

# Medicinal Herbs

Potential Business Opportunities in Taranaki



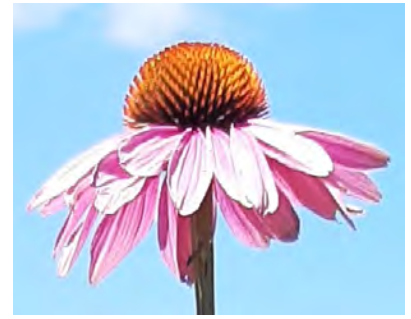
# Welcome

- Who Am I?
  - Shonagh Hopkirk
  - President: Stratford Herb Society
  - Vice-President (North Island)  
Herb Federation of New Zealand

I enjoy growing & using herbs,  
sharing my knowledge and  
continuing to learn more.

Email: [stratfordherbs@gmail.com](mailto:stratfordherbs@gmail.com)





# What is this Project?

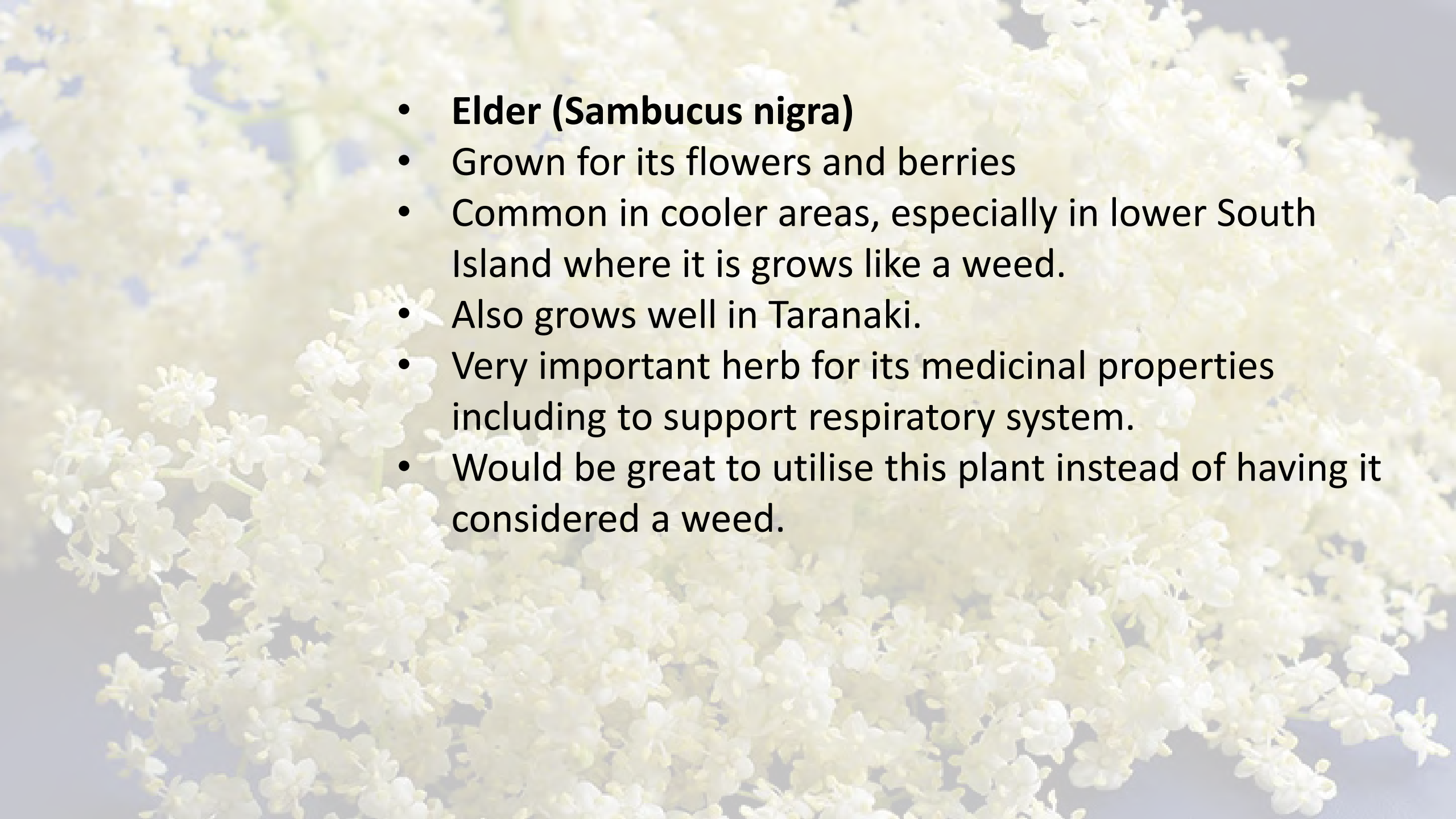
- “Medicinal Herbs” is one aspect of the “Branching Out” initiative undertaken by Venture Taranaki, working with the community
- Part of their drive to promote diverse “food and fibre” industries within Taranaki.
- There is significant local interest in the idea of growing medicinal herbs locally for the national market.
- There is a real need for locally produced quality dried herbs. A large proportion of the dried herbs currently used commercially are imported from overseas
- Infrastructure is needed to support the actual growing of the herbs.



# Calendula





- 
- **Elder (*Sambucus nigra*)**
  - Grown for its flowers and berries
  - Common in cooler areas, especially in lower South Island where it grows like a weed.
  - Also grows well in Taranaki.
  - Very important herb for its medicinal properties including to support respiratory system.
  - Would be great to utilise this plant instead of having it considered a weed.

# High-value Niche Herbs

## Ashwagandha (*Withania somniflora*)



Perennial, ~1m tall, dry sunny conditions (does not like wet feet), drought-tolerant. Powdered root used.

## Brahmi (*Bacopa monniera*)



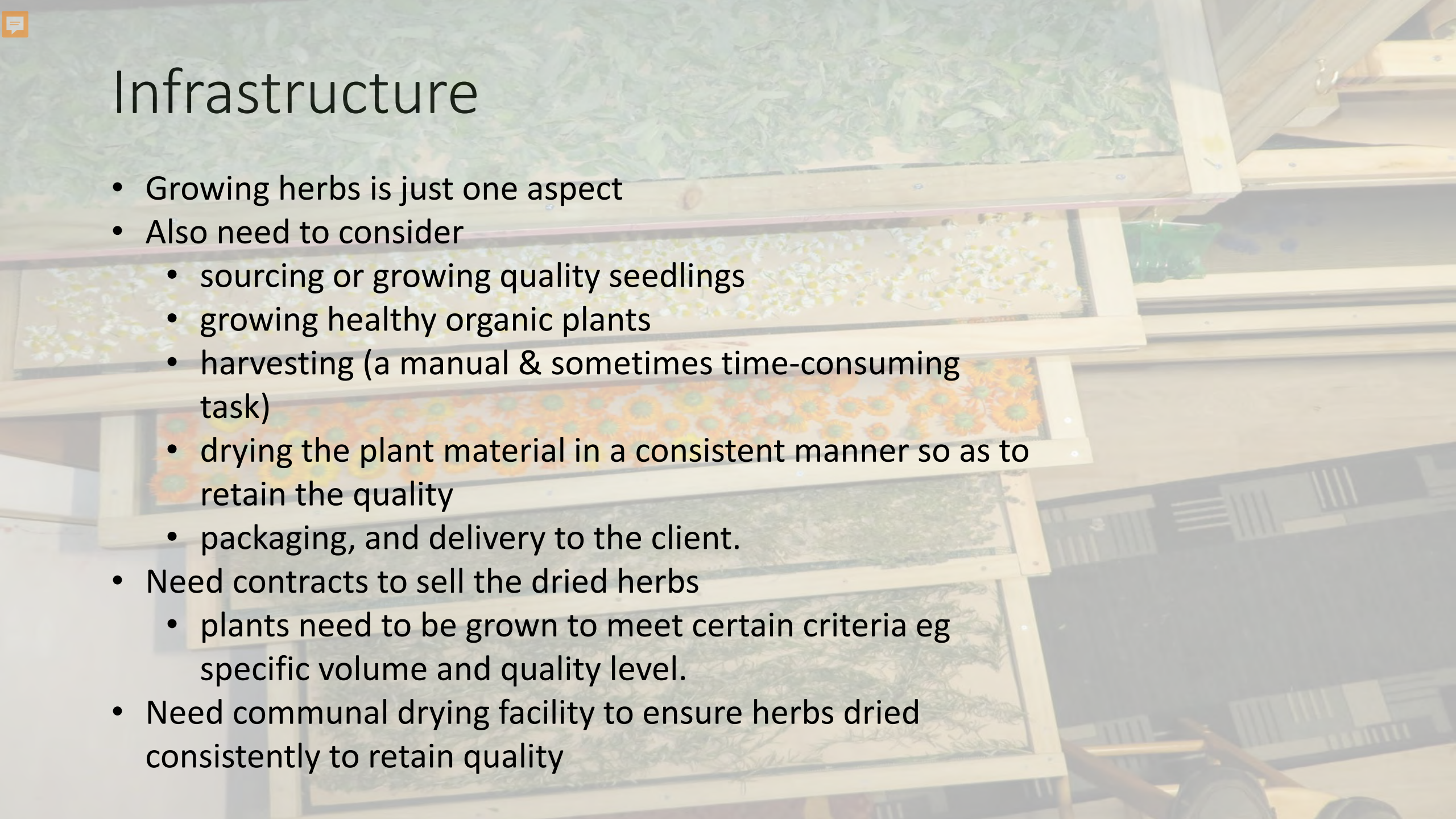
Low-growing creeper. Full sun. Grows in any soil as long as gets sufficient water. Will also grow as mat in water. Succulent leaves & flowers edible.



# Baical Skullcap, Echinacea, and Skullcap







# Infrastructure

- Growing herbs is just one aspect
- Also need to consider
  - sourcing or growing quality seedlings
  - growing healthy organic plants
  - harvesting (a manual & sometimes time-consuming task)
  - drying the plant material in a consistent manner so as to retain the quality
  - packaging, and delivery to the client.
- Need contracts to sell the dried herbs
  - plants need to be grown to meet certain criteria eg specific volume and quality level.
- Need communal drying facility to ensure herbs dried consistently to retain quality



# Drying Herbs – different methods

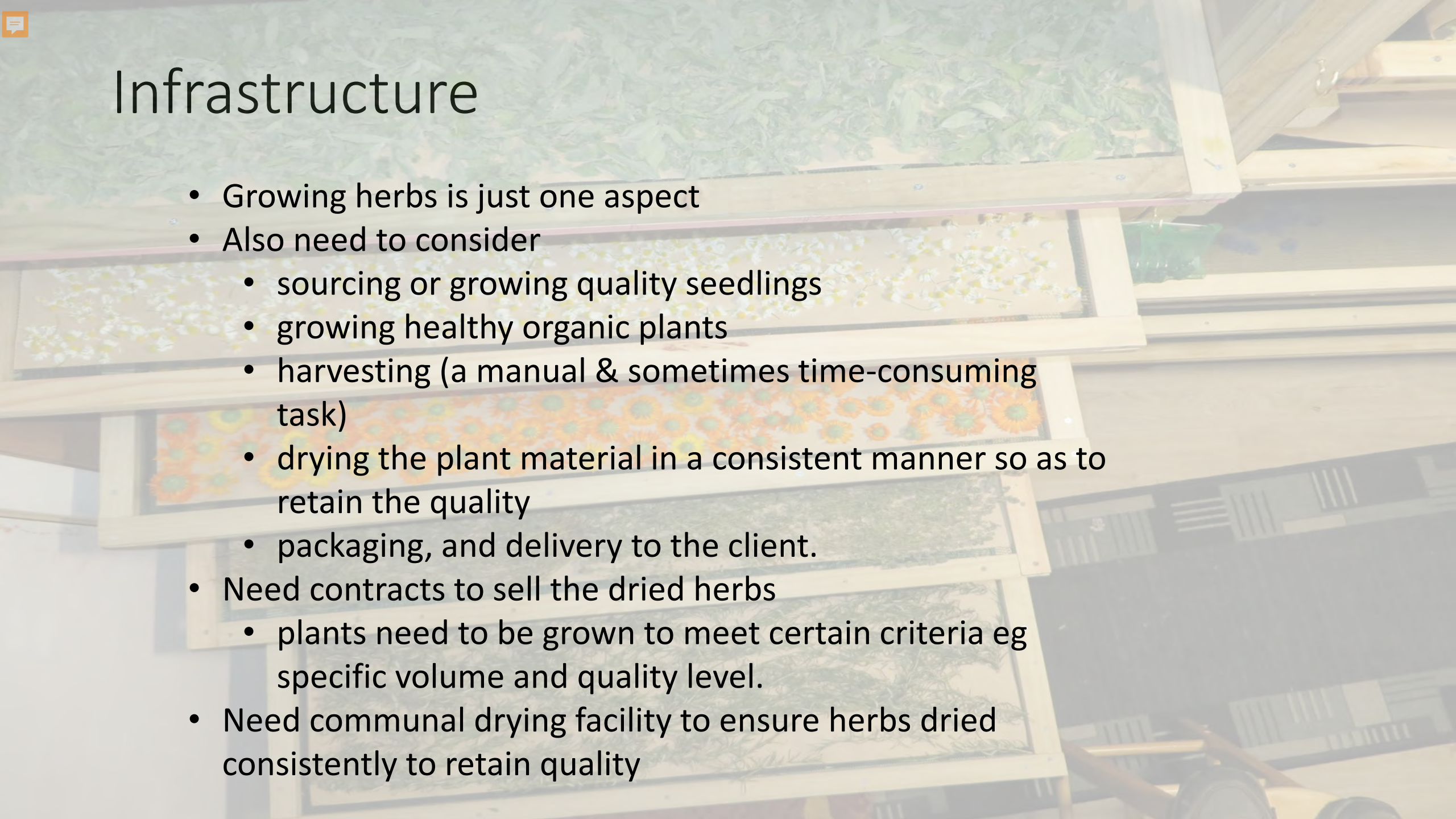


Formal Drying room with racks



Stacked Sieves,  
dried in hot water cupboard





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# Herb Federation of NZ (HFNZ)



- HFNZ is very pleased to support this significant project
  - Part of our goal is to “promote the knowledge, use and delight of herbs” throughout the community. This includes stimulating herbal business prospects.
  - We believe that herbs can, and should, play a significant role in keeping ourselves healthy.
  - Not everyone has the luxury of growing their own herbs, nor the desire or knowledge to do so. Yet many want to be able to use them safely. This creates a commercial market for herbal supplements, teas, salves, and other products.

# What is HFNZ

- HFNZ is a national organisation supporting individuals and community herb groups to learn about herbs.
- We provide
  - a self-paced 12-module “Herb Certificate Course”
  - access to detailed information about specific herbs
    - 4 new herbs added each year as part of HAM (Herb Awareness Month)
  - a quarterly magazine with informative articles
  - support for community projects
  - a biennial, fun and educational Conference
  - and more
- Check out ***herbs.org.nz***.





# Stratford Herb Group



- The only official Herb Society remaining in Taranaki; we have members from throughout the region.
  - There is a new informal group recently started in Hawera
- We support members and other interested people who want to learn and share knowledge about the various applications of herbal lore, through a mix of practical workshops, speakers, and visits to sites of interest.

# Stratford Herb Group

- Meeting 1<sup>st</sup> Monday of each month, 1.00pm – 3.00pm in Stratford.
- We have an online group as well as an email group of interested people, aimed at those who cannot make it to our meetings.
- Check out ***[www.facebook.com/groups/StratfordHerbGroup](http://www.facebook.com/groups/StratfordHerbGroup)***





# Herb Group Community Project – Pioneer Village



We maintain the Herb Garden at Pioneer Village, Stratord

# New Plymouth Herbal Gatherings?

There are so many people interested in herbs in the New Plymouth area. I'd love to see an informal gathering of like-minded people occasionally, to visit a herb garden, watch relevant video or webinar, listen to one of our locals share their knowledge, etc, or just to connect online.

If you are interested, I hope someone will volunteer to manage it. In the meantime, please let me know your name & email address.



# Thank you

Thank you to Michelle & the team at Venture Taranaki for the initial idea and for all their work developing it into a potential opportunity.

Thanks also to the team at AbacusBio for the research to support this venture & for the mapping software that will help potential growers.

Thank you all for your support of this project. To those who responded to the initial survey, your data is a crucial part of the initial study.

*Photos provided by Jan Smith (HFNZ), Martina Murray (Stratford Herb Society), Shonagh Hopkirk – and the internet.*