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NC Natural News - September 2014

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North Carolina
Natural Products Association

EVENTS CALENDAR

(click event links below for details)

Free film showing - [The Sanctity of Sanctuary: Paul Strauss and the Equinox Farm](#). 7pm at AHG Headquarters 125 South Lexington Avenue. NO registration necessary. Sept 19

[From Farm to Market - 21st Century Practices for the Modern Herbal Entrepreneur: United Plant Savers presentation and day of workshops](#). Sept 20

[Permaculture Design Certification Class](#). Includes four three day long sessions. Beginning Weekend of Oct. 3rd

True Nature Country Fair
<http://truenaturecountryfair.org>
Oct. 4

Southeast Wise Women Herbal Conference
<http://www.sewisewomen.com>
Oct. 10-12

NCNPA ginseng event Dec. 5-6



EVENT SPOTLIGHT

From Farm to Market: 21st Century Practices for the
Modern Herbal Entrepreneur

Saturday, September 20, 2014 Candler, NC

Grow your Herbal Business with advice from top experts on farming, production and marketing!

Presented in collaboration with the American Herbalist Guild, the event will host herbal experts from across the region, topics include:

- Vocational Empowerment for Herbalists - Mimi Hernandez
- Marketing to Retailers - Clare Schwartz
- Growing Medicinal Herbs - Jeanine Davis
- From the Tailgate Market to the Retail Shelf: When is the Journey to Upscaled Production the Right Fit - Sarah Schober
- Proper Harvesting Techniques - Ed Fletcher
- Tincture-Making - Jeannie Dunn
- 7 Easy Ways to Supercharge Your Online Marketing Efforts and Boost Sales - Donna Maria Coles Johnson

Featuring keynote speaker Susan Leopold of United Plant Savers

Learn how creating a Botanical Sanctuary can benefit your farm or herbal business! UpS has a network of over 100 sanctuaries across the country linking the intention of stewardship of our native medicinals and native habitat conservation!



For more ticket information go the event page @
<https://www.eventbrite.com/e/from-farm-to-market-21st-century-practices-for-the-modern-herbal-entrepreneur-tickets-12461240907>

NCNPA SUPPORTER NEWS



Zenjenskin, is a plant-based skin care line locally created in Asheville, and is Blue Ridge Naturally certified, with a promise that ingredients are safe, sustainable and locally sourced. ZenJenskin is owned and operated by Jennifer Maves. Jen's focus is to live in harmony with nature taking the natural path to healthy, more beautiful looking skin. She has created a pure plant based skin care made in small batches balancing rejuvenating, nourishing and active goodness to repair and reverse the signs of aging.

Blue Ridge Naturally (™) certified ZenJenskin products are infused with local botanicals that Jen often collects herself. She found that by infusing the whole plant into high quality base oil, it makes a more complete all-natural nutritional supplement for your skin. Nutrition sourced locally provides utterly amazing results, and suggests very contented customers writing comments like the following: *"I've been using ZenJenSkin's Ageless C Serum for several years and it's one my favorite facial products ever. There's a subtle, yet unmistakable, life-giving vibration that the Serum seems to give. I can only guess that it's the fine ingredients, Jen's knowledge...and the sincerity and good-will for our skin's health that she provides in every batch she prepares."* Stephanie/Asheville, NC

Zenjenskin products are available in many stores across the region. Here are a few stores where they can be found: French Broad Coop (downtown Asheville), Katuah Market (Biltmore Village), Livi's Pantry (Woodfin) and Shoji Spa (East Asheville) and West Villiage Market & Deli (West Asheville).

Visit ZenJenskin at www.zenjenskin.com, to view the entire line of products, purchase products, store locations, and product information. For questions or comments, email at zenjenskin@gmail.com. For information about plants, or scheduled plant walks, follow Jen's blog at zenjenskin.blogspot.com. or visit her FB page at [facebook.com/zenjenskin](https://www.facebook.com/zenjenskin).

SHARE YOUR NEWS!

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BECOME A SUPPORTER

As a Supporter of the NCNPA you receive discounts to events, industry discounts, and recognition on our website as a corporate sponsor. Visit our [webpage](#) to learn about the affordable levels at which you can support the work of the NCNPA and the natural products industry. Become a Supporter today!



BLUE RIDGE NATURALLY NEWS

Some of you know about the new Masters in Chemistry program that Western Carolina is offering this year. Many Blue Ridge Naturally companies and budding entrepreneurs have been connected with the program and are designing unique testing for their products in collaboration with the program director, Arthur Salido, PhD, and students. We are excited to see what results these teams come up with as a result of this partnership.

This is a perfect example of how the natural products industry continues to be supported by regional services and agencies in WNC. Other regional agencies and services that are supporting the work of the Blue Ridge Naturally program and the natural products industry are numerous. The SBTDC provides consulting to small businesses. Many services are free. The NC Bionetwork and lab at AB Tech - Enka offers classes on Good Manufacturing Practices for cosmetics and supplements, as well as testing services. Another organization housed in the facility and offering testing services is the US Botanical Safety Laboratory (USBSL), a project of the Bent Creek Institute. The Bent Creek Institute works with those looking to develop products on the edge of the natural products industry. They help innovators develop new products and bring them to market through science. The NC Arboretum's Germplasm Repository not only stores seeds and plants for safekeeping, but works with growers to provide plant voucher and botanical identification services for quality assurance purposes. Advantage West offers small business loans and connections to investment and its Blue Ridge Food Ventures program and facility serves many companies that are looking for production space, as well as a new offering of co-packing services.

And for growers, there is a tremendous resource in Jeanine Davis' program at NCSU in Mills River. Watch for details on classes we'll be offering in partnership with Dr. Davis and staff in 2015 focused on growing medicinal herbs for the industry here in WNC and beyond.

To view a list of certified companies visit our website: <http://www.blueridgenaturally.org/>

INTERESTED?

For application forms or more information,

Email: seal@blueridgenaturally.org

Call: 708-BRG-SEAL

Sign up on the web: <http://www.blueridgenaturally.org/>

INDUSTRY NEWS

**NCDA&CS Market News Service to offer
new price reports for local products**

RALEIGH -- The N.C. Department of Agriculture and Consumers Services' State and Federal Market News Service is launching a series of new reports focusing on locally produced agricultural products.

Reports for the state-operated farmers markets in Raleigh and Asheville, which list current wholesale prices, are now online, as is Farm to School information, which provides total produce sales delivered plus unit prices. In addition to these reports, Market News plans to develop reports for direct-to-consumer sales, which will capture the prices of commodities that farmers market to consumers. Reports on grass-fed beef are expected to be available starting this month.

According to the U.S. Department of Agriculture's Census of Agriculture, the number of North Carolina farms selling agricultural products directly to consumers in 2012 was 4,475. That is up from 3,712 in 2007 and 3,054 in 2002. The total market value of direct sales in 2012 was \$31.8 million. The new reports can be found on the Market News website at www.ncagr.gov/markets/mktnews/local.htm.

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The North Carolina Natural Products Association (NCNPA) was formed over 12 years ago as a 501c(3) non-profit organization dedicated to promotion of conserving, cultivating, sustainably harvesting, and processing North Carolina grown medicinal plants. NCNPA's mission is to establish North Carolina as a key global supplier of premium-quality raw materials and plant-based value-added products such as natural medicines, organic products, functional foods, and personal care products.

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