



## Template Letter to Send to Herb Companies

The best medicine is that which we can grow and harvest ourselves and from our own communities. When buying herbs and supplements, take the time to learn more about the company's practices so you feel good about your purchase. Download the template letter below for a list of questions to ask companies directly about their sourcing – feel free to use whichever questions you prefer most. Send it as an email, letter, or use it for a phone call with your favorite herbal brands!

**Dear X,**

As someone who purchases products made with forest grown botanicals, I want to do my part to support socially and ecologically responsible sourcing. I use and value your products and I'm writing with the following questions to learn more about your sourcing practices and commitment to the cultural and ecological biodiversity of the Appalachian region.

- What wild-harvested forest botanicals do you buy? What do you know about the ecological and socio-economic conditions of the communities where those plants grow?
- What is the conservation status of these forest botanicals? Do you have the United Plant Savers list and are you educated about those plants at risk?
- Do you work directly with your wild harvesters? If not, how many traders and/or intermediaries are between you and wild harvesters?
- Do you or your supplier have an ethical wild harvesting agreement that is updated each season? How do you ensure that the wild harvesters who supply your plant materials harvest in a sustainable manner? How do you validate this?
- What are you—or your suppliers—doing to ensure that wild harvesters are being paid a living wage? How do you validate this?
- Are you purchasing Forest Grown Verified botanicals? If not, why?
- As your customer, what can I do to support your company's efforts to increase sustainable trade?
- Have you signed the Forest Botanicals Week Company Pledge put out by Appalachian Sustainable Development and the Sustainable Herbs Program?
- Have you signed up to be part of the planning process for a new Appalachian Forest Farmer Council?
- Have you downloaded the SHP Sustainability and Regenerative Practices Toolkit?

Thank you for your time in answering these questions, and for your commitment to sustainable and ethical sourcing of forest botanicals.

Sincerely,  
**Your Name**