

## **Green Products & the New Eco-Green Movement**<sup>1</sup>

### **PRELUDE-**

“With the economy still in recession, the basic near-term prospects for herbal and organic ventures is mixed. We feel that people who are normally frugal and conservative with their finances will succeed, while folks who do not watch their” bottom line” and are not skilled in budgeting probably will not be as successful during 2009 and beyond.” - *The Editors*.

### **I. INTRODUCTION-**

In doing research for this page, we were struck by the huge amount of stuff on the Internet about the eco-green movement, and herbal and organic gardening. There are over 2 million web-sites devoted to the environment and the “green movement,” and an equal number of websites on growing herbal or organic products. Putting our best organizing and analyzing skills to use after looking at 100’s of web-sites, we hopefully are able to present a thorough and informative picture of the major topics of interest.

The future that is envisioned by most environmentalists, using this word in the broadest terms, is a radically different world than the one we live in now. Without passing judgment on the practicality of their recommended changes, it would appear that a truly “green world” would be a world without automobiles, electric power plants, factories, highways, or massive urban areas. It would appear that in a totally environmentally friendly world, we would all be working on small farms (without chemicals, and pesticides), raising large families, and traveling by some yet undeveloped mode of transportation.

**I**f the verdict has been rendered that all electric power plants are environmentally unfriendly, and that most internal combustion engine vehicles<sup>2</sup> pollute the atmosphere, and that current farming techniques ruin the soil and poison us with toxic substances, then, in a sense, we must turn back the clock one-hundred years.

Not unlike the advent of the automotive age, which fostered the rapid growth of American cities, the revolution of present day entrepreneurs to replace old-technology with “smarter & cleaner” products will fundamentally alter the industrial base of current society. However, in view of economic and energy-power realities, one must be a little skeptical, in thinking that these titanic changes will easily occur. And in view of history, it is inevitable that conflict will result, if change occurs too rapidly.

**T**herefore, we urge caution and a pragmatic approach to the “greening of America.” As we go about replacing and outlawing previously workable products and machinery, it would be prudent to consider all the consequences of such actions<sup>3</sup>. Some critics of the green movement argue that the proliferation of green products and lifestyles only encourages more consumption. So, instead of reducing and conserving products and energy we are actually spending and using more.

Additionally, with the explosion of non-profits, sustainability centers, and other “green” organizations, workers for these agencies more than likely drive cars, eat at fast food restaurants, use up hundreds of sheets of paper when telling us to conserve our resources, and otherwise pollute the world, just as we ordinal mortals do. Perhaps the best solution would be if we all stayed home and did nothing<sup>4</sup>.

“Green will need to make good on its promise to be efficient and frugal while helping people learn to save versus spend<sup>5</sup>”.

**H**owever, we do encourage individuals to conserve-- both in disposal & consumable products, and in the use of energy. While many people may want to become 21<sup>st</sup> century eco-farmers, we think there is nothing wrong with reflecting on the sublime beauty of nature, whether it is on a long leisurely walk through the woods, or starring out the window on a field of meadows in the early-light of a sun-streaked morning.

**N**ow that we’ve “cultivated” your interest, these two pages have been plotted & furrowed into the following fields-<sup>6</sup>

**PLOT A (Page 1) contains: I. Intro- A. Green Products & the New Eco-movement, B. Herb & Organic Farming Job Prospects, II. Differences between Herb & Organic Gardening & Farming III. “FOR THE GARDENER,” A-1.) Popular Herbs for Growing, A-2.) Urban Gardening, A-3.) Growing (Herb) Plants Indoors, A-4.) Overview of Light, Soil, & Drainage, a.) Light, b.) Soil, c.) Drainage, d.) Preparation, e.) Planting Herbs-Ways to Propagate, f.) Direct Seeding, B.) Growing Organic Products, C.) Harvesting Your Crops, C-1.) Harvesting Herbs, C-2.) Harvesting Organic Food, and D.) Where Most Popular.**

**PLOT B (Page 2) contains: IV. “FOR THE FARMER,” A.) Most common Organic Products, B.) Organic Certification, C.) Setting Up an Herb Farm, D.) Other Sources of Income for the Small Farmer, E.) Organic Farm Business Plans, F.) Financing the Farm, G.) Non-Traditional Markets for Organic Products, V. State, National, & Global Markets, (including a. herbal supplements, b. herbal spices, fragrances & soap, c. organic food, and d. The New Organic’s Consumer, VI. Summary & Conclusions to the Article, VII. Private & Public Food Outlets, (which includes Key Organic Food Coops, Key Food Banks, Organic Retail Stores, VIII. Herbal & Organic Seeds, Plants, Tools, Equipment & Supplies Vendors, IX. Colleges with Alternative Farming Programs, X. Other Key Web-Sites, XI. Top Organic Shopping Web-Sites, XII. Top Gardening Web-Sites, XIII. Green, Alternative, & Sustainability Web-Sites, XIV. Top 10 Green Jobs for 2009, and finally XV. Top Green Products for 2009.**

## **2) SEEING THE LIGHT-**

**Steady Growth in Organic & Herbal Farming Jobs clearly signals a strong trend for the future.**

The prospects of measurable growth in herbal and organic farming shed some light on the future direction of many Americans. We are pleased to report that according to the U.S. Dept of Labor, 2008-09 Employment Projections<sup>7</sup> - organic farming and specialty horticulture farming will see relatively big increases. Here are some excerpts from their report:

A.) Horticulture and organic farming will provide better employment opportunities.

B.) Small-scale farming is a major growth area and offers the best opportunity for entering the occupation.

“Overall, the U.S. Dept of Labor has seen an increasing number of small-scale farmers who have developed successful market niches, which involve personalized, direct contact with their customers. Many are finding opportunities in organic food production, which is the fastest growing segment in agriculture. Some small-scale farmers belong to collectively owned marketing cooperatives that process and sell their product. Other farmers participate in community-supported agriculture cooperatives that allow consumers to directly buy a share of the farmer’s harvest.”

“Two types of farmers that are growing in importance are horticultural specialty farmers and aquaculture farmers. **Horticultural specialty farmers** oversee the production of fruits, vegetables, flowers, and ornamental plants used in landscaping, including turf. They also grow nuts, berries, and grapes for wine. **Aqua-culture farmers** raise fish and shellfish in marine, brackish, or fresh water, usually in ponds, floating net pens, raceways, or recirculating systems. They stock, feed, protect, and otherwise manage aquatic life sold for consumption or used for recreational fishing.”

“Aqua-culture may continue to provide some new employment opportunities over the 2006–16 decade. Concerns about over fishing, and the depletion of the stock of some wild fish species, will lead to more restrictions on deep-sea fishing, even as public demand for the consumption of seafood continues to grow. This has spurred the growth of aqua-culture farms that raise selected aquatic species—such as shrimp, salmon, trout, and catfish—in pens or ponds. Aquaculture has increased even in landlocked States, as farmers attempt to diversify.”

**Job prospects.** “Job prospects are expected to be favorable for those who want to go into farming. With fewer people wanting to become farmers and a large number of farmers expected to retire or give up their farms in the next decade, there will be some opportunities to own or lease a farm. The market for agricultural products is projected to be good for most products over the next decade, and thus many farmers who retire will need to be replaced. Farmers who produce corn used to produce ethanol will be in particular demand as ethanol plays a greater role in energy production as fuel for automobiles. Farmers who grow crops used in landscaping, such as trees, shrubs, turf, and other ornamentals, also will have better job prospects, as people put more money into landscaping their homes and businesses.”

According to [TrustOrganicFood.Com](http://TrustOrganicFood.Com), in late 2008 the *American National Restaurant Association* has put organic produce, wine, and cocktails in its top 20 trends, with locally grown produce at the top of the list. They also referred to a report the *United Nations* issued in Jan. 2009 that showed organic farming *can* feed the world. "The core organic consumers are sticking with their values," the *Organic Trade Association's* Barbara Haumann said recently. "They will shop around, or find other things they can cut. The food Americans feed their families has become a number one priority. They would rather stint on new clothes or replacing the old television than sacrifice the quality of their food." **Therefore, we feel that this trend is gaining momentum.**

**Furthermore, we see more colleges and universities are offering certificate and degree programs in specialty farming, organic farming, and aqua-farming. (See Topic #IX below for more info on this.)**

**II. The Difference between Herbal/Organic Gardening & Farming.** The main difference between organic or herbal gardening and organic/herbal farming is the size of the operation. Many people have an "herb garden" in their backyard, and some people may grow a few organic fruits and vegetables, but when it comes to herbal or organic farming, the operation becomes more of a business." Herbal plants are used primarily for spice additives to food and for medicinal purposes, while organic products cover a wide range of food, cloth fibers, and personal care products. While most organic products are subjected to major processing before the final product is ready for market, the processing of most herbs is not as extensive, and primarily concerns washing and detoxifying of certain herbs to ensure maximum health benefits.

Aside from the larger costs and size involved in growing herbs on a farm than in a backyard or community herb garden, farmers will need to have larger more powerful machinery to help them with planting, cultivating & harvesting their crops. Since farmers will be raising herbs for a living, they will be more cost conscious and more aware of crop-yields, than someone who does not raise herbs for their main income<sup>8</sup>.

When selling products to another party, farmers will have to be versed in product preparation, packaging, and moving the finished product to their market customers. Then there are a few attitudinal differences. Gardeners will not be on as strict of a time schedule as farmers. They may view their gardening activities more like a **hobby**. However, both farmers & gardeners will need to have a "learning period," because producing good healthy plants will take some "trial & error," at first until they understand the exact growing conditions needed for each plant.

### **III. FOR THE GARDENER-**

#### **A-1.Popular Herbs for Growing and Key Growing Techniques-**

Here is a list of the top 23 Organic Herbs which are grown for personal or commercial use: 1) Sweet basil, 2) Borage, 3) Chervil, 4) Oregano, 5) Chives, 6) Dill, 7) Lavender, 8) Sweet Marjoram, 9) Mint, 10) Sage, 11) Summer Savory, 12) Sesame, 13) Thyme<sup>9</sup>, 14) Bay, sweet<sup>10</sup>, 15) Caraway, 16) Coriander, 17) Hyssop, 18) Lemon balm, 19) Parsley, 20) Rosemary, 21) Savory, summer, & winter, 22) Tarragon, and, 23) Green Tea.

**A-2.) Urban Gardening, Growing Herbs Indoors-**

**a.) City-dwellers, Townhome owners, or apartment and condo-dwellers** most likely lack a small plot of land to grow plants. "But even if you live in the tiniest of apartments, you can raise fruits, herbs, vegetables, and flowering plants. You can raise plants hydroponically in pots, or individual containers and adapt your hydroponic garden to any size space available. Hydroponics allows a gardener to grow plants, fruits, and vegetables in a more efficient and productive manner... and with less labor, time and gardening area needed. However, if you want to grow strictly organic it may be difficult to grow indoors year-round since large plants need allot of water and rich soil." For more information on resolving this dilemma and coming up with just the right growing solution for your needs, go to [www.interiorgardens.com](http://www.interiorgardens.com), and click on the links for hydroponic and organic gardening. If you live in Minnesota, a drive into "the cities" may be worth your while. **Interior Gardens is located at** 1620 Central Avenue NE, Suite 115, in Minneapolis. (Their phone numbers are: 612-870-9077 or 800-498-4178. Their able staff will be more than happy to work with you.)

**b.) Urban gardeners** these days find themselves in new environments with new challenges and limitations. "Rooftop gardens, hydroponics, and container gardening are examples of how urban gardeners have adapted to these new conditions." (*For more info, go to: [urbangardeninghelp.com-modern](http://urbangardeninghelp.com-modern)*).

**c.) Container gardens are the backbone of many city gardens-**

"A pretty collection of pots grouped on the stairs to your house can hold tomatoes, cucumbers, herbs, and pretty much whatever your heart desires. Be creative in what you use for a container and don't limit yourself to using ceramic or plastic flower pots." (**Source:** [urbangardencasual.com-ways-to-create-more-growing-space](http://urbangardencasual.com-ways-to-create-more-growing-space)." Another good article by [urbangardencasual](http://urbangardencasual.com/), is: "**Useful Seed, Plant, & Organic Product Finders**": (**Source:** <http://urbangardencasual.com/>)

**A-3.) Growing Herbs Indoors<sup>11</sup>- (including indoor fluorescent lights, open plant windows, starting seeds indoors, & cold frames)**

"You can grow many herbs indoors, but they will be less productive than those grown outdoors. They require the same conditions as herbs that are grown outdoors: plenty of sunlight and good, well-drained soil. Select a south or west window. During winter, they need as much light as you can give them. If a bright location is unavailable, supplement existing light with "grow lamps" or fluorescent lights. Good drainage is important. Never leave herbs sitting in a saucer of water. Water well, so a little water runs through the pot but does not accumulate. Allow moderate drying, but not wilting, between watering. For herbs in pots, use a mix of about two parts potting soil to one part coarse sand or perlite®. Because most herbs prefer a non-acid soil, add a cup of ground limestone per bushel of soil or about one teaspoon per 5-inch pot.

"You can seed annual herbs in pots in late summer. They will go through a life-cycle indoors. Perennial herbs will improve and be more productive if you place them outdoors during the summer. Outdoors, keep potted herbs in an area that provides good light but gives some protection from intense heat or winds. In the fall, bring your potted herbs indoors before the first hard frost. A light frost on some herbs, such as chives, mint and tarragon, won't be harmful. Fertilize lightly as you would houseplants, and trim as needed for use & to maintain an attractive appearance." (Source: [Savvygardener.Com](http://Savvygardener.Com)-"[Growing-Herbs-at-Home](http://Savvygardener.Com)".)

**a.) Indoor Fluorescent Grow Lights, & LED Growing Lights for Indoor Gardens-**

Some people say that the new LED grow lights are the best because they offer a full spectrum of natural light compared to the standard fluorescent grow light. But, according to [HomeHarvest.Com](http://HomeHarvest.Com), "High-output fluorescent lamps have a very low heat factor that allows the fixture to be hung extremely close to plant canopy, increasing usable light levels and greatly improving plant growth." (Source: [HomeHarvest.Com](http://HomeHarvest.Com)-"[high-output-fluorescent-standkits](http://HomeHarvest.Com)".) **You can read more about this or order light kits by visiting their web-site.**

**b.) LED vs. fluorescent grow lights-**

One reviewer gave a mixed opinion of the LED vs. fluorescent grow lights. He commented from [littlegreenhouse.com](http://littlegreenhouse.com), that the LED lights were cooler and cheaper to run, but did not do better than the HD fluorescent lights in fostering plant growth. The best overall grow light, according to him was the **Metal-halide bulbs**. "This HD Light produced an abundance of light in the blue spectrum. This color of light promoted plant growth; it is excellent for green leafy growth and keeping plants compact. It is the best type of light to be used as a primary light source (if no or little natural sunlight is available). If you compare their lumen (brightness) per unit of energy consumed, metal halides produce up to 125 lumens per watt compared to 39 lumens per watt with standard fluorescent lights and 18 lumens per watt for standard incandescent bulbs." (Source: [littlegreenhouse.com](http://littlegreenhouse.com)-[guide-3](http://littlegreenhouse.com)".) **This site also has a wide variety of greenhouse and plant supplies.**

**c.) Open plant windows are different from normal plant windows** because plants grow in a large box or container that is deeper than a normal windowsill. "The container extends the entire breadth of the window. A closed plant window should be located on the west or east side of the house. It should be linked to the electrical and water supply of the house as well. You should have the plant containers built into it. Temperature, ventilation, and humidity should have a way of being regulated. You should have a blind installed on the exterior of the window if it faces south. This will provide shade when needed." (Source: [gardeningknowhow.com](http://gardeningknowhow.com)-"[growing-plants-indoors](http://gardeningknowhow.com)"). **This site also has articles on indoor gardening & organic gardening, urban gardening, and herbs gardens. Gardening-Know-How is located in Bedford, Ohio.**

**d.) Seed Starting & Starting Your Seeds Indoors-** the hardest element to provide indoors is light.

"It is possible to start seeds in a room or on a window-sill, which receives a full day (at least 8 hours) of bright light. Most gardeners will need to supplement their seedling lighting with special plant or grow lights that simulate the full spectrum of the sun. Even then, the lights will need to be left on for 12 - 15 hours per day, for your seedlings to grow as strong and healthy as they would in sunlight." (**Source:** [gardening.about.com-\"seed-starting.\"](http://gardening.about.com-\)).

#### **e.) Starting seeds indoors require some type of supplemental plant lighting-**

"Your choice of plant lights depends on how many seedlings you're starting & the area you need to light. Choices range from single lamp bulbs on up to 1000 watt high intensity lights. You can set up a simple shop light system or purchase a ready-made, movable set-up. Whatever system you choose, you should put your plant lights on a timer. Indoor lighting is less intense than sunlight & needs to be left on for 14-16 per day. A timer works better than your memory. Follow these guidelines to choose which plant light system is right for you." (**Source:** [gardening.about.com-\"plant-lights.\"](http://gardening.about.com-\))

#### **f.) Cold-Frames-**

"To get the most out of a garden, you can extend the growing season by sheltering plants from cold weather both in early spring and during the fall. Very ambitious gardeners harvest greens and other cool-weather crops all winter by providing the right conditions. There are many ways to lengthen the growing season, and your choice depends on the amount of time and money you want to invest.

Fall is also a good time for sowing some cool-weather crops in frames. If provided with adequate moisture and fertilization, most cool-season crops will continue to grow through early winter in the protected environment of the cold frame. Depending on the harshness of the winter and whether or not additional heating is used, your frame may continue to provide fresh greens, herbs, and root crops throughout the cold winter months." (For more information, visit [thesavvygardener.com](http://thesavvygardener.com). (**Source:** [savvygardener.com-\"features-cold-frames.\"](http://savvygardener.com-\))

**A-4.) Overview-Light, Soil, & Drainage-** Generally speaking, herbs grow best in warm to hot weather, sandy soil and light moisture while organic fruits and vegetables grow best in mild to cold weather, minerally rich soil, and moderate to heavy moisture. Excerpts from the article that follows, provides more details for the five key growing elements.

"**Setting Up an Herbal Garden for Your Home<sup>12</sup>.**" (**From the article "Growing Herbs at Home," by Ray Rothenberger.**) The 5 key points of Rothenberger's article are," In setting up a home garden it is important to consider the following factors:

#### **a.) Light-**

"Most herbs are easy to grow, but you must select the proper location to grow them. Most herbs need a sunny location, and only a few, including angelica, woodruff, and sweet cicely, are better grown in partial shade. The oils, which account for the herbs' flavor, are produced in the greatest quantity when plants receive six to eight hours of full sunlight each day. If you don't have a good, sunny location, many herbs will tolerate light shade, but their growth and quality will not be as good."

**b.) Soil-**

“Herbs will grow in any good garden soil. The soil should not be extremely acid or alkaline; a soil nearly neutral is best for most herbs. A pH reading between 6.5 and 7.0 produces the best herbs. Most herbs do not require a highly fertile soil. Highly fertile soils tend to produce excessive foliage that is poor in flavor. Herbs grow best when soils have adequate organic matter. In preparing average soils, add several bushels of peat moss or compost to each 100 square feet of garden area to improve soil condition and help retain moisture.”

**c.) Drainage-**

“When selecting a site for an herb garden, you must consider drainage. None of the important herbs grow in wet soils, but a few, such as mint, angelica, and lovage, thrive in moist soils. If the only area available is poorly drained, you need to modify the area. Build raised beds or install underground drainage tiles to grow herbs successfully.

**d.) Preparation-**

“Once you select a site, cultivate the soil to a depth of 12 to 18 inches, and then level it. If only a shallow layer of topsoil exists above hard subsoil, remove the topsoil temporarily. Break up the subsoil, adding organic matter. After improving the subsoil, put it back. Even though the topsoil may be better than the subsoil, the topsoil may also need additional organic matter.

**e.) Planting Herbs: Ways to Propagate-**

“There are many ways to propagate herbs in your herb garden. Depending on the type of herbal plant that you are trying to grow, you may need to propagate your herbs by way of planting seeds, splitting the roots, taking cuttings, or using runners, which are shoots that are produced from the root”. (**Source:** <http://www.gardeningknowhow.com/herb/propagation-in-your-herb-garden.htm>)

**f.) Direct Seeding-**

“Some herbs benefit from being directly seeded into prepared garden soil. Members of the *Umbelliferae* family (dill, cilantro/coriander, chervil, parsley, fennel, and anise) readily reseed themselves each year. Most perennial herbs, if direct-seeded, grow slowly at first. In Alabama, perennials grow best when planted in the garden as transplants during the fall. This allows the plants to establish roots before putting on new vegetative growth the next year. When direct-seeding, sow seeds in garden furrows late March to early April or after the chance of frost has passed. Cover the seeds lightly with a shallow sprinkling of soil, or, as a rule of thumb, cover them no deeper than twice the seed diameter. Firmly tamp the soil for good seed-to-soil contact, and water using a fine mist or spray to avoid washing the seeds away. As the seedlings germinate and develop their true seed leaves, thin the plants to approximately 1 to 2 inches to avoid spindly plants that crowd one another.”

**B.) How to grow Organic products (Companion Plants)-**

“By planting organic plants next to or near some other kinds of plants (*companion plants*), the risk of pests infesting your organic plants can be minimized. For example if you plant Basil next to peppers, tomatoes and marigolds, it will keep flies and mosquitoes away.” (**For more information on growing organic and herbal produce, go to:** [The Gardener's Network-"Herbs."](#))

## **C.) Harvesting Your Crops**

### **C-1.) Harvesting Herbs-**

“Harvest herb plants just before they bloom. After blooming, all of the plant's energy will be invested in producing seed. If the leaves are what you are interested in, make sure to encourage your plants to make leaves, not flowers, by harvesting leaves and stems before blooms appear. If you do this, you will extend the useful life of your plant, and can still harvest seeds later in the season. This is also a good way to delay bolting. For slow growing perennials like rosemary, harvest new growth in summer and fall.” (**Source:** <http://theherbgardener.blogspot.com/2008/06/harvesting-herbs.html>)

### **C-2.) Harvesting Organic Food-**

**(1.) Asparagus**-“Begin harvesting the third year after planting. Harvest when the spears, are 6 to 10 inches above the ground but before the heads open. Cut or snap spears off at the soil line. Stop harvesting if spears show a marked decrease in size. Maximum harvest period is 6 to 8 weeks.”

**(2.) Onions**-“Correct harvesting stage is determined by the type and product use. Harvest onions grown from sets when they are 6 to 9 inches tall for immediate table use. Onions grown from seed for fresh use should be harvested when the bulbs are 1/4 to 1 inch in diameter. Harvest seed grown onions for boiling when the bulbs are 1 1/2 inches in diameter. Harvest for storage (seed or set grown) when the tops have weakened and fallen over and the bulbs are 2 or more inches in diameter. Harvest before hard frost.”

**(3.) For this and 37 other expert harvesting tips, go to:** “*When to Harvest Your Garden Vegetables,*” by the Savvygardener at [savvygardener.com-features-harvesting-vegetables.](http://savvygardener.com-features-harvesting-vegetables) You'll find this link to be very “fruitful.”

## **D. WHERE MOST POPULAR-**

**1.) Recent trends indicate that gardening; especially vegetable gardening is becoming very popular.**

According to the *National Gardening Association in 2005*, there were 90 million households in the US with a yard and garden. Approximately 35 million households said they were conventional gardeners, while 5 million households said they were organic gardeners, and 31 million reported they were hybrid gardeners. If current trends continue, by 2010 there would be about 10 million organic gardeners.

**A 2009 National Gardening Association** survey reported that, " food gardening in the U.S. is on the rise. Seven million more households plan to grow their own fruits, vegetables, herbs, or berries in 2009 than in 2008 — a 19 percent increase in participation. This anticipated increase is nearly double the 10 percent growth in vegetable gardening from 2007 to 2008; this reflects the number of new food gardeners starting this year. More Americans are recognizing the benefits of growing their own produce, including improved quality, taste, and cost savings. In 2008, gardeners spent a total of \$2.5 billion to purchase seeds, plants, fertilizer, tools, and other gardening supplies to grow their own food. According to **NGA** estimates, on average a well-maintained food garden yields a \$500 return when considering a typical gardener's investment and the market price of produce. Furthermore, with the recent recession, more and more people are turning to raising their own crops and produce to save money. (**Source:** <http://www.gardenresearch.com/home?q=show&id=3126>)

**The USDA 2006 Specialty Garden & Crop Census** shows that the U.S. Major areas of production are California, the Pacific Northwest, New England, Southeastern states, Texas, and Arizona. And a report from **Local Harvest.Org**, located in Santa Cruz California states, "CSA gardens around the country have grown from around 50 in 1990 to more than 2,200 last year. We now have about 17,000 members, and are growing by about 20 new members every day" .The number of CSA farms has risen to **12,549** farms in the United States<sup>13</sup>. The top 7 states with the most CSA gardens-farms are 1) California, 2) Texas, 3) Kentucky, 4) Iowa, 5) Michigan, 6) Missouri, and 7) Wisconsin.

**2.) The States that have the most Herbal Gardening/ Farming are:** "The largest domestic herb suppliers were California (63 percent of the total) and Florida (15 percent). Texas, Arizona, Colorado, New Jersey, and Hawaii were minor suppliers"<sup>14</sup>.

**3.) The States that have the most Organic Farming are:** According to the USDA, in 2005, "California, North Dakota, Montana, Minnesota, Wisconsin, and Texas were the top Organic Farming States. While California and Wisconsin grew more organic fruits and vegetables- North Dakota, Montana, and Minnesota grew the most organic field crops. Field crops include grains, beans, oilseeds, and hay/silage. Organic grains include both traditional & non-traditional grains. Traditional grains are corn, soybeans, wheat, barley, and rice. Non-traditional grains are: Millet, Buckwheat, Rye, and Spelt"<sup>15</sup>.

#### **IV. FOR THE FARMER-**

**A. The most common Organic Foods & Products are:** 1) Primarily foods & nutritional supplements which includes- vitamins, soft drinks, wine, fruits, vegetables, and nuts, 2) flowers, 3) Clothing & Footwear which includes- casual shirts & trousers, fiber- based or vegan shoes, other footwear, hemp and other textiles, 4) cleaning supplies, 5) perfumes, 6) cosmetics & beauty products, 7) pet food, 9) organically derived oils, and 10) toys.

**B. Obtaining Organic Certification-**

**1) Definition of Organic Certification:** "is a certification process for producers of organic food and other organic agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers, and restaurants. Requirements vary from country to country, and generally involve a set of production standards for growing, storage, processing, packaging and shipping that include:

**2) General Requirements:** a) Avoid synthetic chemical inputs (e.g. fertilizer, pesticides antibiotics, food additives, etc), b) avoid genetically modified organisms by irradiation, c) avoid the use of sewage sludge (i.e. using farmland that has been free from chemicals for a number of years; often-times three or more years), d) keep detailed written production and sales records (audit trail) e) maintain strict physical separation of organic products from non-certified products and, f) undergoing periodic on-site inspections.

**3) In the US, federal organic legislation delineates three different levels of organic products.** Products made entirely with certified organic ingredients and methods can be labeled "**100% organic.**" Products with at least **95%** organic ingredients can use the word "organic." Both of these categories may also display the **USDA organic seal.** A third category, containing a minimum of **70%** organic ingredients, can be labeled "made with organic ingredients." In addition, products may also display the logo of the certification body that approved them. Products made with less than 70% organic ingredients can not advertise this information to consumers and can only mention this fact in the product's ingredient statement. Similar percentages and labels apply in the **EU.**"

*(To read the rest of this excellent article, go to: [Wikipedia.Org-\"Organic-Certification\"](http://Wikipedia.Org-\))*

**4) Two Related Web-Sites are:** [OrganicEurope.Net-](http://OrganicEurope.Net-) "The European portal for EU organic programs & policies," and the [Organic Trade Association-\"Organic-Export-Directory.\"](http://Organic Trade Association-\)

### C. **“Setting Up a Herbal Farm”**

**C-1.** Excerpted from the book, "***The Potential for Herbs as a Cash Crop***"<sup>16</sup>, by Dr. Richard Miller and published on-line in 1990. According to Dr. Miller, gardeners and farmers must start planning their garden/farm in December or January so that the proper seeds, fertilizers, and equipment can be ordered. Also, if you are thinking of raising herbal plants or spices as a cash crop, a formal [Farm Plan](#)<sup>17</sup> may need to be developed for the business. Here are 16 other key tips from his article:

- 1) "All new crops should be cultivated in 2-acre feasibility studies for at least two years before expansion.
- 2) Start by using a poly-culture situation. Grow more than six crops, instead of a mono-culture program. The beginning herb farm should start with about 12 acres, 6 crops, each on a 2-acre parcel.
- 3) Work in small ventures or sharecropping, because this is an excellent way to invest your nest egg.
- 4) The need for farm equipment is specific, small, and often difficult to finance or acquire. The principle of communal sharing or "sharecropping" with farm equipment plays an important role here. Crop selection is often made on the availability of specific tools.

- 5) All new crops must be grown with so-called "organic" techniques & certification. Your crop selections should be designed for exportation whether it is exported to another state or across the world. This is where the big money is.
- 6) Often the best way to enter the marketing of a new crop is as a cottage industry, where smaller acreage can have greater net incomes. Marketing options are also broadened.
- 7) Most perennials are developed in nurseries in the winter for a spring planting.
- 8) Most farmers begin their perennials in beds outdoors in the spring, set for easy hand cultivation during the summer. There will be a lot of handwork at first. The key is to learn how to cut time, using tools, and techniques.
- 9) Seed for annuals should be ordered in early spring. It is often worth paying a little more from a smaller "specialty" seed source, knowing that the seed man's reputation is on the line. Most beginning farms start with 2 or 3 annuals, and four or five perennials
- 10) One should not expect to show a profit off first-year productions, even from annuals. You will find more success if the annuals are put up as a cottage industry the first year, helping add to net profits. 2-acre productions are usually too small for bulk marketing interests. 2-acres of dill, however, put up in 1-pound sacks is quite profitable during canning season.
- 11) There are numerous sources for greenhouse and garden supplies- such as [Gardener's Supply Company](#), of Burlington Vermont. **E.G. Geiger** offers similar tools for the beginning farmer; only their prices are oriented toward larger needs. Call them to get their comprehensive directory of farming tools at: [1-800-4GEIGER](tel:1-800-4GEIGER). Or try [FarmNetServices.Com](http://FarmNetServices.Com), for an on-line equipment directory. **(See Topic # 14 below for more links to garden supplies & equipment.)**
- 12) Remember that the first year is suppose to be a "learning year," not one to show big profits and solve your financial problems. It takes time to learn a new crop.
- 13) When taking your product to market, it is important to consider the following: a.) It is recommended that you do not bother a buyer until you have something to show him from you first year's production. There is no substitute for proof of production. If the buyer likes what he sees, he will usually want to buy it on the spot. b.) Most wholesale buyers purchase their needs on the spot basis, like most other commodities. The buyer does not need to know that you have only limited production (2 acres), just show him what is available. The key is to secure a contract each year to meet your cash-flow requirements for the projected expansion program.
- 14) Whatever else you do, please remember not to attempt rapid growth. That is how agriculture got into this current problem in the first place.
- 15) There is always lead-time in closing a sale. Most of the larger buyers must secure more than 200 products; each from at least five to ten sources. Our approach is to send a one-page description of your featured crop, including terms-of-sale, with a small sample attached. If they like the price, terms, and the small sample, they will then ask for a larger sample, usually 2 pounds or more. Some crops may take as long as six month to negotiate a sale. This is normal, for a number of reasons. There are situations where even though your product is better and cheaper, the buyer will not commit to a purchase.

16) What our book<sup>18</sup> indicates is that often crops are harvested at the very time most buyers are at their lowest cash-flow period. This means that they are not in a position to buy crops when they first become available. The small farmer should attempt contracts for future productions. This gives both the farmer and buyer security. All first attempts on herb and spice farming should be seen as a form of speculation. With this perspective and approach, there should be no expectations, either on production or marketing. Your primary purpose is a feasibility study toward more lucrative crops. The key is to enter marketing slowly. Most expansion programs show a 2-acre production on a given crop for three years, expanding into 10 or 20 acres within six years. With 6 to 8 crops in a similar production, market contracts & agreements are established."

**(For more information on Setting up an Herb Farm, please go to: "The Potential for Herbs as a Cash Crop," at: [AlternativeNatureOnlineHerbal.Com-herbal-farming-considerations.](http://AlternativeNatureOnlineHerbal.Com-herbal-farming-considerations.))**

**D. Other Sources of Income for the Small Farmer-** For small farmers, the **USDA Alternative Farming Systems Center** has compiled a long list of alternative crops and "diversified enterprises," which you might consider for additional income. The nine-page report is broken down into thirteen categories as follows: a) **Field Crops** which includes Feed and Forage, and Fiber, Fuel, Edible and Industrial Oils, b) **Food Grains**, Pseudo-cereals, Legumes, c) **Specialty and Ethnic Vegetables** which includes some specialty field crops, d) **Fruits and Nuts**, which is divided into Horticultural/Nursery and Agro-forestry/Forest Products, e) **Livestock & Animals** comprised of Game Related Animals and Exotic Livestock, & Minor Breeds of Livestock & Animals, f) **Poultry**, g) **Aqua-culture & Fish-farming**, h) **Pet and Medicine-Related** Products, i) **Farm & Home Enterprises**, j) **Services**, such as Custom Slaughtering and Taxidermy, k) **Recreational & Educational activities** such as doing talks on herbs or gardening at the farmstead, l) **Value-added Products & On-farm Processing** such as making cheese or dried fruit, and m) **Great Lakes Area Resources**. **(A link to this interesting compendium of alternative sources of income is at: [usda.nal.-"Alt-farming-list."](http://usda.nal.-Alt-farming-list.))**

### **E. Organic Farming Business Plans-**

Running a farm, especially an Organic or Herb Farm is both labor and capital intensive. Depending on the size of the farm, expenditures can run into the millions of dollars. That is why starting small is a very good idea. Joining a farmer's coop, engaging in sharecropping, and participating in Community Sponsored Agriculture (CSA) is encouraged. And, with the proper amount of education and experience, we feel that most hard working individuals or families can be successful at growing or raising organic/herbal products.

That said, we offer you four resources for **Small Farm Business Plans**. Two of the four sources have been leaders in sustainable farming. Our business plan resources are:

**1) Sustainable Agriculture & Education, (SARE), which sells an Organic Farm Business Plan<sup>19</sup> for \$17.00 on-line or by mail.**

2) **University of Minnesota Institute for Sustainable Agriculture**, which in conjunction with **The Sustainable Agricultural Network** of Beltsville, Maryland produced a training manual and college course entitled, “**Student Organic Farm Planning, Growing and Marketing**,” at the U. of Minnesota. The Handbook is entitled “**Building a Sustainable Business: A Guide to developing a business plan for Farms and Rural Businesses.**” The link to an overview of this 280 page handbook is: [misa.umn.edu](http://misa.umn.edu). -"Bizplan", and the link to the U of M course is: [misa.umn.edu](http://misa.umn.edu). -"student-organic-farming-planning-course."

3) **The University of Florida, Institute of Food and Agricultural Sciences (IFAS)**, has an Agricultural Business Primer. The link for that is: [http://edis.ifas.ufl.edu/document\\_fe720](http://edis.ifas.ufl.edu/document_fe720).

4) **University of California College of Agriculture & Natural Resources**," has a 5 page Farm Plan Overview (.pdf) with a link to the USDA's Agricultural Marketing Service's 16 page Farm Business Plan. This is also a downloadable. PDF file. The link for that plan is:<http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5057291>.

## **F. Financing Your Farm-**

1) **Getting Financing for Your Small Farm-** The **USDA Rural Development Branch, the USDA Farm Services Agency**, and **ATTRA** all have extensive listings of loan programs, farm banks, and rural development banks to enable you to secure financing for your small farm<sup>20</sup>. Also, practically every county in the US has a **Farm Credit Bureau** for first-time farmers or folks who have trouble getting a conventional farm loan. A private company called [USDA Loan.Com](http://USDA.Loan.Com), of Columbia, Missouri says they can assist first-time farmers with filling out the loan application material. The **Center for Rural Affairs** has information available at their web-site on some of the federal & state government financing available<sup>21</sup>. Resources for financing your farm in Minnesota are available at the [U of M Agric. Extension Division](http://UofM.Agric.Extension.Division)-"Financing-the-Farm-Operation,"

2) **Getting Financing for Your Green Farm-** [FirstFarmBank.Com](http://FirstFarmBank.Com), of Greeley, CO, indicates on their web-site that they are extremely aware of the special needs of farmers. They offer a Green Saving Account, Green Money Market Account, and several farm business loans. The federal government's official web-portal [Business.gov](http://Business.gov)<sup>22</sup>, maintains an eclectic list of agricultural loans. Be sure to check out their link to First-Time Farmers & Ranchers to get the buzz about all their ranch & farm loans available.

**3) Getting Financing for Your Organic Farm-** The [Organic Farming Research Foundation-"Grants,"](#) provides grants and loans, for farmers and ranchers who will be implementing new methods for improving or adopting new organic farming systems or improving organic product's distribution. Also, most land-grant universities receive federal funding for their college's agricultural departments. These Agricultural Sciences Departments work with State Agriculture Offices to help farmers get started and stay in business. Check with your state agriculture office or state university for financial assistance programs for your organic farm. **The Sustainable Agriculture Research & Education Association (SARE)** provides grants and loans for sustainability farming throughout the nation. The *Wisconsin SARE coordinator* is **Diane Mayerfeld**, at the University of Wisconsin-Madison Center for Integrated Ag Systems. The link to the North Central SARE Region is: [SARE-"North-Central-Region,"](#) and the link to Ms. Mayerfeld's web-page is: [sare.org.ncrs-"wisconsin."](#)

**4) Getting Financing for Your Herbal Farm-** A private company, [FarmPlusFinancial.Com](#), located in Fort Collins, Colorado, says they have experience in all kinds of commercial farming and small part-time farming loans. An interesting article on *starting an herb farm* can be found at [ArticleBase.Com](#). A link to this article is: [articlebase.com-"getting-started-herb-farming."](#)

**5) Related Resources are:** the [FarmCreditServices.Com](#), administered by *the AgriBank@, F.C.B.*, and the [Farmer Mac Agency](#), both located in Washington D.C. The **Farm Credit Services Office** for Michigan is: **GreenStone Farm Credit Services**, 1760 Abbey Rd., Suite 200, **East Lansing, MI** 48823. Their phone number is (517) 318-2290. **Greenstone Farm Credit Service's** web-site is: [www.greenstonefcs.com](#).

### **G. Non-Traditional Markets for Organic Products—**

Two closely related resources, both from the **ATTRA** discuss this topic. The first article is called "**New Markets for Your Crops**, (1999)" which has the following four (4) bullet-points: 1) In addition to the Local Farmers Market and the fresh produce stand by the highway, the small farmer can also market his goods in many other venues or locales, 2) Farmers can work together in coops to sell to Institutions, 3) Marketing locally grown food to local schools, junior high & senior high schools could be a lucrative business, 4) Additional Organic Markets included are: Community Colleges and Universities, Day Care Centers and Head Start Centers, Hospitals, Nursing Homes, Retirement Villages, Senior Meal Programs, County Jails, and Prisons. (**Source:** [attra.ncat.org. -"pub-summaries-new-markets."](#)).

The second article is called "**Bringing Locally Grown Food to Local Institutions.**" This longer and more recently published article, (2003) goes into more detail concerning the contractual, logistical, and management planning necessary to work with local, state, and national organizations & agencies. (**Source:** [attra.ncat.org. -"farm-to-school."](#))

**Both articles have big lists of local, state, & national contacts of people who will assist you in the process of marketing organic foods to private and public institutions.**

## **V. State, National & Global Markets-**

### **A. The market (domestic & global) for herbal spices, fragrances, soaps, and other herbal products--**

“The Herbal Supplements Market is expected to grow about 2.5% in 2005, according to The American Botanical Council. According to them, there has been a slight shift away from Small Specialty Stores to Mass Market Retailers like Wal-Mart, Costco, and Sam’s Club. However, for 2006, their marketing data indicates there will be a growing trend for Direct Sales to consumers. Two reasons for more direct sales are the increased presence of quality herbal supplement web-sites and mail order catalogues which offer more variety and higher potency for herbal supplements<sup>23</sup>.”

**B. The market for herbal spices, fragrances, and soaps is mixed:** According to “**Organic Fine Fragrances not sophisticated enough, says expert**”,<sup>24</sup> consumers will have to change their expectations before the market for organic fine fragrances can take off, says industry insider. While the organic skin care sector has grown at an unprecedented rate in recent years, the number of organic fragrances on the market appears to be lagging behind. Tastes are too sophisticated. One reason is the difficulty of producing organic products that meet consumers’ sophisticated tastes, according to **Francis Pickthall, of CPL Aromas**, a fragrance and flavor supplier. “The Chanel<sup>TM</sup> and Christian Dior<sup>TM</sup> of our time are only really possible with synthetic ingredients,” he told *CosmeticsDesign<sup>TM</sup>*. For Ms. Pickthall, tastes may need to change before organic fine fragrances really hit the big time. In addition, in an industry led by fashion trends and novelty, the ability to innovate new ingredients quickly is likely to be a bonus.”

And, there is the issue of price – synthetic ingredients are likely to be cheaper than their natural counterparts. “For some, for example an apple fragrance, synthetic alde-hydes will be cheaper. “ This is not to say that synthetic materials are in existence only because they are cheaper, they can also offer scents that don’t exist in the natural world,” he said. However, organic fragrance ingredients are making their mark in personal care and skin care products. The growth in popularity of organic products is leading companies to search for organic scent solutions – a market that the global players are beginning to tap into. **CPL Aromas<sup>TM</sup>** and **Arylessence<sup>TM</sup>** are two of the suppliers who have recently launched organic lines, in the hope of exploiting the growing demand for organic personal care products.”

**If you are interested in buying herbal or organic cosmetics, you may want to visit:**

1) [Aubrey Organics](#), for natural hair, skin and body care products, 2) [Herbal Luxuries](#), for Natural Facial Skin Care and Acne Products, 3) [Avalon Organics](#), They create organic bath & body products, which honor your intelligence, your natural beauty, your well-being and the earth, 4) [The Dermstore.Com](#), for Pure and Natural Skin Care Products by Pevonia Botanica, 5) [Yves Rocher USA](#), , makers of natural beauty cosmetics for skin & body care, fragrance, make-up, bath & shower. They are the “Creator of Botanical Beauty,” and 6) [Herbal Remedies.Com](#), an on-line retailer of natural herbal supplements, vitamins, minerals, aromatherapy, essential oils, alternative medicine, or most any other natural health products available in the U.S.

**C. The markets (domestic & global) for organic foods, materials, vitamins, and other organic products.**

“The UK is the biggest importer of organic products from the US, followed by Germany. It is possible that Italy in recent years has become the third largest importer for US organic products, even before the Netherlands. This is due to Italy’s fast growing and relatively large domestic market, requiring it to import substantial amounts of soy beans and durum wheat from the US. Following Italy is the Netherlands, followed by Denmark. France presently has a very small percentage of organic imports from the United States. The \$ 300,000 of total imports from the U.S. to France is primarily dried fruits and is done by most probably by one exporter. This alone accounted for 80% of the \$300,000 total US organic exports to France. It should be noted, however that large portion of the imports to the Netherlands is re-exported mainly to Germany. We assume that the total value of organic products imported to Europe is between \$120 and \$150 million, with an average yearly growth rate of roughly 15%. Australia, Austria, Portugal, and Spain recently have also been exporting large amounts of organic food.” (Source: [Organic Trade Association-"U.S. Organic Exports to Europe."](#))

**D. “Who Buys Organic Produce?”**

**D-1. “The New Consumer Profile.”<sup>25</sup>** Here are the 12 major findings from this 2007 **AAEA** study:

“The phenomenal growth in organic sales in recent years has brought additional farmland into organic agriculture industry. Ddrss. Dimitri and Greene estimated that over the last decade, U.S. farmers, and ranchers nearly doubled the acreage of certified organic land.

- 1) With increasing production and supply of organic produce and meats, organic food, once considered a niche product, has become more available and affordable for consumers in mainstream grocery stores.
- 2) Demand for organic products in the United States increased steadily since the early 1990s. In 2000, for the first time, conventional supermarkets sold more organic food than any other venue.
- 3) In 2006, it was estimated that the mass-market channel, which includes supermarkets, grocery stores, mass merchandisers, and club stores, now handles 46% of total organic food sales.
- 4) Demand trends are expected to continue as major conventional retailers take up a larger portion of the organic market. Sales of organic foods are estimated to rise to \$23.8 billion by 2010 (**NBJ<sup>26</sup>**).
- 5) They found that African Americans, Asian Americans, and Hispanics purchase more organic products than Caucasians.
- 6) By 2004, African Americans have replaced Asian Americans to become the ethnic group that spent the most on organic produce. The proportion of African Americans who purchased organic produce also increased from 34% in 2001 to 37% during this period.
- 7) The West and South appear to be the two fastest growing markets for organic produce in the United States. The Most heavy organic consumers are found in the Southern and Western United States. Households residing in the western region spent more on organic produce on a per capita basis than those residing in other regions.

- 8) A recent survey conducted by the Food Marketing Institute™ showed that only 11% of organic shoppers polled bought organics at a natural food supermarket, while 57% bought at mainstream grocery stores and discount stores. The fact that main-stream grocery & discount stores are replacing the specialty food stores as the major outlets for organic foods helps to explain why Wal-mart and Costco are major players in this market.
- 9) According to **Homescan®**, tomatoes, potatoes, carrots, onions, lettuce, apples, oranges, bananas, grapes, and strawberries were the top five vegetables and fruits in terms of their shares of fresh, produce expenditures for home consumption.
- 10) Tomatoes appear to be by far the most favored organic vegetable among American consumers with average per capita spending amounts 3–4 times that of other organic produce.
- 11) A survey by **Walnut Acres®** reported that 68% of consumers cited high prices as the main reason they did not buy organic foods.
- 12) Their analysis showed that Asian and African-Americans tend to purchase organic over conventional produce more than Whites and Hispanics. African-Americans tend to buy organically grown food more for medicinal, homeopathic, and nutritional supplement reasons, while Asian-Americans bought organic as a central part of the daily diet.
- 13) In conclusion, their analysis suggested that demand appears to be growing faster than the supply so that organic price-premiums for most selected fresh produce remains relatively high.”<sup>27</sup>

## **VI. Summary & Conclusions<sup>28</sup>**

“The global organic market reached a size of \$40 billion in 2007 and is growing by about \$5 billion a year. It has the potential to rise to 600 billion euro. The US emerged as the largest consumer of organic products in 2007 at \$21.2 billion, including \$20 billion alone for organic food and drinks. According to the **Organic Trade Association (OTA)**, sales of organic products in the US are likely to increase to \$25 billion in 2008. The area under organic farming is gradually increasing as the U.S. Farm Bill 2008 assures to increase the spending on the organic sector from \$20 million to \$112 million. Germany emerged as the second largest market for organic products in 2007 at 5.3 billion euro.

This Dec 8, 2008 report shows definite growth for organic markets in all the 27 European Union countries, particularly in the young markets of central and Eastern Europe. “Among east European countries, consumption of organic food in the Czech Republic, Poland and Hungary growth is expected to be 4X from 2007 to 2010. About **77%** of the French prefer organic food and spend 43 euro per head per year on organic products. The size of the French organic market in 2007 was 2 billion euro. The organic market in the UK in 2006 was about 3 billion euro and the average British spent 49 euro per person on organic products.” **So, things are indeed looking up for herbal and organic products.**

## **VII. Private & Public Food Outlets:**

### **List of Key Organic Food Co-ops-**

1) [Local Harvest / Farmers Markets / Family Farms / CSA / Organic Food](#). This is an excellent on-line resource of links to local farms, farmer's markets, health food stores, and artisans using eco- friendly, organic, and sustainable methods and farming practices in food production. **Local Harvest**, <http://www.localharvest.org/>, also maintains a national directory of Community Supported Agriculture (**CSA**) Organic Food Banks.

2) [The Organic Consumers Association](#), states that they have the world's largest listing of eco-friendly products. Check out their directory of Food Coops and Health Food Stores.

3) [The Co-op Directory Service](#), located in Saint Paul, MN, offers a National Natural Food Cooperative Directory as well as tips on how to start your own Food Coop. The genesis behind this worthy effort is Kris Olsen. Two of their biggest supporters are the Lakewinds Natural Food Coop, and the Seward Community Store of Minneapolis, Mn.

#### **List of Key Food Banks-**

1) [Feeding America-America's Second Harvest](#). This large organization maintains 200 Food banks throughout the nation, and is one of the largest food bank operators in the country. Not sure if they serve organic food only.

2) [The Gleaner's Community Food Bank](#), located in Michigan. They operate several food banks in the Great Lakes State.

3) [Second Harvest Food Bank of Southern Wisconsin](#), located in Madison, Wisconsin.

4) [Community Action Councils of Minnesota-"Emergency Food Shelves"](#), headquartered in Burnsville, MN.

5) [Minnesota's Free Food Bank- \(Emergency Food Shelf Network\)](#), located in New Hope, MN.

6) [Hunger Solutions of Minnesota-"MnFood-Share"](#), in conjunction with Minnesota Food Share operates an extensive network of food banks & emergency food shelves.

#### **List of Organic Retail Stores-**

1) [Wild Harvest Organic.Com](#), located throughout the U.S. and in some supermarkets.

2) [Whole Foods Market-Natural & Organic Groceries](#),. They operate over 270 stores throughout the U.S. and U.K.

3) [Wild Oats Marketplace](#). This company recently merged with Whole Foods to bring more products and services to its customers. Wild Oats makes mostly bread and other bakery goods; Whole Foods has a wide selection of Natural Foods.

4) [Wal-Mart-"Herbs & Spices"](#), They have 207 herbal spices/foods, and 179 Organic Grocery Items either on-line or in their stores.

5) [FrontierCoop.Net-Your Source for Natural & Organic Products](#)."

6) **For a National Directory of other Organic & Health Food Stores**, go to: [AllStays.Com-"Health-Stores-Locator"](#)."

## **VIII. Tools, Equipment, Accessories, & Other Resources** <sup>29</sup>

### **A. Vegetable Seeds, Organic Fertilizers, Gardening & Farming Tools & Equipment.**

- 1) **Organic Seeds & Seedlings**, [Park Seed Company-"organic-seeds."](#)
- 2) **Grow Lights & Stands**, [Gardener's Supply Company-"light-gardens."](#)
- 3) **Spade, Hoe, Cultivator, and other gardening hand tools**, [Gardener's Supply Company-"hand-tools."](#)
- 4) **Organic & Non-Organic Fertilizers**, [Gardener's Supply Company-"organic-fertilizers."](#)
- 5) **Organic Potting Soils**, [Countryside Natural Products.Com,](#)
- 6) **Extensive List of Quality Hand Tools**, [smithandhawken.com-"all-hand-tools."](#)
- 7) **Wide Selection of Tomato Plants**, [Gardener's Choice.Com- "Tomato Plants."](#)
- 8) **Compost Systems**, [Gardener's Supply Company-"compost-systems."](#)
- 9) **Natural Herb Seeds & Herb Plants**, [Park Seed Company-"herbs-organic,"](#) **and**, [Backyard Gardner.Com-"seeds-herbs."](#)
- 10) **Plows, Modified Sprayers**<sup>30</sup>, [EarthToolsBcs.Com-"tools,"](#) **and**, [AribcoOrganics.Com-"garden-tools,"](#) **and** [Northern Tool & Equipment Supplies-"Farm & Acreage,"](#)
- 11) **Other Organic Gardening Tools**, [Natural Gardening Company-"garden-tools."](#)
- 12) **General Farm Supplies**, [enasco.com-"farm-and-ranch,"](#) **and** [USAFarmEquipment.Com,](#) **And** [GreenBeamPro.Com-"Garden Center Products & Supplies."](#)
- 13) **Certified Organic, Animal Feeds, Kelp, Fertilizers, & Soil Amendments**, [Thorvin.Com](#)

### **IX. Colleges & Universities with Organic or Herbal Farming Programs**

- A. [The University of California at Santa Cruz.](#)
- B. [Michigan State University-"Organic-Farming."](#)
- C. [Evergreen State College, Olympia, Washington.](#)
- D. [U.S. Student Farm Directory](#)
- E. [The University of Maine-"sustainable-agriculture."](#)
- F. [Washington State University-"Organic."](#)
- G. [Midwest School of Herbal Studies](#), located in New Brighton, Minnesota.
- H. Other Educational Related Web-sites, [Sustainable Table.Org-"programs-schools."](#)

### **X. OTHER KEY WEBSITES—**

- A. [Minnesota's Locally Grown.](#)
- B. [Atlantic-Canadian Organic Regional Network, \(ACORN\).](#)
- C. [The Center for Micro Eco-Farming Movement.](#)
- D. [PlantManagementNetwork.Org](#)
- E. [Economic Research Service, USDA-"Organic Farming."](#)
- F. [ATTRA National Sustainable Agriculture Information Service](#) is managed by the National Center for Appropriate Technology (NCAT) and is funded under a grant from the United States Department of

[www.yourworldoutdoors.com](http://www.yourworldoutdoors.com)

Agriculture's Rural Business-Cooperative Service. They have oodles of stuff on alternative farming, organic & herb farming, sustainability, and alternative energy.

**G. [Organic Trade Association, \(OTA\)](#)**, "Your Source for Exporting Organic Produce."

**H. [The Land Stewardship Council](#)**

**I. [The National Gardening Association](#)**

**J. [American Community Garden Association](#)**

## **XI.TOP 10 ORGANIC SHOPPING WEB-SITES<sup>31</sup>:**

**A. [Diamond Organics](#)**

Diamond Organics is a huge, online resource of all kinds of organic foods from meat to wines, and cheese to fruit. Situated in the Monterey California area they support local farmers and sustainable farming practices.

**B. [The Organic Mall](#)**

The organic mall is just that. An online mall that has everything from clothing and organic fabrics to pet foods, groceries, and health products. With numerous links to stores, you should be able to find any organic item you want.

**C. [Organic Kingdom](#)**

The Organic Kingdom ships organic foods from the local farmers that they deal with internationally as well as nationally. The company has been around for seven years and is stable. The prices are competitive and they have bulk sizes available.

**D. [Green Shopper](#)**

This site is an affiliate of Amazon. It donates ten percent of its profits to support social change and environmental issues. It is still rather small but has the potential to be an excellent resource.

**E. [Amazon](#)**

You all ready knew you could get anything at Amazon. Amazon has one of the largest, if not the largest, selections of organic and earth friendly products at the very best prices.

**F. [Greenpeace Canada Shoppers Guide](#)**

A guide by Greenpeace that tells how to avoid genetically engineered foods sold in Canada. It is also helpful for those of us in the States facing many of the same items and issues.

**G. [Ethical Superstore](#)**

Put your money where your ethics are! Buy Fair trade, earth friendly, environmentally and socially responsible products easily. Unusual items that you might not find elsewhere abound. Cruelty free, vegetarian, vegan, and over 2,500 other ethically made products.

**H. [TreeHugger](#)**

Everything here. Find out what is new in organics, which company is socially responsible, and which company is posing. Everything imaginable from how to buy the greenest car to how to find the best quality vegetables.

**I. [AZURE STANDARD](#)**. This is a great source for organic foods.

## **XII. TOP 15 GARDENING WEB-SITES**

- A. [The Backyard Gardener.Com](#)
- B. [The Happy Gardener.Info](#)
- C. [Herb Gardening.Com-"Guide to Growing Culinary & Medicinal Herbs"](#)
- D. [The Savvy Gardener.Com](#)<sup>32</sup>
- E. [Garden-Web.Com](#)
- F. [The Helpful Gardener-"Vegetables."](#)
- G. [Herb Kits.Com-"Indoor Herb Garden Kits."](#)
- H. [The National Gardener.Org](#)<sup>33</sup>, sponsored by the National Gardening Association.
- I. [Organic Gardening.Com](#)
- J. [Garden Shop On-Line](#)
- K. [The Garden Helper.Com](#)
- L. [Gardening News.Com-"Garden-of-Herbs."](#)
- M. [The Rodale Institute for Healthy Living-"New-Farms-'Guide-to-U. S. Organic-Certifiers"](#)
- N. [The American Botanical Council-"HerbalGram."](#)
- O. [The Gardener's Network-"Growing Herbs."](#)
- P. [The Herb Gardening Guru.Com](#)

## **XIII. GREEN, ALTERNATIVE LIVING, & SUSTAINABILITY WEB-SITES**

- A. [Consumer's Report-"GreenerChoices.Org"](#)
- B. [USDA Alternative Farming Systems Information Center.](#)
- C. Check out the USDA's section "[Organic-Production.](#)"
- D. [Burpee.Com-"We Know Herb Seeds."](#)
- E. [The Ecological Farming Association.](#)

## **XIV. TOP 10 GREEN JOBS FOR 2009**<sup>34</sup>

- A. Jobs in Green Car Manufacturing
- B. Environment Refuse Processors
- C. Hydrologists
- D. iPod/ iPhone Repair Doctors
- E. Corporate Social Responsibility Professionals
- F. Environmental Engineers
- G. Wind Energy Developers
- H. Organic Farming Specialist
- I. Bicycle Technicians
- J. Eco-Tourism Jobs

## **XV. TOP 10 GREEN PRODUCTS<sup>35</sup>**

- A. Reware Solar Backpack,
- B. Vlatec CFL Lightbulb & Air Freshener
- C. Baggu Reusable Shopping Bags
- D. Calfee Designs Bamboo Bicycle
- E. The Complete Idiots Guide to Green Living
- F. Wine Trio from the Organic Wine Company
- G. Bekco Energy Saving Washing Machine
- H. Natalie Portman's Te Casan Footwear
- I. Organic Soy Briefs from 2(x) ist
- J. Elephant Dung Stationary

### **Endnotes:**

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<sup>1</sup> If you would like, I could send you .pdf versions of all the reports, referred to on this page, for a small fee. E-Mail your request to: [bigguy@yourworldoutdoors.com](mailto:bigguy@yourworldoutdoors.com)

<sup>2</sup> It is difficult to imagine automobiles or any piece of machinery running without oil, since oil is used both for propulsion and for lubrication.

<sup>3</sup> An interesting article on the value of carbon trading from the forestry industry viewpoint, can be found at:" <http://www.timberlinemag.com/articledatabase/view.asp?articleID=2791>

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<sup>4</sup> An interesting viewpoint on the “Green Movement,” can be found at Treehugger.Com-“Will the Real Green Movement Please Stand Up? <http://www.treehugger.com/files/2008/12/the-green-revolution-and-the-economic-collapse.php>

<sup>5</sup> *ibid.*

<sup>6</sup> The most extensive listing of reports & how-to documents available on-line is ATTRA’s free publication page at: <http://attra.ncat.org/marketing.html>.

<sup>7</sup> <http://www.bls.gov/oco/ocos176.htm#outlook>

<sup>8</sup> The link for this article: “Organic Herbal Gardening, 2005”, HerbalGardeningTips.Com is, <http://www.herbgardeningtips.com/index.html>.

<sup>9</sup> Source: The Backyard Gardener.Com, <http://www.backyardgardener.com/herb/index.html>

<sup>10</sup> Source: The Savvy Gardener.Com, <http://www.savvygardener.com/Features/herbs.html>

<sup>11</sup> More information on Growing Herbs Indoors, can be found on the “**NGA’s Gardening Tips**,” by Conrad Richter. (Link: <http://www.garden.org/subchannels/health/houseplants?q=show&id=36>)

<sup>12</sup> “Growing Herbs at Home,” by Dr. Ray R. Rothenberger, Department of Horticulture, University of Missouri Extension Division at Columbia, 1999, published on-line by the Savvygardener.com. (Link is: <http://www.savvygardener.com/Features/herbs.html>)

<sup>13</sup> USDA Alternative Farming Systems Information Center-National Agricultural Library, Community Supported Agriculture, *Table 44. Selected Practices: 2007. “2007 Census of Agriculture - State Data”*. p. 606. (Updated in 2009) [Link is: <http://www.nal.usda.gov/afsic/pubs/csa/csa.shtml>.]

<sup>14</sup> Source: “Specialty vegetables and herbs - Statistics on romaine, Butterhead and leaf lettuce, Chili peppers, Chinese cabbage, fresh culinary herbs including garlic and parsley, and organically-grown tomatoes, carrots and russet potatoes,” U.S. Dept. of Agriculture, Economic Research Service report. Link is: [http://findarticles.com/p/articles/mi\\_m3838/is\\_1991\\_August/ai\\_11903642/](http://findarticles.com/p/articles/mi_m3838/is_1991_August/ai_11903642/)

<sup>15</sup> Source: Recent Growth Patterns in the U.S. Organic Foods Market, by Dr. Carolyn Dimitri and Dr. Catherine Greene, Economic Service, USDA, AIB-777.

<sup>16</sup> “The Potential for Herbs as a Cash Crop,” at AlternativeNatureOnlineHerbal.Com, <http://www.altnature.com/herbfarming/considerations.htm>

<sup>17</sup> See Topic # 6-E for “Organic Farming Business Plans.”

<sup>18</sup> “The Potential for Herbs as a Cash Crop,” by Dr. Richard Miller, 1986, Chapter 9, Bulk Marketing, pg. 159.

<sup>19</sup> The Link to the SARE Farm Business Plan Source Document is: <http://www.sare.org/publications/business/business.pdf>

<sup>20</sup> The link to the USDA Farm Service Agency is (<http://www.fsa.usda.gov/FSA/webapp?area=home&subject=fmlp&topic=landing>)

<sup>21</sup> Center for Rural Affairs-“beginning-farmer-funding-resources,” [http://www.cfra.org/resources/beginning\\_farmer/fundingsources](http://www.cfra.org/resources/beginning_farmer/fundingsources)

<sup>22</sup> Their link is: <http://www.business.gov/industries/agribusiness/farm-loans.html>

<sup>23</sup> “Total Sales of Herbal Supplements in United States Show Steady Growth”, from the American Botanical Council, HerbalGram, Issue 71, pp. 64-66, 2006, <http://cms.herbalgram.org/herbalgram/issue71/article3012.html>.

<sup>24</sup> CosmeticsDesign.Com, “**On-Your-Radar**,” by Katie Bird, Feb 11, 2009, <http://www.cosmeticsdesign.com/On-your-radar/Naturals-and-organics/Organic-fine-fragrances-not-sophisticated-enough-says-expert>.

<sup>25</sup> Main Source Article: “Organic Demand: A Profile of Consumers in the Fresh Produce Market,” published in the AAEA publication “Choices: The Magazine of Food, Farm, and Resource Issues,” June 2007, pp. 109-114, Link: <http://www.choicesmagazine.org/2007-2/grabbag/2007-2-05.htm>

<sup>26</sup> Nutrition Business Journal, The companion report for this study can be purchased from the NBJ at: [http://nutritionbusinessjournal.com/natural-organics/market-research/nbj\\_organic\\_foods\\_report\\_2006/index.html](http://nutritionbusinessjournal.com/natural-organics/market-research/nbj_organic_foods_report_2006/index.html)

<sup>27</sup> For more information on Organic Consumer’s Buying Behavior, see Dimitri, C., & Greene, C. (2002). “Recent growth patterns in U.S. organic foods market.”

<sup>28</sup> Source: "Indian farmers to Reap benefits of growing organic products market," <http://www.financialexpress.com/news/indian-farmers-to-reap-benefits-of-growing-global-organic-products-market/395411/0>

<sup>29</sup> For a more extensive listing of gardening & farming supplies, go to [http://www.tumbledownfarm.com/drupal/Sustainable\\_Farming\\_Links](http://www.tumbledownfarm.com/drupal/Sustainable_Farming_Links)

<sup>30</sup> Source: <http://www.allbusiness.com/agriculture-forestry/agriculture-crop-production-fruit/11429002-1.html>.

<sup>31</sup> Source: Buy Organic On-Line, <http://hubpages.com/hub/--Buy-Organic-Online>

<sup>32</sup> A really good web-site.

<sup>33</sup> Top 10 Gardening Web-Sites provided by Love-to-Know.Com, <http://www.lovetoknow.com/top10/gardening.html>, and marketingcharts.com-  
<http://www.marketingcharts.com/interactive/top-10-house-and-garden-websites-february-2009-8351/>

<sup>34</sup> Source is: [http://inventorspot.com/articles/top\\_green\\_collar\\_jobs\\_usa\\_20847](http://inventorspot.com/articles/top_green_collar_jobs_usa_20847)

<sup>35</sup> Source: Riverwired.Com, <http://www.riverwired.com/blog/top-10-green-products>