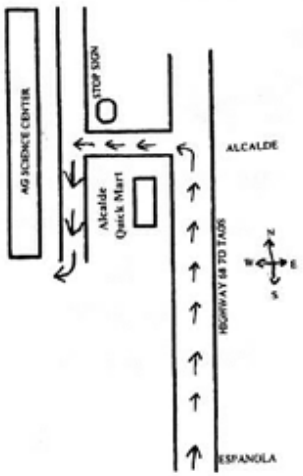
Organic growers will get hands-on experience learning about Asian herb crops.

(See Map Below)



For more information, please contact:

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cmartin@nmsu.edu

Kevin Lombard

klombard@nmsu.edu

NMSU Sustainable Agriculture Science Center at Alcalde

New Mexico State University
P.O. Box 159
371 Alcalde Street, County Road 40
Alcalde, NM 87511

Email: alcalde@nmsu.edu
Web page: alcaldesc.nmsu.edu

If you are an individual with a disability who is in need of an auxiliary aid or service to participate, please contact Charles Martin by March 31, 2009.

New Mexico State University is an equal opportunity/affirmative action employer. All programs are available to everyone regardless of race, color, religion, sex, age, handicap, or national origin. NMSU and the U.S. Department of Agriculture cooperating.

NM STATE

Live, Learn and Thrive.™

Risk Management Education in Asian Medicinal Herbs Production and Marketing

NMSU Sustainable Agriculture Science Center at Alcalde

Thursday and Friday
April 2nd and 3rd, 2009

Sponsored by NMSU and the Western Center for Risk Management Education, Washington State University Extension

This material is based upon work supported by USDA/CSREES under Award Number 2007-49200-03892

The Western Center for Risk Management Education
Washington State University Extension

CSREES EDUCATION · RESEARCH · EXTENSION USDA

Asian medicinal herbs are a timely addition to the crop mix of specialty crop growers, especially in New Mexico and the southwestern United States. With an expanding interest from the general public in alternative health care, domestic production of Asian medicinal herbs for the acupuncture and Oriental medicine profession (AOM) offers a new and untapped emerging market to certified organic growers.

Asian medicinal herb production presents both opportunities and risks to growers unfamiliar with them. The goals of this training program are a) to introduce Asian medicinal herbs to potential growers; b) to identify potential risks associated with their production, processing, and marketing; and c) to assist growers in the development of risk management plans in each of the areas of species identification and selection, propagation, cultivation and crop management, harvesting and processing, and marketing. Special consideration is also given to the management of potential invasiveness of some of the species.

Platycodon grandiflorum, Jie Geng

Lycium chinense,
Gou Qi Zi

Risk Management Education in Asian Medicinal Herbs Production and Marketing

Thursday and Friday, April 2–3, 2009
NMSU Sustainable Agriculture Science Center
Alcalde, NM

A two-day intensive training program featuring national experts Jean Giblette and Peggy Schafer, with New Mexico organic grower Loretta Sandoval, to help growers identify and manage risks associated with growing, processing, and marketing Asian medicinal herbs for acupuncture and Oriental Medicine (AOM). The schedule for the training program:

Thursday, April 2

8:30 a.m.—Registration
9:00 a.m.—Introduction
10:00 a.m.—Overview/History

Lunch Break

1:00 p.m.—Species ID/Selection
2:45 p.m.—Propagation

Friday, April 3

9:00 a.m.—Production
10:45 a.m.—Harvest/Processing

Lunch Break

1:30 p.m.—Potential Invasiveness
3:15 p.m.—Marketing Strategies

Registration Deadline March 27. For more information or a list of nearby motels or restaurants, contact Charles Martin at (505) 852-4241 or cmartin@nmsu.edu.

Registration by March 27: $60 for both days, does not include meals. Fee is non-refundable.

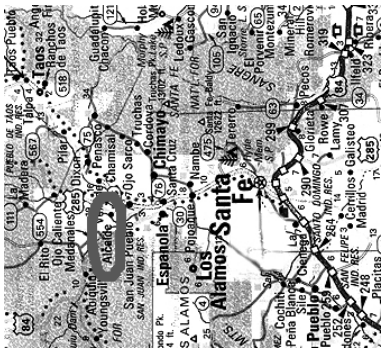
Name_____

Address_____

City_____State_____Zip_____

Email_____Phone_____

Make check or money order payable to:
NMSU for "Alcalde Herb Workshop" and mail to: NMSU Sustainable Ag Science Center, P.O. Box 159, Alcalde, NM 87511



Directions to Alcalde: From Santa Fe, take US 84/285 north through Espanola to NM 68. Take NM 68 north to mile marker 7, turn left to the end of the road. From Taos, take NM 68 south to mile marker 7, turn right.