

United Plant Savers

Planting the Future

An Education Guide



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Dear Friends,

The other day I was speaking to my close friend and fellow herbalist, Joseph Kiefer, author of *Digging Deeper* and co-founder of Food Works. I've been a long time admirer of his vision of bringing public awareness to whole foods and planting a deeper connection to our food source in the public school curriculum. Today, throughout Vermont there are a number of schools that have implemented Food Works innovative program in their school curriculum. Kids till the soil, plant seeds, harvest the produce for their school kitchen, then sit down in the cafeteria to enjoy the food they've grown. A far cry from the cafeteria food of my school days! It's another brilliant "one straw revolution" concept.

Food Works and United Plant Savers have much in common. Both are small grass roots organizations, working at a community level. Each relies on education, raising public awareness and the commitment of dedicated caring individuals to make a difference.

United Plant Savers has often been called the "conscience of the herbal industry". I believe we are far more than that; we are a voice for the plants ~ a soft and powerful voice. Working with "soft power" we have helped create an unmistakable shift in the consciousness surrounding plant utilization and conservation. A few years ago, the topic of conservation hardly entered into conversations about medicinal plants. Now, the topic is hotly debated, highlighted at whole food conventions, herbal gatherings and within circles of herbalists as the plight of our precious plant resources becomes ever more pressing due to habitat destruction and over-utilization. A renewed interest in American medicinal plants by foreign businesses, the sudden appeal of botanicals to drug companies, and the burgeoning natural foods and cosmetics industry has spurred the hunt for wild herbs in ever greater amounts to satisfy the seemingly insatiable demand for herbal products.



Education and awareness are twin tools that United Plant Savers uses to make a difference for our precious plant resources. By offering to participate in this educational effort you, too, are helping to make a difference. It's in the heart of herb and gardening classes, herbal schools, apprentice programs and herbal training courses that the principles of plant conservation and the work of United Plant Savers can be most effective. It is here, in the inquiring minds of our students, that the seeds of medicinal plant conservation and our role as caretakers of the green take firm root. As future herbalists are trained in responsible stewardship of medicinal plants, they will be the ones making informed choices of which herbs to select for their formulas, which herbs to wildcraft, which herbs to cultivate. Ultimately, it is the students we train today who will make the difference tomorrow.

We have put together this Educational Manual to help you organize your presentation and to provide necessary resources for you. Presentations can be offered at local garden clubs, herb associations, herb conferences, churches, schools, hospitals— anywhere, really— where there is an interest in nature, medicine, gardens and natural resources. To help make your presentation more interesting, we have handouts and resources available— see resources section below.

Many of you are already stressing medicinal plant conservation as an important aspect of your curriculum and emphasize that it's at the core of your teachings. Our desire is to work more closely with you, forming a supportive partnership, a link between your conservation program and United Plant Savers. We have many resources, excellent teaching aids and important information to share with you. It is also in the best interest of the herbal community to increase the membership of UpS. The more united our voices are at this time, the greater effect we have.

The mission and vision of United Plant Savers is clear and simple: to conserve and restore native medicinal plants of the United States and Canada and their habitat while ensuring an abundant renewable supply of medicinal plants for generations to come. Following the adage of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has . . ." we are making an appeal to those of you who are involved in herbal education to participate in the work of UpS. It is our belief that in creating greater awareness among those who love and use the plants, we can change the plight of our wild plant populations so that future generations of herbalists can enjoy the same herbs we love and honor today ~ in abundance in the wild!



With you in the spirit of the green,

Rosemary
Rosemary Gladstar
UpS President

Rosemary Gladstar is the founder and president of United Plant Savers. She lives on 500 wilderness acres in Vermont where she founded the Sage Mountain Herbal Retreat Center and Native Plant Sanctuary. Rosemary has been a practicing herbalist for nearly 30 years and is the author of *Herbal Healing for Women* (Simon & Schuster) and *Rosemary Gladstar's Family Herbal*.

II. At Risk Medicinal Plants

UpS has been seeking a clear vision as to which native American medicinal plants should receive the primary focus of attention for our plant protection efforts. This has taken the form of the UpS "At Risk" List, which has been defined and reviewed quite exhaustively and agreed upon by the UpS Board of Directors. The list consists of plants which are broadly used in commerce and which, due to over-harvest, loss of habitat, poor logging practices, or by the nature of their innate rareness or sensitivity are either at risk or significantly declined in numbers within their current range. To make the "At Risk" and "To Watch" lists more objective and scientific, the "At Risk" committee has developed a numerical assessment tool. Currently the plants on the "At Risk" list are being scored, and the lists will be re-evaluated accordingly. In this gallery you can see and learn about many of our most precious and endangered plants. See the Resources section for information on the UpS slide show of At Risk Medicinal Plants, which includes these plants and more and is an excellent resource to present at your herbal talks. The show consists of beautiful images contributed by a variety of herbalists and will add much to your talk/presentation.

1. American Ginseng *Panax quinquefolius* *Araliaceae* - Ginseng Family

A perennial herb that grows in the eastern United States, ginseng favors north or east facing slopes with rich well-drained soil, especially naturally occurring hardwood trees of maple, basswood, poplar, beech and oak. Height can be between 1-2 ft. and its root can sometimes resemble the human form. Its leaves are palmately divided into 4-5 (occasionally 3-7) sharp-toothed, oblong-lance-shaped leaflets. Flowers greenish-white in round umbels appearing in June-July. Bright red two-seeded berries ripen in late July to October. The plant dies back to the ground each year leaving a scar on the "neck" at the top of each root, and the age of the root is determined by counting these scars. The root is used as an adaptogenic tonic, for mental and nervous exhaustion from overwork. Was historically used for nervous dyspepsia, or digestive weakness from stress. American Ginseng can take up to 7 years before it can produce seeds for reproduction, so the harvesting of small roots is unsustainable to the species. Over-harvesting for the commercial trade for two centuries and loss of critical habitat have contributed to its "at-risk" status.



2. Black Cohosh *Actaea racemosa (Cimicifuga)* *Ranunculaceae* - Buttercup Family

Black cohosh is an erect, smooth stemmed perennial that reaches a height of 6-8 feet when flowering. Flowers are white in very long elaborate spikes, often resembling wands, and are quite stunning to see in bloom as they can usually be seen from a distance. Flowering can occur between May and September. Grows in moist rich woods, often on hillsides. Native to Canada and the eastern United States. The leaves are three-divided and sharply toothed. Today black cohosh is well known for easing menopausal symptoms, but its traditional uses are for many female reproductive issues, especially painful ones. It is also a major remedy for rheumatism and neuralgia. Over-harvesting for commercial trade, especially for its renowned use in treating menopausal symptoms, as well as loss of habitat, put it on "at-risk" status, but it is easily cultivated at home and should be purchased only from cultivated sources.



3. Bloodroot *Sanguinaria canadensis* *Papaveraceae* - Poppy Family

The blooming of this herbaceous perennial is one of the first signs of spring. Bloodroot grows to about eight inches in height with distinct leaves, each with undulate, rounded lobes toward the top half of the leaf, which is usually broader than long. A single, waxy, white twelve-petaled bloom, two-three inches in diameter, emerges before the leaves in spring, from the end of March in the south to June in the north. Grows in moist, rich, shaded woods. One of the earliest uses of bloodroot or pucoon, as it was commonly known, was as a dye. The rhizome and roots have been used as an expectorant where there is burning or itching of the respiratory mucosa. It has been used externally for sores, ringworm and other skin problems, as well as in commercial toothpastes as an anti-plaque ingredient. Loss of woodland habitat has put it on our "at-risk" list.



4. Blue Cohosh *Caulophyllum thalictroides* *Berberidaceae* - Barberry Family

Blue cohosh is also perennial, and grows to about two feet in height. The plant has a smooth stem with the leaves and stem looking as though they are covered with a bluish film. Leaves are divided into three, sometimes five leaflets with 2-3 lobes. Flowers are a greenish-yellow or a greenish-purple in color in terminal clusters, blooming between April and June. In late summer, the plant produces bluish-black fruit. Blue Cohosh, which is not related to Black Cohosh, grows in moist, rich shaded hardwood forests from New Brunswick to South Carolina, west to Arkansas and north to North Dakota and Manitoba. Blue Cohosh is used as a uterine stimulant to bring on suppressed menstruation and for easing menstrual cramps. Blue cohosh is difficult to propagate having very specific and limited habitat requirements that place it "at-risk" from collection in the wild.



5. Echinacea *Echinacea spp.* *Asteraceae* - Aster Family

There are nine species and two varieties of Echinacea indigenous to North America. Depending on the variety, some species of Echinacea grow in the prairie states (Oklahoma, Kansas, Nebraska and Texas) as well as in open woods, thickets, and cultivated gardens from the northeastern United States to the Midwest. It's a perennial that grows to about 1-4 feet with erect, simple, or branched stems. The alternate leaves are oval and covered with a coarse hair. Flowers with a prominent cone head that is a light to dark orange/reddish brown in color, surrounded by rays (petals) of light pink, dark pink, purple or white. It flowers from June to September. Echinacea was long used by the Native Americans. The root, leaves, flowers and seeds are used to stimulate the immune system, especially in cases with swollen lymph nodes. It is very useful for helping clear infections, boils, etc. The root is the most commonly used part, so removal of the entire plant by collectors has caused widespread elimination of entire stands in the wild. This plant is very easily cultivated and use of the aerial parts, including the powerful seeds, should be encouraged.



6. Eyebright *Euphrasia spp.* *Scrophulariaceae* - Figwort Family

Eyebright is a creeping annual growing only 4-8 inches in height. It grows in meadows and open grasslands where it is semi-parasitic (root is attached to certain native grasses). It is gathered in summer when in flower. The flowers are often numerous, small, scalloped-edged and white with purplish lines. The leaves are tiny and oval-shaped. Eyebright is used for allergic conditions of the sinuses, eyes, middle ear, nasal passages and inflammation from conjunctivitis. Because of its special growing requirements, eyebright is difficult, if not impossible to cultivate, placing it "at-risk" of over-harvesting in its limited wild habitat.



7. False Unicorn Root *Chamaelirium luteum* *Liliaceae* - Lily Family

Also known as Helonias, this perennial grows to a height of about 3 feet. Leaves are smooth, oblong in basal rosettes. Flowers are greenish white with both the male and the female plant flowering separately. Bloom period is May - July. It grows in moist, rich woods and low-lying areas east of the Mississippi River. The root has been used as a uterine and ovarian tonic. Shrinking habitat coupled with increased demand is causing serious depletion of this already sensitive plant.



8. Goldenseal *Hydrastis canadensis* *Ranunculaceae* - Buttercup Family

A perennial herb growing to a height of about 6-8 inches with a forked hairy stem and dark green, deeply veined, five or seven lobed leaves. The single main leaf is larger than the 2-3 secondary leaves. Flower is solitary with greenish-white sepals and the blooming period is April - May. Its berries look like raspberries and ripen in July or August. Goldenseal loves the rich soil of the hardwood forests and can be found growing in the eastern half of the United States, especially in the Ohio River Valley. The root is a short knotty rhizome, usually 2-3 inches in length and about 1/2 to 3/4 of an inch thick. The rhizome is intensely yellow and has many rootlets. Goldenseal is used internally and locally for its antiseptic and anti-microbial actions. A small amount in formulas is useful for atonic states of the digestive tract and for mucosal inflammations. Over-use and over-harvesting for commercial use has decimated wild populations of this woodland habitat specific rhizome, placing on the international CITES list. Habitat destruction has been a concern for this plant for well over 100 years. It can be cultivated in a woodland setting so purchasing organically cultivated goldenseal, and applying it appropriately will help insure its continued availability as a medicine.



9. Lady's Slipper Orchid *Cypripedium spp.* *Orchidaceae* - Orchid Family

Lady's Slipper is a beautiful perennial orchid, 6-15 inches in height with a pink, yellow, or sometimes white flower. The flower has a strongly veined pouch with a deep furrow. The leaves are broad and lanced-shaped. Blooming occurs between May and June. Native to the eastern United States, its natural habitat is woods, preferring an acidic location. Lady's Slipper was held in high regard by the Native Americans who used the root as a sedative and anti-spasmodic. To come across a group of Lady's Slipper orchids growing in the wild is an auspicious occasion indeed. Lady's Slippers require specific fungi to be present in the soil in order for the seeds to germinate. Additionally, the plants are typically 25 years of age before they set seed and require their only pollinator-the bumblebee-to do so. Transplanting from the wild almost always results in the eventual death of the plant because roots damaged in digging allow for disease to enter and eventually kill the plant. Use analogs only.



10. Lomatium *Lomatium dissectum* *Apiaceae* - Carrot/Parsley Family

A number of Lomatium species grow throughout the mountains of the Northwestern United States and several have reputations as medicines. Lomatium dissectum has large showy leaves and umbel-shaped terminal flower clusters which resemble carrot tops. It can grow to 40 inches in height on sturdy, hollow stems. The flowers are yellow, about 2-5 inches in width and resemble clusters of yellow buttons. It has a large taproot that bleeds a sticky, whitish sap when cut particularly during the springtime. This sap gives the root a unique smell, like that of a strong, earthy parsley or carrot. Lomatium prefers the soils of dry, steep, rocky hillsides. Its main medicinal value lies in its use as an anti-viral, most notably for respiratory infections like bronchitis and pneumonia. Use sparingly as a little goes a long way for this powerful plant. Over-harvesting in a limited growing habitat and difficult and slow regeneration have placed Lomatium on the "at-risk" list.



11. Osha *Ligusticum porteri*, *L. spp.* *Apiaceae* - Carrot/Parsley Family

Osha has a frightening resemblance to its poisonous relatives, Water Hemlock and Poison Hemlock and can be very difficult for the untrained herbalist to find. Osha reaches 1-3 feet in height and has umbrella-like flower clusters that are white to pinkish in color and are borne in one to a few umbels. The leaves are pinnately divided into 1 to 4 pairs and are about 8 inches in length. The stems are hollow and stout. The best identifying features of Osha are its smell and the nature of its taproot. Osha's large, brown root smells like spicy celery and it has dead leaf material surrounding its crown giving it a hairy appearance. Osha prefers moist growing conditions and can be found in the mountainous areas of the western United States. Called "Bear Root" by Native Americans for its powerful healing properties, often used in sweat lodges. It is a powerful lung remedy that helps dry up loose, watery phlegm and relieves upper respiratory inflammation. Osha is difficult to propagate and has a very specific and limited growing habitat that does not tolerate human encroachment well. Although there are some abundant wild stands, they are becoming increasingly scarce. Over-harvesting of smaller roots, much of which is exported to Mexico where it is widely used has contributed to its being placed on the "at-risk" list.



12. Peyote *Lophophora williamsii* *Cactaceae* - Cactus Family

Peyote is a cactus native to northern Mexico and the southwestern United States. It grows to about 2 inches in height and has a squat gray-green body with tufted hairs and pink or white flowers. Peyote has been used as a shamanistic plant in North American religious ceremonies to deepen spiritual understanding for over 3,000 years. It contains alkaloids, principally mescaline, which is a powerful hallucinogen. Its traditional medicinal uses include treating fevers, as a painkiller for rheumatism and to treat paralysis. Peyote can also be applied as a poultice for fractures, wounds and snakebites. This cactus is not commercially cultivated, and widespread habitat loss due to development places it on the "at-risk" list.



13. Slippery Elm *Ulmus rubra* *Ulmaceae* - Elm Family

Slippery Elm is a large tree with a brown trunk growing from 40-60 feet in height. It is native to moist woods of the United States and Canada. The inner bark of the tree is collected in the spring. This inner bark contains mucilage and is used medicinally to soothe irritated tissues of the mucous membranes of the chest, urinary tubules, stomach and intestines. The Native Americans used this plant externally as a poultice for wounds, boils, ulcers and inflamed eyes and internally for fevers, colds and bowel complaints. Though susceptible to Dutch elm disease, this tree remains healthy and useable for the first several years of its life. It should be cultivated as part of our sustainable farm and garden practices.



14. Sundew *Drosera spp.* *Droseraceae* - Sundew Family

A small perennial about 4-9 inches in height with tiny, rounded, 1/2" wide leaves that are covered with reddish, glandular-tipped hairs exuding a sticky substance or "dew" which is used to catch insects. The flowers are white or pinkish and bloom from June to August. Sundew can be found growing in the wet, acidic soils of bogs in the eastern United States. Traditionally, a tea or tincture was used to relax the muscles of the respiratory tract to relieve dry, spasmodic coughs, bronchitis, asthma and whooping cough. This plant is rare and should not be picked from the wild, however it can be cultivated. If growing conditions are right it will self-pollinate and spread after several seasons.



15. Trillium, Beth Root *Trillium* spp.

Liliaceae - Lily Family

Trillium is native to the rich woodlands of North America. It's a perennial with an erect stem growing from 6-16 inches in height with 3 slightly oval-triangular leaves and a 3 petaled triangular flower, blooming in red, white or yellow from April to June. The Native Americans used the rhizome as a tea for menstrual disorders, to treat menopause, to induce childbirth and as a uterine astringent. It was also used for coughs and bowel troubles and as a poultice for tumors and inflammations. The plant is propagated by ants in the wild and may take up to 15 years to flower. Only cultivated roots should be used for medicine today.



16. True Unicorn Root (Star Grass) *Aletris farinosa*

Liliaceae - Lily Family

This perennial grows to about 3 feet in height and has a flowering stem with smooth, lance-shaped leaves and white bell-shaped flowers. True Unicorn Root is native to eastern North American swamps and wet, sandy soils especially near the seashore. There was formerly much confusion between this plant and False Unicorn (*Chamaelirium*). The rhizomes have been used for the treatment of digestive complaints and rheumatism. A long-lived perennial that takes several years to flower and reproduce places it at risk. Wild stands need to be carefully managed to withstand any harvesting of the roots for medicine.



17. Venus Fly Trap *Dionaea muscipula*

Droseraceae - Sundew Family

A carnivorous plant with bright green leaves and long whitish needles that lie open until an insect lands on the leaf. The leaves secrete a sticky substance that traps the insect; the leaves then close locking the insect inside where the plant digests the insect very slowly, then sets up its trap again. Used medicinally for chronic diseases such as cancer, arthritis and immune deficiency states. Herbalists should consider using the leaves and traps of the plant, which contain all active constituents, leaving the rhizome to conserve the life of the plant community. It is one of the easiest carnivorous plants to cultivate.



18. Virginia Snakeroot *Aristolochia serpentaria*

Aristolochiaceae - Birthwort Family

Virginia Snakeroot grows from 8 - 20 inches in height with elongated leaves that are arrow-shaped and has flowers that resemble a pipe. The flowers are purplish-brown in color and bloom from May to July. This rare plant is found growing in the rich woodlands of eastern United States. Virginia Snakeroot was used by the Native Americans for snakebite and the early stages of flu and fever. This plant is rare in the wild, use cultivated roots only.



19. Wild Yam *Dioscorea villosa*, *D. spp.*

Dioscoreaceae - Wild Yam Family

A deciduous perennial vine growing to about 20 feet in height in moist woodlands, with heart shaped, alternate leaves and tiny green flowers that bloom from May - August. The Native Americans used the root as a tea to relieve labor pains. The root and tuber have valuable anti-spasmodic and anti-inflammatory properties. Birth control pills were first manufactured from components derived from wild yam. Living in climax hardwood forests, it reproduces by clonal division - a single plant living up to 60 years or more. Choose cultivated resources to ease the pressure of dwindling wild habitats.



III. “At Risk” and “To Watch” Lists

The “At Risk” list consists of plants which are broadly used in commerce and which, due to over-harvest, loss of habitat, poor logging practices, or by the nature of their innate rareness or sensitivity are either at risk or significantly declined in numbers within their current range. The wild medicinal plants on the “To Watch” list have been proposed for inclusion on the “At Risk” list but are in need of further research. In some cases the plants are abundant in one bioregion and quite rare in another. Some of these plants are widely used in commerce, while others are not. United Plants Savers is watching these plants and collecting information on levels of commercial usage while monitoring the viability of these plants within their current range.

UpS has formed a committee to gather data and assess the status of these plants. The new assessment tool criteria includes the plant’s life span, reproduction, ability to withstand disturbance, whether it requires interactions with other ecosystem members like specific pollinators or fungi, its abundance and range, the vulnerability of the plant’s habitat to human pressures, the effects of harvest on the plant and its population, market demand and its ability to be cultivated.

UpS has not called for a moratorium on the use of these plants. Rather, we are initiating programs designed to preserve these important medicinal plants in the wild and are calling on others to join our efforts. Your input is welcome and encouraged.

~ At Risk List ~

American Ginseng - *Panax quinquefolius*
 Black Cohosh - *Actaea racemosa* (*Cimicifuga*)
 Bloodroot - *Sanguinaria canadensis*
 Blue Cohosh - *Caulophyllum thalictroides*
 Echinacea - *Echinacea* spp.
 Eyebright - *Euphrasia* spp.
 False Unicorn Root - *Chamaelirium luteum*
 Goldenseal - *Hydrastis canadensis*
 Lady’s Slipper Orchid - *Cypripedium* spp.
 Lomatium - *Lomatium dissectum*
 Osha - *Ligusticum porteri*, *L. spp.*
 Peyote - *Lophophora williamsii*
 Slippery Elm - *Ulmus rubra*
 Sundew - *Drosera* spp.
 Trillium, Beth Root - *Trillium* spp.
 True Unicorn - *Aletris farinosa*
 Venus’ Fly Trap - *Dionaea muscipula*
 Virginia Snakeroot - *Aristolochia serpentaria*
 Wild Yam - *Dioscorea villosa*, *D. spp.*

~ To Watch List ~

Arnica - *Arnica* spp.
 Butterfly Weed - *Asclepias tuberosa*
 Cascara Sagrada - *Frangula purshiana* (*Rhamnus*)
 Chaparro - *Casatela emoryi*
 Elephant Tree - *Bursera microphylla*
 Gentian - *Gentiana* spp.
 Goldthread - *Coptis* spp.
 Kava Kava - *Piper methysticum* (Hawaii only)
 Lobelia - *Lobelia* spp.
 Maidenhair Fern - *Adiantum pendatum*
 Mayapple - *Podophyllum peltatum*
 Oregon Grape - *Mahonia* spp.
 Partridge Berry - *Mitchella repens*
 Pink Root - *Spigelia marilaandica*
 Pipsissewa - *Chimaphila umbellata*
 Spikenard - *Aralia racemosa*, *A. californica*
 Stone Root - *Collinsonia canadensis*
 Stream Orchid - *Epipactis gigantea*
 Turkey Corn - *Dicentra canadensis*
 White Sage - *Salvia apiana*
 Wild Indigo - *Baptisia tinctoria*
 Yerba Mansa - *Anemopsis californica*

IV. Sustainable Use of Medicinal Herbs

Wildcrafting Guidelines

In order to insure a plant's survival in the wild, we need to define "what is *wildcrafting*"? Giving a definition better enables us to look at our actions and then decide on how to act responsibly. "Wildcrafting" is the harvesting of any plant that is not being cultivated. Which means that if you are not picking a plant from a garden or a farm, then you are picking it in the wild. For example, if you pick some dandelion blossoms from the park, you are obtaining your plant in the wild.

Remember to consider the impact on the land, the future of the plant population in any given area, how the earth will respond, and the degree to which it will be able to rejuvenate itself. As the Rocky Mountain Herbalist Coalition states in its wildcrafter's packet, "The essence of wildcrafting is harvesting wild plants in a manner that increases their numbers and health". To make this process easier for everyone to understand, here are some general guidelines:

1. Remember you are harvesting plant material for medicine, either for personal use or for others. Know the plants you wish to select. Proper identification is important! Also think first about the plant community and how many plants it can manage without, not how many plants you need to make so much product or profit.
2. Make sure the areas you are going to have not been sprayed. Ask if in doubt. Highways and roads have many toxins so it is usually best to harvest 50 feet from state highways and 20 feet from country roads. Old logging roads with no traffic are OK.
3. If you are harvesting on private land, ask permission. If you are going to harvest on public land (State/National Forests) secure the appropriate permits if necessary. Try to harvest from areas you know and love, areas that you return to year after year. Watch and observe; do these plants regenerate and come back in greater abundance?
4. Take only as many plants as you can reasonably use. Don't waste! Some Herbalists feel that you can harvest up to 25% of the weedy species (pioneer plants) and 5% native species from an area. Others feel even this amount exceeds sustainability at this time. Obviously, each situation is different. UpS takes the stand to err on the side of conservation. If you do come across a patch of rare native plants growing, feel blessed, look at them, take a photograph, but do not touch or pick. Let these plants grow and allow yourself to feel lucky enough to observe this auspicious event.
5. Replant the areas you are harvesting from. Help scatter seed, replace crowns, and plant roots. Leave plenty of mature and seed producing plants and grandparent plants to reproduce. Harvest some of the best, leaving the rest of the best so that reproduction is done from the strongest stock. Harvest in the appropriate season, i.e. roots should be picked in the fall after the seeds have dropped.
6. Always wildcraft with thoughts of beauty and how this plant community will be more beautiful when you are through.
7. Most importantly, cultivate as many of the plants you need as possible. Gardens are powerful ways to do good healing work for the earth. In this manner, you will be obtaining the best plant material available for your own medicinal needs.

The flip side of wildcrafting responsibly is choosing herbs whose populations can handle our frequent use.

Sustainable Use of Herbal Medicine

When thinking about the impact of our herb use on the plants themselves and the ecosystems that also depend upon them, several criteria come to mind. One is the proximity of the herbs' normal habitat to human settlement. Plants that grow in disturbed soil—where people settle—are often particularly prolific, whereas some of the plants that grow in undisturbed areas grow and reproduce more slowly. Focus on plants that grow near people for frequently used herbs. Common, “weedy” herbs like dandelion, burdock and nettles; culinary or garden herbs; colonizers of disturbed areas like mullein and plantain, and other “volunteers” should form the foundation of our herbal pantries. These plants are gentle, safe and sure remedies that are sustainable in situations that call for larger quantities of herbs because they reproduce easily - there's really no chance of over harvesting them. Therefore, they are appropriate for daily tonics and common home remedies.

Use sparingly plants that grow away from people. Plants that are native to forests, mountains and wetlands are often more potent medicines that should be used for more serious conditions for limited periods of time. It is important to understand these herbs well to use them safely. They are sustainable when used for acute, short-term treatment where small amounts of the herbs will suffice. Examples here include lomatium, sundew and arnica.

Another ecological concern is whether the plant is native or considered an “invasive exotic” - non-native plants like Japanese honeysuckle, kudzu and Japanese knotweed “take over” and displace the native plants in an area. Many of these plants are great medicines that can be effectively used in place of our “at risk” herbs as analogs. For example, purple loosestrife is very helpful for inflammatory gastrointestinal problems, and is a superior filter of the wetland environments it has “taken over”. Harvesting invasive species invites careful observation of the herbs to learn their ecological and medicinal benefits.

Native meadow dwelling herbs often attract and benefit bees, butterflies and other pollinators. Commonly displaced in the quest for the perfect lawn and in development of so much prairie land, wildflower areas provide critical habitat and food for these beings as well as birds and other animals in the web. They are wonderful medicines that can be easily cultivated for medicinal use. If the roots of plants like Echinacea, gentian and pleurisy root are used, they should come from cultivated sources, but the flowers and seeds of Echinacea are also potent, and the aerial parts of many wildflowers are useful and can sustainably be harvested for medicine.

Many curative herbs from the forest are slow growing, propagate less easily and therefore reproduce slowly when harvested. Their roots are often used medicinally, so in wildcrafting, the whole plant is removed. Included are famous remedies like ginseng and goldenseal that have been continually harvested in commercial trade for centuries. These plants are among our most potent medicines, and should certainly be used with care and in moderation. It is important to use these remedies according to their traditional use rather than fall into “fads” such as using goldenseal as a pharmaceutical antibiotic or ginseng as a pick-me-up.

What you can do to help the plants and environment while getting the benefits of their healing power:

- ◆ Grow your own
- ◆ Look for “organically grown” on the label
- ◆ Increase biodiversity on your own land by planting native medicinals
- ◆ “Caretake” areas by replanting seeds, dividing roots crowns, etc.
- ◆ Use aerial parts of plants, bark or twigs instead of roots when possible

V. What You Can Do To Help Protect Our Native Medicinal Plants

You Can Plan a United Plant Saver's Sponsored Event

Guidelines for Organizing a United Plant Savers One-Day Event

Creating and hosting a one-day UpS fund-raising event can be a wonderful and rewarding experience for you and your organization, as well as a worthwhile educational contribution to your community. For many people sponsoring a public gathering is a new adventure and assistance from those with experience in such areas can be very helpful in making it a successful event. With this in mind, UpS is offering our consulting services to UpS members who wish to host an herbal event. The basic plan is as follows:

Those wishing to host an event must submit their request in writing to UpS. The UpS board members will review requests and decide whether the event and the hosting group are aligned with our mission. Written consent from the Board will be sent and this should occur before event planning begins.

The organizer should plan to meet or consult with by phone, mail or e-mail, a designated UpS board member or staff person at least once several months prior to the event to discuss strategy and plans for the event. For day-long "Planting the Future" type events, we recommend 9 months planning ahead.

Many cooperative planning benefits can be shared between UpS and the organizing organization. We will make available a one-time use only of the UpS mailing list for your geographical area. UpS may also agree to advertise the event on our website and in our publications. Other cooperative efforts between the organizing group and UpS may also be arranged including UpS doing the graphics for flyers, finding appropriate teachers to attend the event, handling registrations and financial transactions. These matters are negotiable, depending on the event. Typically, for a UpS fund-raising event, a hosting organization will receive 5% (up to \$500) of the net profits of the event. However, other beneficial arrangements are possible. UpS offers its services to members and organizations on a win-win basis and we want to maximize good relationships and out-reach possibilities whenever possible.

If you are interested in hosting a UpS fund-raising event,
please call us to discuss the many ways we can work together.

Outline for Event Planning

1. Your Vision

The first step is stating your vision for the event. Write your vision down and over several days go back to it and reshape it. Make a clear statement of purpose what this event is about and for. Then stand back and look at it:

Is it cohesive? Is it well defined? Will other people recognize and respond to your vision? Get other people's opinions. Does it capture their enthusiasm? Will it meet your community's needs and approval (important if you want it to be successful).

Is it possible to carry out given the resources (financial, time, energy etc.) that you have? Your statement of purpose needs to define and contain the vision that you have for your gathering. Common problems include trying to do too much in the gathering, too many themes, ideas and losing cohesion and purpose. It is better to focus on one, at most two themes.

2. Selecting a Theme

The theme and vision are very similar. The theme grows out of the vision. Select a theme to support the vision. Make a statement of purpose through your theme. Generally for one day events, a celebration or fair-like theme will draw more participants. For example, a theme such as "In Celebration of Herbs" leaves room for a variety of topics from medicinal to cosmetic classes. The title implies that this will be a celebration and could include food, booths, classes etc.

You could also base your theme solely on the replenishment and protection of native medicinal plants including techniques for growing threatened plants and offering plants for purchase so folks could start their own medicinal plots. Another idea is the herb garden theme and herbal fair where there are booths offering herbal crafts and products for sale. You can also create your theme around the changing of the seasons, i.e. A Solstice Herbal Celebration with herb walks, classes, crafts, booths and a ceremony planned around the Solstice.

The theme often determines the topic or to put it another way, the topic contains a statement of the theme. It needs to be clear so that people know what they're coming to and why. Today people have little free time (or money) to just go to anything. They are much more selective so you must be certain that your statement of purpose is clear, you have a clear theme and the theme will be something that will be attractive to people.

3. Budgeting For Your Event

Budgeting is the key to whether your event will be financially successful or not. There are a variety of factors that go into a budget. Some of the common ones are:

A. Expenses

- Rental of a location
- Advertising
- Printing/ mailing costs
- Teacher salaries and travel expenses
- Food

B. Income

Registration/ Admission Fees - Pre-Registration, one of the most essential factors, can provide you with a realistic idea of how many people you can expect to participate. This is important in site selection and ALL budget planning.

Sponsorship • Booth Rental • Food/Drink concession

Each event has certain unique characteristics that flavor the budget considerations. It will be necessary to entertain these on a case by case basis at the consultation and planning session.

4. Selecting Teachers

People are often but not always drawn to an event because they recognize favorite names/teachers. It can be expensive paying for the travel and teaching expenses of teachers. First, LOOK AT YOUR BUDGET. What does it allow for teachers fees? Who can you afford? It might be wise to get one or two well-known teachers, especially if they live in your area to serve as the main draw. It is always smart to use local teachers because it gets their support and they are often respected and known in your community.

Although you may feel some teachers are priced beyond your budget, never hesitate to ask or include them. They may want to support a cause like United Plant Savers or to get more exposure in your community or perhaps for some unknown reason. Remember everyone starts out at the beginning and we all hopefully remember our roots and will be willing to occasionally reach back and help others along the way.

If you are inviting teachers to your event include a short "bio" on each of them so that people thinking about coming will know who these people are and what their credentials are. Including a list of names no one knows with no information is generally not appealing to people and certainly will not make people decide to come.

It is appropriate to ask teachers to donate their time in exchange for free advertising and a booth space. Here is one place you can effectively use the UpS name. You are hosting an event to support United Plant Savers and would they like to participate in this fund-raiser?

Select your teachers carefully, always using your budget as a guide. Use as many local teachers as possible, perhaps inviting one or two other well-known teachers from elsewhere if you feel it would round out your speaker list.

Remember, whoever you invite as teachers you are representing their teachings. Be sure you can be supportive of their work and what they teach. If you don't know the person, find out some background information before inviting them to your event.

5. Advertising

Advertising is the single most important factor in planning your event. You can plan the best gathering in the world but if no one knows about it, it will be a flop. Your budget is your guideline here. One ad can cost the entire profits you would expect to make. Careful planning is the key.

For a one-day event, do FREE advertising. Use your advertising budget to print flyers. Free advertising can go a long way. Do you have a local radio program that would like you to talk about herbs in exchange for mentioning the United Plant Savers Gathering that you're organizing? Newspapers, radio and local TV stations are all channels for free advertising. They are required to print free public service announcements and are often happy to do so.

A small listing is not nearly as effective as a press release. Do you know how to write a free press release for radios and newspapers? If not, the guidelines are simple. We'll be happy to send you some examples. Always follow these up with a phone call. You can invite the press to the event. This is often fun and good exposure, as long as the person is sympathetic to your herbal ways. In order for advertising to be effective, it needs to be in the public eye early enough for people to plan for the event and not so early that they forget it's happening. Do all of your newspaper and radio ads about two weeks before the event. Articles should appear one to two weeks before the scheduled event.

Flyers should be out circulating about 4-6 weeks before a one-day event. That means in the mail and to the person at least 4 weeks before the gathering. Also use flyers to post at the local co-ops, health food stores, super markets and any of the other great American Flyer collage boards waiting to be plastered all over town!

If you plan to use magazine and journal listings/calendars, these need to be submitted generally 3 months before the publication date. Sit down and figure out an advertising schedule. This can be broken down into major publications and journals, flyers and brochures, newspapers and radio. Find out the deadline dates for each publication and write these down. If these are to be paid ads, be sure you know the price as well. Does it fit into your budget? NEVER, NEVER OVER STEP YOUR BUDGET! You will be tempted to many times!

6. Flyer & Brochure Design

Designing a brochure and/or a flyer for a one-day event can be lots of fun. Cost does become a factor. You can hire a graphic artist to create a beautiful catchy flyer but your cost for doing this could also be the profit from your program. Be sure to carefully budget this in. Find out how much it is going to cost before hiring some one to do this for you. You can also use some of the computer programs available today and design your own flyer or brochure. For ideas browse the bulletin boards and see which flyers catch your attention. Get a feeling for what is appealing to you (again your theme) and incorporate these ideas into your design.

While intricate designed flyers can be beautiful, it is usually best to have a clean, sharply defined flyer. Remember this is your information tool so people have to be able to clearly read the details about the gathering. Too many words are less appealing than a few bold words. Be concise with what you say, but say enough so that people know what they are being invited to. Graphics are always eye-catching. A flyer with graphics or a photo is much more interesting than one with all words. There is a series of books published by Dover Publications that contain copy-free graphics. They cover a variety of subjects and some of them are quite beautiful. These books are not easy to find so you may have to ask your bookstore to order them for you.

You must consider your budget when printing your flyer. It costs more to print two sides of a piece of paper so you may want to fold it over and apply the mailing sticker directly to the flyer (more ecological as well). How many flyers to print? Again a determining factor is your budget. How many people do you wish to attract and how much other advertising you are using will help determine how many to print. Taking all this into account, printing up about 500 flyers (should cost less than \$50.00) for a one day gathering. This should be enough to mail to the UpS mailing list and leave you ample to distribute in your area.

No matter how beautiful or eye-catching your flyer is, it must contain some very pertinent information. Be sure to include: the date, time, place, address, map if necessary (unless you want people to pre-register, in which case you can send them a map when they send their deposit) and cost. Also include who to make the check out to (always use a business name), whether there will be food or not, whether it's a "rain or shine" day and of course the UpS name should be included as well as any other sponsors who have contributed financially. If you are open to phone inquiries, add a phone number as well.

7. What to Charge for Your Event

The price of your event is very arbitrary but most one-day gatherings usually cost between \$20.00 and \$75.00. That's quite a range but it's determined by what you are offering, how much money you hope to make for your effort, what your purpose is, and what your community can afford to pay. Divide your budget by the number of people you can accommodate or hope to attract, and add enough for profit or donation. If you organize and plan well, it should work out with some profit margin.

8. How to Get Sponsors

Most companies and/or individuals will not sponsor a private person's business unless they hope to receive some financial contribution in return. Since you are organizing this event as a partial fundraiser for UpS, it makes it easier and more likely that you will receive sponsorship from supporting organizations. In effect, each sponsor is a contributor of some sort. UpS is a contributor by offering its name recognition and by offering its consulting services. You the organizer contribute your time, resources and energy. The other sponsors help by contributing their financial support.

Generally a business or company may be willing to sponsor an event if there's something in it for them, usually through advertising exposure and community good will and it's a cause or event they believe in.

Before deciding who you want to ask to sponsor the event, decide what you can offer in return for their support. Some suggestions include, free attendance for them and a guest at the event, free booth space, a free T-shirt of the event if available. It goes without saying that the sponsors should be listed and included on all flyers, brochures and advertisements. Let them know with whom and how much advertising you will be doing so they can see the exposure that they will be getting.

Write a letter to potential sponsors explaining your intention for the event. Be sure to include that it is in part a fundraiser for UpS and briefly explain what UpS is, your vision of the event and why you need their support. It is better to keep the letter brief and to the point. Business people are usually very busy and they'll know by the end of the first or second paragraph if they are interested. Tell them you will be calling in a week to talk with them further about sponsorship. Be sure to follow up in a timely manner.

How much to ask for when seeking funding for your event? Look at your budget. What do you need the most help with? If you could get enough funding to pay for the advertisement (flyer and mailing) this would get you initially off the ground. If your advertising budget is \$500.00 (includes printing and mailing), then a reasonable goal to set is \$500.00. Local business can usually donate \$100.00 - 200.00 each if this is an event they will want to sponsor. You may have a very successful business in town that might wish to donate it all.

For example, when we organized the fundraiser for The Green Mountain Herb Society, it cost \$400.00 for the mailing. We decided to ask four Vermont businesses to donate \$100.00 each, which they gladly did. This offset the single major expense of the event.

Be reasonable with what you ask for but be sure you ask for more than what you are giving. In other words, don't ask for a \$100.00 contribution and then give the company a free booth worth \$75.00 and free admittance worth \$45.00 etc. etc. You are not asking sponsors to cover your wage or help make a profit for you. You are asking them to help fund an event that will benefit a good cause and organization and benefit the community. In the process of that, your time and energy should be compensated and they should receive ample return for what they've invested in the way of goodwill and exposure.

Acknowledge the sponsors at the event (at the opening and/or closing ceremonies if appropriate) and to send them a follow-up letter of thanks.

9. Scheduling Your Event

Planning your schedule is an art. Are you going to have a keynote speaker? Are you going to have an opening circle? Are classes going to be in lecture or workshop format? Should they be an hour or 45 minutes or 2 hours? Should you schedule workshops throughout the day or leave open "free time"? These are some of the questions to consider. Take a moment to think about the events that you've attended and what you've liked or disliked about the scheduling. Use your reflections as a guideline.

You will need a rough estimate of the number of people you are realistically expecting to help plan your schedule. That will help you determine how many workshops to schedule at each time.

If you have 25 people attending, you certainly don't want to have four workshops scheduled at a time. One or at most, two workshops would be more appropriate. If you have 200 attending, you'd better not be caught with two workshops planned at a time. Also don't schedule your keynote speaker at the same time as other less known speakers. Make the arrangements so that it works for all. Perhaps have your keynote speaker offer a workshop alone, then schedule other speakers together.

It is very important how you arrange the topics of the workshops as well as the speakers. For instance, don't put all of your medicinal workshops in one time slot. What if you have no interest in medicinal herbalism? Place a garden workshop, a craft workshop and a class on making herbal medicine together. There should be variety and a good choice of topics to choose from if you are scheduling more than one class at a time.

If you are planning primarily an educational event, it is appropriate to have workshops scheduled throughout the day. If your event is to be more "fair-like" then don't overload the day with classes. Short demonstrations and hands-on workshops might be more appropriate for a one-day event, especially one that is planned as an herb day or an herb fair. It's always a nice touch to have small demonstrations and hands-on workshops at these events, an opportunity to experience an herbal facial, make a salve, get an herbal foot-bath.

It's important to open and close a gathering. This helps create the energy. It also makes people feel safe and cared for. These events are a ceremony, and ceremonies need beginnings and endings! Keep them brief, timely and to the point. The mood of the entire day will be set in that opening circle. Be selective of who speaks and what is shared.

When you have finished "mapping" your schedule, put it away then come back to it the next day. Stroll through it. How does it feel? Get some good, constructive feedback from others. Don't be afraid to change it several times, rearranging the classes and the timing.

A final tip: don't print the schedule until the last moment—the day before if possible. You might have to make last minute changes, like rain changes or a speaker has canceled or whatever. It is much better to hand people a schedule that is correct than one they have to keep making changes to.

**ENJOY THE PROCESS, THE CHALLENGES AND THE MANY REWARDS!!!
THANKS FOR HELPING TO SUPPORT THE WORK OF UNITED PLANT SAVERS!**



If you listen, they will teach you.

Giving a Presentation on Native Medicinal Plant Conservation

Any plant-lover can help raise awareness in his or her community by giving a presentation to a receptive audience. You don't need to be an experienced public speaker, teacher or herbalist to be effective! Some time, planning and passion are all that's required! Here are some ideas for the who, what, where, and UpS can help with information, visual aids.

Who—you! It only takes one person's initiative to get a workshop or other event going, but you must also be willing to follow up and see it through. Contact local groups such as wild-flower societies, master gardeners' groups, after-school programs, environmental groups, your local herb shop, herb studies class, health food stores, senior centers, nature study centers at parks, etc. and offer to give a presentation on UpS and the "at risk" and "to watch" species. Perhaps you are already a member of such a group, or have attended other events sponsored by one. Find out who the speaker or education coordinator is—he or she will be your contact person and guide you through the planning process. It may be helpful to write a short proposal, and many groups will want some sort of description of the presentation for advertising purposes. Try to make it concise but intriguing.

Working with an established group, store or center will give you the "who" will be attending the presentation and the "where" it will be held. The above-mentioned places publish or circulate schedules of their regular series of events, you just need to work out a date with the coordinator. Outreach to other plant-lovers will bring more attendees and help foster networking in your community. For example if you are giving a presentation at a nature center or school, also put flyers up at natural food stores, contact any local herbalists who teach classes and send a press release to local newspapers. Check with your contact person if there may be limitations on this, such as space or membership requirements. You can also organize your own event to be held at your home, business or farm, and advertise it through any of the above places. Newspapers and newsletters often have free community events calendars published in them. Contact the paper in advance so you know when their submission deadline is.

Keep an eye out for environmental fairs, Earth Day events and other festivals that offer table space to non-profits and environmental groups. UpS members have staffed tables at a number of such events. It is a great way to meet people and have fun letting people know about native medicinal plant conservation. For example, if the fair is at a natural food store, talk to people about sustainable choices in their purchase of herbal products. The UpS office can provide you with brochures and other materials to make your table successful.

UpS members are welcome to use the UpS "At Risk" Slide Show Presentation and Education Manual as guides. We offer the Slide Show for rent in both carousel and PowerPoint formats, and also have slides and cds available for sale. Contact the Vermont office to arrange the rental—\$35 is the rental fee. In either format, it comes with a "script"—a short paragraph of information on each slide. There are beautiful photos of the "at risk" and "to watch" species organized by native habitat, as well as images of cultivated plants, the "at risk" list, planting projects and the UpS Botanical Sanctuary in Ohio. More information on the "at risk" species is found in this Education Guide. It also contains a wealth of information on UpS projects and other ways you can help our native medicinal plants. There are

pages in the Education Guide that you may reproduce for handouts. UpS can send brochures and other information as needed too.

You may also want to hand out other, more locally specific information to your participants. Contact your state wildflower or native plant society, Fish & Wildlife Service, office of environmental conservation or botanical garden. Visit their websites to download and print resource materials. The UpS office can provide you with your state's native plant organization contact info. Investigate the government listings of your phone book, visit your library and search the internet. Provide time after your presentation for organizing and networking, planning a plant rescue or other project or discussion of local plant conservation issues.

Snacks and herbal goodies may be available to you for free or at low cost. For example, at a presentation given by natural food co-op personnel who are also UpS members, they obtained free tea samples from an herbal tea manufacturer and snacks from their deli department. If your workshop is for a gardener's group, bring some potted-up herbs or "weeds" that are effective analogs to "at risk" plants to talk about and give away. Be creative—the more hands-on and colorful your presentation the more people are likely to remember it and be inspired to join our effort to preserve our green friends!

Slide Show & Video of "At Risk" Plants - Available for Rent or Sale

UpS members can rent an informative slide show of "at risk" medicinal plants. The show contains over 80 slides showing the roots, leaves, seeds and flowers of these plants and comes with an informative script. Perfect for presentations to garden clubs, conservation groups and local communities to create an awareness of the plight of our native medicinals, it is available for rent for \$35.00. Please call our home office (802-476-6467) to arrange the rental at least three weeks before your presentation date. You may also inquire about purchasing the show, in slide or PowerPoint formats. We also have a 12-minute video about the mission of United Plant Savers available for sale (\$12.00) or rent (\$5.00) that is very nice for introducing United Plant Savers and presentations. Rental of the UpS "At Risk" Slide Show or PowerPoint Presentation includes the Presentation Package

May your talk be inspiring, educational, and fun!



Katherine Yvinskas

UpS Presentation Package

Many members of United Plant Savers belong to other organizations of like mind/like purpose, or are herbalists, teachers and educators. We have found that people are very interested and want to know more about how to help preserve our native medicinal plants. So we have prepared a **Presentation Package** to help you better present this information to your classes, gatherings, and organizations. You do not have to be skilled as a “public speaker” or a professional teacher to present this information well. Oftentimes, informal but informed sharing is the best method of sharing information.

If you have a community event, herbal gathering or class that you would like to present information on United Plant Savers, please contact the UpS Vermont office.

A \$25 + shipping material fee is required to cover the cost of the package.

THE PRESENTATION PACKAGE INCLUDES:

- ◆ A Tape of an informal talk on United Plant Savers presented by Rosemary Gladstar or other UpS presenter (to help give ideas for your own presentation).
- ◆ An outline for a suggested talk on United Plant Savers
- ◆ Articles on and about United Plant Savers and plant preservation
- ◆ Current UpS “At Risk” list
- ◆ UpS Directory of Farms & Nurseries that supply At Risk medicinal plants
- ◆ Brochures on United Plant Savers (let us know how many you will need for the presentation)
- ◆ UpS 100% organic t-shirts are also available upon request. Inquire about cost and availability.

*If you need any other help or advice in presenting your talk
please contact our home office.*



illustration © Alexis Katchmar

What you can do to help protect our Native Medicinal Plants:

UpS Partners in Education ~ *One Seed at a Time*

We are offering a special student membership of \$20 per student for all herbal schools, apprentice programs, and training courses that enroll their students as a group. There are two ways to sign your students up:

- a. The simplest way is to add \$20 to the program tuition fee, then automatically enroll each of your students as members of UpS.
- b. At one of your early training sessions, offer the students the opportunity to join UpS for the \$20 student member fee. We'll provide membership brochures. You or one of the students can collect the fees and send in the enrollment information.

In either situation, each student will receive a UpS membership package with all the benefits ~ informative newsletters, Plant Resource Directory, a twice-a-year plant or seed giveaway, membership discounts at UpS conferences and workshops, and the opportunity to help make a difference.

We do require that all students who enroll in Partners in Education send in their fees together. Send in (a) name of each student (b) permanent address and email (c) name of the school or program that is enrolling them. Send all names and checks in one envelope to the UpS Vermont office. If you have any questions about the program, please contact Betzy Bancroft at 802-476-6467 or e-mail her at plants@unitedplantsavers.org.

When your school/program joins Partners in Education, they will receive:

- ◆ Use of the UpS At Risk Slide Show (rental fee waived (1 X per class) for presentation to class. S/H is not included in this offer.)
- ◆ A copy of the UpS book, *Planting the Future*, for your school/program library.
- ◆ A copy of the resource booklet, *A UpS Education Guide* with curriculum outlines for a one or two day program on plant conservation that can be easily adjusted to fit your herbal program.
- ◆ Take Action! Projects for Planting the Future. Includes information on how to conduct projects focused on medicinal plant conservation that can be adapted and customized to your area.
- ◆ Schools and herbal programs enrolled in Partners in Education ~ One Seed at a Time will be listed annually in the UpS journal, and listed on the UpS website.

Join us in creating a greener, healthier world
through the conservation of our native medicinal plants.
Enroll your students in **One Seed at a Time**
and become a **Partner in Education!**

You Can Create A Botanical Sanctuary

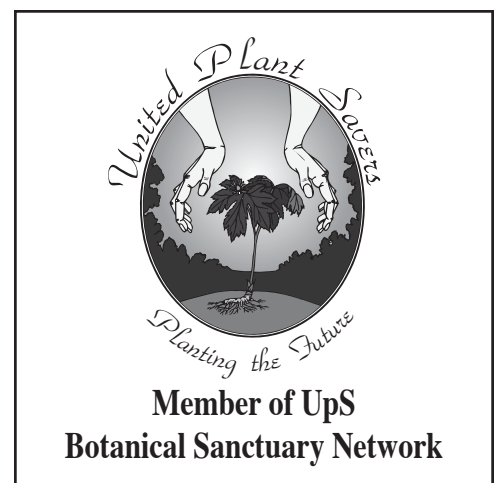
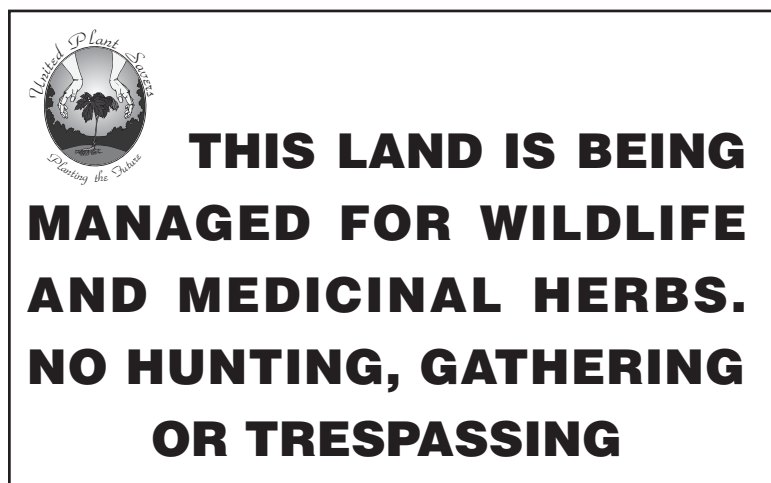
United Plant Savers' vision is to establish UpS Botanical Sanctuaries in people's backyards, farms and woodlands, creating a living green way of native medicinal plants throughout North America. 100 acres, five acres, one acre, or a 20' by 30' plot. Any of these spaces can become botanical sanctuaries. What is important is the work that you will be doing in helping to heal the earth. By creating your own botanical sanctuary, you become responsible for the caretaking of this special place. You can select the plants important to your medicinal needs and organically grow them. In this manner, you help sustain other plant populations by becoming less-dependant on the commercial supply of these plants. One less person or persons on the medicinal plant chain. Growing your own also insures that you will receive the freshest plant material available. Why not share some with your friends, as this botanical sanctuary can snowball into your community as well. The love and nurturing that goes in to caring for your own plants can never be replicated through commercial ventures. Your botanical sanctuary can also insure the happiness and well being of other life, such as bees, butterflies, moths, birds, and provide a safe haven for animals. We are all on this earth to co-exist together and it is vital for our own continued existence as a species that we humans provide these much-needed spaces. In doing so, you will experience the overwhelming joy of seeing your plant friends grow and reproduce. It is a beautiful feeling.

United Plant Savers Botanical Sanctuary Network

The UpS Botanical Sanctuary Network is one of UpS's best-loved projects. It is our goal to help establish and "grow" these botanical sanctuaries throughout North America. Our vision is to help our members develop methods to restore their land and reclaim it as "sacred space", a sanctuary for people, wildlife and plants. These sanctuaries will serve as repositories of "at risk" native medicinal plants and germplasm and as educational centers for medicinal plant conservation and propagation. Members of the Botanical Sanctuary Network (BSN) will have the opportunity to participate in United Plant Savers sponsored medicinal plant research. We have created a beautiful sign to post at the entrance to the property to identify this land as a UpS Botanical Sanctuary.

Join us in saving our treasured native medicinal plants by becoming a steward of Sanctuary land. To apply for membership in the Botanical Sanctuary Network (BSN) call, write or e-mail the UpS Vermont office.

UpS has an information package on Creating Botanical Sanctuaries. If you'd like to have some available for your presentation let us know ahead of time and how many to send.



Projects for Planting the Future

As members of United Plant Savers raise public awareness about the importance of native medicinal plant conservation through education, research and community involvement, following our presentations we've found a willingness and enthusiasm from participants to become involved. United Plant Savers has been dependent on member and community involvement since our inception in 1994. Believing in the adage of Margaret Mead, "Never doubt that a small group of committed concerned citizens can change the world; indeed, it is the only thing that ever has," we are inviting further involvement from our "committed, concerned citizens." Get involved. Have Fun! **Take Action!** Help plant a greener future.

We are inviting your community of plant lovers to become help save native plants from the grass-roots up through conservation projects. It is fun! It's nourishing! It's a wonderful way to get out in nature, to enjoy the company of other plant lovers, to get to know your community better, to involve school children. To get your fingers in the dirt and play! Most importantly, it's an effective way to ensure that the plants that our great tradition of American herbalism is based upon continue to thrive in abundance in their native habitats.

Projects include but are not limited to:

Planting and maintaining a native medicinal plant trail. Meandering through different, interesting places in a wooded area is a wonderful way to meet native plants and learn about their ecology. Labeling the plants and providing a map make the trail self-guided and accessible to visitors.

Monitoring and tracking wild herb populations in your bio-region. Monitoring plant populations involves counting plants in a given area repeatedly over time to track the number of plants, their relative age in some cases like ginseng, and other criteria. See the websites listed under Resources below to find out about projects in your area.

Setting up a plant rescue team and conducting plant rescues. Removing native plants from places scheduled for development and replanting them in safe havens is an important way to preserve the flora adapted to that area.

Creating and maintaining a native medicinal plant garden for the community. Gardens are a wonderful and beautiful way to bring people, especially children, together to learn, work and enjoy native plants. Sunloving herbs like butterfly weed and Echinacea do well in gardens, especially natural, prairie-like settings.

Join your local Native Plant Society or Wildflower Society. Attend meetings and gather information on your local plant communities. Every state has a native plant organization, and the UpS office can give you the information for your state. Especially if you like to participate more than organize, your local group will offer many wonderful resources. Plant societies often hold rescues, educational classes, plant sales, replanting projects and monitoring studies. They will have the latest update on which plants are threatened and contact

info for your local native plant suppliers in addition to the ones listed in UpS's Nursery Directory. Plus you'll meet others who share your love for native plants!

Research the local plants that are on the "At Risk" and the "To Watch List". These are incredibly fascinating plants with rich histories! Get to know their stories: their medicinal uses, cultivation requirements, ethnobotanical uses, folklore, clinical studies—anything you're interested in. You can present the information to your garden club, herbal studies class, native plant society meeting, natural food store or simply enjoy it yourself.

Have a plant sale to benefit UpS. Use rescued plants, your garden weeds and donated plants. Every gardener accumulates stacks of plastic pots in the shed or garage! Recycle them by filling them with homeless plants and have a sale through your garden club, school group, herb class, or any other group of plant-lovers.

Offer to give a presentation on UpS and the "at risk" and "to watch" species, using the UpS Slide Show and Education Manual as guides. Contact local groups such as wildflower societies, master gardeners' groups, after-school programs, environmental groups, your local herb shop, health food stores, senior centers, etc. We offer the Slide Show in both carousel and PowerPoint formats, and it comes with a "script". We can send brochures and other information as needed too. Contact the Vermont office to arrange the rental or for more information.

Support organic farmers both locally and nationally by buying organic. This is increasingly one of the key actions you can take to preserve farmland in your area!

Limit your consumption, have less impact, leave more lands wild.

For more information on these projects, see UpS's Take Action Guide—available from the Vermont office.



"Violet" © Katherine Yvinskas

VI. Resources for Plant Savers

Planting Guides & Resources For At Risk and Endangered Plants

The most frequently asked questions we receive in the UpS office are: I have land and want to grow medicinal herbs. How do I grow these plants? Where do I get planting stock? UpS's Nursery Directory is a good starting place for obtaining nursery grown stock of At Risk plants. Another source for plant material is local plant "rescue teams". More information is available through the UpS Vermont office.

Knowing how to plant "At Risk" medicinals is another challenge. Though several of the "At Risk" and "To Watch" plants are very sensitive and have not yet been successfully cultivated, many seem to thrive with minimal care and in a greater variety of habitats than was originally assumed. The following guides and books are excellent resources and will provide planting guidelines and resources for your planting projects.

Compiled Publications. by Richo Cech. Drawing from over 20 years experience gardening medicinal plants, Richo shares his tried and true growing techniques, harvesting and processing methods and stories. Seed germination theory and practice are also covered. This book was originally available as "Growing Guides." \$11.95 (144 pp., soft cover) Available through Horizon Herbs, P.O. Box 69, Williams, OR 97544 or 541-846-6704.

Eco-Herbalist Fieldbook by Greg Tilford, Mountain Press, Missoula, MT 1993.

One of the first herb books to address the issues of medicinal plant conservation and the role herbalists play in the conservation and cultivation of native medicinal species. Provides excellent eco-sensitive guidelines for wildcrafting medicinal herbs.

Educational Resources for Growing Ginseng and Goldenseal By the North Carolina Ginseng and Goldenseal Company. Audio tapes on site evaluation and start up kits for growing ginseng and goldenseal. Write to Robert Eidus, NC Ginseng & Goldenseal Co. 300 Indigo Bunting Lane, Marshall, NC 28753.

From Earth to Herbalist: An Earth Conscious Guide to Medicinal Plants By Gregory Tilford. Published by Mountain Press, Missoula, MT 1998. This practical full color guide to the sustainable cultivation, harvest and use of North American medicinal plants profiles 52 species. The book highlights UpS At Risk and To Watch herbs and offers alternatives or adjuncts as well as propagation techniques. An excellent resource guide—highly recommended by UpS.

Ginseng and Other Medicinal Plants By A.R. Harding. This may be the real "bible" of ginseng growing. Written in 1908 this book is full of information from the pioneers of ginseng and goldenseal farming. Both Green Gold and A.R. Harding's books are available through Sylvan Botanicals, P.O. Box 91, Cooperstown, NY 13326.

Growing 101 Herbs That Heal by Tammi Hartung, Storey Publications, Pownal, VT 2001. An excellent reference for growing medicinal herbs. Highly recommended.

Growing and Marketing Ginseng, Goldenseal and Other Woodland Medicinals by Scott Persons and Jeanine Davis. Originally the "bible" of ginseng cultivation, this new edition is completely revised and includes goldenseal, black cohosh and many other forest botanicals. Emphasis is on commercial production and economic feasibility, including interviews with a range of different growers. Bright Mountain Books, Fairview, NC 2005.

Growing At-Risk Medicinal Herbs. by Richo Cech, UpS Advisory Board member and founder of Horizon Herb Seeds. Richo has a great wealth of experience with propagating, growing and seed saving medicinal herbs. This book includes American Ginseng, Black Cohosh, Bloodroot, Blue Cohosh, Echinacea, Goldenseal, Lomatium, False Unicorn and many others. Beautiful and accurate botanical illustrations. \$14.95 (336 pp., soft cover) Available through the United Plant Savers office or Horizon Herbs (see below).

How to Create and Nurture a Nature Center in Your Community by Brent Evans and Carolyn Chipman-Evans, University of Texas, ISBN: 0292720971. This excellent and inspiring book provides proven models for creating natural sanctuaries within a variety of communities. Step by step instructions for creating and maintaining a nature center are provided. This practical handbook is an essential resource for anyone wishing to create a nature center and/or botanical sanctuary.

How to Grow American Ginseng. by Scott and Sylva Harris. A Publication of Sylvan Botanicals/American Ginseng, this small pamphlet was written by two successful ginseng farmers. Write to Sylvan Botanicals, P.O. Box 91, Cooperstown, NY 13326 (607) 264-8455

Medicinal Herbs in the Garden, Field & Marketplace.

by Lee Sturdivant and Tim Blakley. Published by San Juan Naturals, Friday Harbor, WA. \$24.95. Co-authored by two experienced herbalist/farmer/gardeners, this is simply one of the best guides available on the cultivation of medicinal herbs. The information is fully practical, easy to read, and invaluable for the farmer of medicinal plants. Tim Blakley, one of the authors, was farm manager and steward of the Center for the Preservation of Medicinal Plants in Rutland, Ohio, and is a UpS Board Member.

Native American Ethnobotany by Daniel E. Moerman, Timber Press, Portland, OR 1998.

An essential reference for all those interested in medicinal uses of North American plants. This book is an important scholarly compendium and lists the use of 4029 native plants with a total of 44,691 uses!

The Practical Guide to Growing Ginseng by Bob Beyfuss, Cornell Cooperative Extension Specialist for American Ginseng Production. This 65 page booklet is available from the extension office for \$7.00. You can order a copy of it by calling 518-622-9820. Bob has also written two USDA Forestry Service Agroforestry Notes, AF Notes #14 and #15 *American Ginseng Production in Woodlots and Economics of Marketing Ginseng*. Both are available for free from the USDA National Agroforestry Center, East Campus-UNL, Lincoln, Nebraska 68583-0822 (phone 402-437-5178).

Planting the Future! edited by Rosemary Gladstar and Pamela Hirsch. Inner Traditions, 2000.

Information on cultivation, medicinal use and more for most of the "At Risk" and "To Watch" species. Also includes other sections on sustainable use of herbs. Available through UpS for \$25.00 plus \$3.00 shipping/handling.

Principles and Practices of Plant Conservation by David R. Given, Timber Press, Portland, OR 1994.

Commissioned by the WorldWide Fund for Nature and The World Conservation Union as part of a joint effort, this work elucidates the concepts that underlie successful conservation efforts. Chapters are devoted to the ethical, educational and economic aspects of plant conservation.

Seed Germination: Theory and Practice By Norman Deno. The best book on seed germination specifics for many of the "At Risk" species. Available by writing the author: Norman Deno, 139 Lenor Drive, State College, PA 16801.

Magazines and Journals

Herbalgram: Journal of the American Botanical Council and the Herb Research Foundation, P.O. Box 144345, Austin, Texas 78714-4345 phone (512)926-4900 website: <http://www.herbalgram.org>

Native Plant Journal: A journal that provides a forum for dispersing practical information about the planting and growing of North American native plants for conservation, restoration, reforestation, landscaping, highway corridors, etc. phone (800) 842-6796 Subscriptions are available by accessing the following website: <http://www.nativeplants.for.uidaho.edu>.

Websites

Environmental Protection Agency: For publications relating to native plants, visit <http://www.epa.gov/greenacres/nativeplants/pub-resor>

Plant Conservation Alliance: The plant conservation division of the National Park Service is a great place to find organizations and projects all over the US.

Federal Native Plant Conservation Committee Cooperators - hundreds of links to botanical organizations - <http://www.nps.gov/plants/coop.htm>

Medicinal Plant Working Group includes information on monitoring projects you can volunteer for - <http://www.nps.gov/plants/medicinal/index.htm>

Restoration Working Group facilitates ecological restoration projects, lots of opportunity to get involved - <http://www.nps.gov/plants/restore/index.htm>

United Plant Savers: For sustainable herbal products companies, other sister organizations, herbal education opportunities and more, see the Internet Resources section of our website www.unitedplantsavers.org

Organizations

Native Plant Society/Nature Conservancy: Your local chapter of the Native Plant Society and the Nature Conservancy are good resources for keeping track of what plants are threatened. They are also good sources of harvesting non-native "invasive" types of plants during "weed pulls," as well as workshops and internships. website: <http://www.tnc.org>

New England Wildflower Society/Garden in the Woods: Promoting conservation of North American native plants through education, research, horticulture, habitat preservation and advocacy. 180 Hemenway Road, Framingham, MA 01701-2699 phone: 508-877-7630 e-mail: newfs@newfs.org website: <http://www.newfs.org>

Lady Bird Johnson Wildflower Society: To educate people about the environmental necessity, economic value, and natural beauty of wildflowers and native plants. 4801 La Crosse Avenue, Austin, TX 78739-1702 phone: 512-292-4200 fax: 512-292-4627 website: <http://www.wildflower.org>

Trust for Public Lands National Office: The Trust for Public Land is a national organization dedicated to improving the quality of life in our communities through protection of our natural and historic resources. They can furnish information about local land trusts and how to start a land trust in your area. 116 New Montgomery, 4th floor, San Francisco, CA 94105. website: <http://www.tpl.org>

Land Trust Alliance: The Land Trust Alliance is a national organization of local and regional land trusts. LTA promotes voluntary land conservation and strengthens the land trust movement by providing information and resources needed to conserve land. 1319 F Street NW, Suite 501, Washington, DC 20004-1106. website: <http://www.lta.org>

TRAFFIC: TRAFFIC is the joint wildlife trade-monitoring program of the WWF - World Wildlife Fund and IUCN - The World Conservation Union. TRAFFIC aims to help ensure that wildlife and plant trade is at sustainable levels in accordance with domestic and International laws and agreements. For current information on their plant species of concern, please see their website: <http://www.traffic.org>.

Resources available from UpS:

Directory of Native Plant Nurseries, Seeds and Sustainable Bulk Herbs

This booklet comes free with membership and renewal and additional copies are available for \$5.00 per copy. It is a valuable resource for locating sources of planting material of a wide variety of herbs including those on the UpS "At Risk" and "To Watch" lists. All the plant and seed stock offered is nursery grown and sustainably sourced. There's also a section of herb farmers and distributors from whom cultivated herbs for medicine is available. There are resources listed for most areas of the US.

Slide Show of "At Risk" Plants - Available for Rent or Sale

UpS members can rent an informative slide show of "at risk" medicinal plants. The show contains over 80 slides showing the roots, leaves, seeds and flowers of these plants and comes with an informative script. Perfect for presentations to garden clubs, conservation groups and local communities to create an awareness of the plight of our native medicinals, it is available for rent for \$35.00. Please call our home office (802-476-6467) to arrange the rental at least three weeks before your presentation date. You may also inquire about purchasing the show, in slide or PowerPoint formats.

UpS Video

We also have a 12-minute video about the mission of United Plant Savers available for sale (\$12.00 + shipping) or rent (\$5.00 + shipping) that is very nice for introducing United Plant Savers at presentations.

Presentation Package-includes this Education Guide see page 20.

Take Action Guide

A publication of United Plant Savers that includes information on the projects outlined above—planting medicinal plant trails, monitoring wild populations, organizing plant rescues, planning native plant gardens and more.

Handouts can be made from pages in this Guide:

- ◆ Wildcrafting Guidelines/Sustainable Use - A one page handout with suggestions for gathering responsibly, ecologically and safely.
- ◆ At Risk and To Watch lists - this is a great list to give out so that people will know what plants to use judiciously, look for organic on the label, etc.
- ◆ Plant Conservation Resources and Organizations - Listing of books, journals, associations and organizations devoted to plant conservation to find more information

Also available through the UpS Vermont office are:

- ◆ *Planting the Future* and *Growing At Risk Medicinal Plants*
- ◆ UpS T-shirts, posters, tote bags
- ◆ Brochures and other information on UpS

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www.unitedplantsavers.org (website)

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