


North Carolina Natural Products Association



Sanguinaria canadensis,
Bloodroot

2012 Golden LEAF Grant to benefit NCNPA

The Western NC Regional Economic Development Commission (d/b/a Advantage West Economic Development Group) was recently awarded a Golden LEAF Grant in the amount of \$200,000. The purpose of the grant is to assist Advantage West with the continued development and promotion of the WNC natural products industry. The effort features a collaborative approach among several organizations, including the Bent Creek Institute, the Bionetwork Biobusiness Center, Blue Ridge Food Ventures, NCSU, the NC Natural Products Association, SBTDC, and WCU. Components of the project include: establishing and implementing a Blue Ridge Naturally branding program, providing direct assistance to natural products businesses, including marketing, product development, and laboratory analysis; and launching an online marketplace to connect growers, processors, and buyers.

This project received support from 

NCNPA will be filling a **one year temporary contractor position of Brand Administrator** to report to and assist the NCNPA Board in a wide range of administrative, communications, and brand development project areas centered on successfully introducing and growing the new Blue Ridge Naturally (BRN) brand in the natural products industry. The Brand Administrator needs to be very self-motivated, organized, and resourceful in executing various routine and special assignments, and in establishing solutions-oriented and sustainable reporting, decision-making, and communications systems that can adapt to rapid organizational growth. The job search is now closed and NCNPA Board Members will be interviewing candidates over the next month. Look for the announcement of our new Brand Administrator in the next newsletter!



This project received support from 

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August 2012

**Get ready
for the
Ginseng
Expo!
Dec. 7-8
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Get ready for the Ginseng Expo! December 7-8, 2012

NCNPA is excited to announce the International American Ginseng Expo on Dec. 7-8, 2012 at the Mountain Horticultural Crops Research & Extension Center in Mills River ([directions](#)). The Expo will host representatives from the natural products industry and will showcase natural products from WNC. The following speakers will participate in presentations and panel discussions at the Ginseng Expo: Annice Brown, Small Business & Technology Development Center; Dr. Jeanine Davis, MHCREC; Robert Eidus, NC Ginseng & Goldenseal Co.; Doug Elliott, Union Mills; Ceara Foley, Appalachian School of Herbalism; Jennifer Flynn, Town of Marshall; Zev Friedman, Living Systems Design; Joe Hollis, Mountain Gardens; Gary Kauffman U.S. Forest Service; Chris Reedy, Blue Ridge Food Ventures; Corey Pine Shane, Blue Ridge School of Herbal Medicine; and Barry Thorne, Golden Needle. Program highlights include presentations on the current status of wild, wild-simulated, and woods-cultivated ginseng in NC, industry rules & regulations, parameters of ginseng quality, poaching issues, ginseng production & marketing, and opportunities for value-added products. Expand your knowledge and networking presence in this industry. Stay tuned for more details on this event. Want to be a sponsor? See options on page 3!

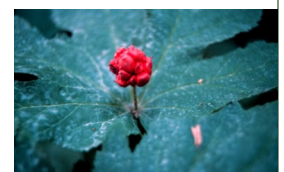


Host a WNC Naturally Program in your location

Some of the most rewarding events organized by NCNPA, according to attendees, were the WNC Naturally programs held in numerous locations in western North Carolina in 2010-2011. Past programs held in Madison, Swain, Buncombe, and Polk counties enabled networking and information-sharing opportunities amongst growers, wildharvesters, buyers, manufacturers, and educators associated with the natural products industry.

A WNC Naturally event consists of introductory sessions followed by participatory break-out sessions where attendees may choose from sessions on plant identification, plant voucher preparation, sustainable harvesting, good agricultural practices (GAPS), cultivation, washing and drying of medicinal herbs, processing, product testing, good manufacturing practices (GMPS), packaging, and traceability. Other sessions include information on selling to local markets, selling wholesale, economics, budgeting, and business planning. Sessions are led by buyers, manufacturers, researchers and business experts.

Programs are generally held on a Saturday from 9-4. with lunch and a light snack included. Price of attendance is \$15 for early registration, and \$20 at the door. If your organization would be interested in co-hosting a WNC Naturally program with the NC Natural Products Association in western North Carolina, please contact Caroline Edwards at cjekudzukid@att.net.



Sponsorship opportunities for the Ginseng Expo

Your support for the production of this event is essential. The opportunity levels for sponsorship are:

Dandelion Sponsor - Provide support through promotion and/or coordination of the event in exchange for recognition of your organization's effort. The Dandelion sponsors will be mentioned in literature for the day and on the event page of our web site.

Black Cohosh Sponsor - An NCNPA or local natural products company providing food or drink for the breakfast, reception and/or box lunch with advertising and logo appropriate to function, plus one ticket for the reception on Friday or a 25% reduction in ticket price for the event.

Trillium Sponsor - \$150. Your organization or company will have an opportunity to add literature and/or samples to the reusable tote bags with Expo logo provided to all attendees. In addition your organization or company will have a 5 minute presentation to all participants during the program. The organization or company will also be listed in the event printed program and listed on the NCNPA website. Each sponsor receives one ticket and additional tickets can be purchased for both days at a 25% discount. Informational tabling may be available as space allows and would include ½ of a table (a table is 5x2 ft.).

Shiitake Sponsor - \$500 Same benefits as the Trillium Sponsorship. In addition, your organization or company logo will appear on all literature including event printed program and flyers. Each sponsor receives one ticket and additional tickets can be purchased for both days at a 30% discount with a ½ of a table (a table is 5x2ft) as an option if available.

Goldenseal - \$1000 Reception sponsor(s), your organization or company will have an opportunity to add literature and/or samples to the reusable tote bags with Expo logo provided to all attendees. In addition your organization or company will have the option to make a 7 minute presentation to all participants during the program. Your organization or company logo will appear on Expo printed program and flyers, plus link to your website on the NCNPA website. Also includes two tickets for both days with option to purchase additional tickets at 40% discount. Also there is a choice between a ½ of a table (5x2) [guaranteed] or banner next to podium. Plus there is special recognition at the reception for this sponsorship.

Ginseng Sponsor - \$2000 – Co-sponsor of the entire event. Your organization or company will have an opportunity to add literature and/or samples to the reusable tote bags with the Expo logo and your logo or name. In addition your company will have a 10 minute presentation to all participants during the program. Your organization or company logo will appear on Expo printed programs and flyers, plus link to your website on the NCNPA website. Also includes three tickets for both days with option to purchase additional tickets at 50% discount. Option to hang a large banner next to the podium. Plus there is special recognition at the reception for this sponsorship.

TO SIGN UP AS A SPONSOR PLEASE CLICK [HERE](#)

North Carolina Natural Products Association

c/o Biobusiness Center
1463 Sand Hill Road
Suite 100
Candler, NC 28715-8985



The North Carolina Natural Products Association is dedicated to conserving, cultivating, sustainable harvesting, and processing North Carolina grown medicinal plants.

Be a Supporter of the NCNPA

Be a friend and support the North Carolina Natural Products Association, while aligning your business with others in the natural products community. Your contributions and volunteering help support the NCNPA's efforts to conserve North Carolina grown medicinal plants and cultivate the sustainability of natural products in the state.

Supporters receive:

- Quarterly Newsletter
- Business name, description, and weblink included on the business page of the NCNPA website
- Discounts to NCNPA sponsored educational events
- Discounts for participation as a vendor
- Volunteer opportunities
- Networking Opportunities

\$10 – Students/Seniors

\$25 – Individuals

\$50 – Businesses

\$51+ - Gold Friends

Your contribution is tax deductible.

To become a supporter of the NCNPA, Click [HERE](#) to pay through Paypal.

Or, checks made payable to the "North Carolina Natural Products Association" may be mailed to:

**Supporters of NCNPA
c/o Chuck Blethen
P.O. Box 4
Marshall, NC 28753**

Got articles, photos, or links to share with readers?

Have an article to submit to the NCNPA newsletter? We're looking for articles of interest in all realms of the natural products industry, including stories relevant to medicinal plant and herb production and manufacturing of natural products (nutritional supplements/medicine, personal care products, value-add products, etc.). We're interested in recounts of your business story and how you developed your successful natural product. Finally, we welcome your input on the types of articles you'd like to see in the NCNPA newsletter. Please contact [Jean](#) Harrison with article submissions and ideas.