelling: From Consumers to Citizens



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### Storytelling in an Age of Greenwashing



BE INTERESTING



TELL THE TRUTH



TELL STORIES



SHARE PROCESS



HOST A WEBINAR



TALK ABOUT WHAT'S AT STAKE

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### 4. Collaborate



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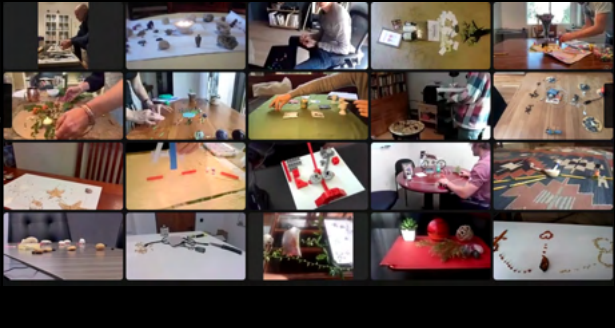
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SHP Learning Lab – Session 2  
Systems Sensing



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"The kind of ancestor you want to be is measured by the land.

It's not measured by whether or not your great-grandkid remembers you...

It's measured by whether or not you set in motion a system of values, whether or not you set in motion communities that allow for people of the future to still have wild rice in their stomach during the wild rice moon in September."

- John Hausdoeffer

"Hunters, Harvesters, and the Land" Green Dinner Plate, page 111, Arcand

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