

**American Botanical Council**  
**Annual Report**  
**Fiscal Year November 1, 2008 through October 31, 2009**

**Table of Contents**

**Overview of American Botanical Council .....**  
**Programs & Services .....**  
**Finances .....**  
**Summary.....**  
**Board of Trustees.....**  
**History & Highlights of American Botanical Council.....**

**OVERVIEW OF AMERICAN BOTANICAL COUNCIL**

The American Botanical Council (ABC) is a member-based nonprofit organization dedicated to educating the public on the safe and effective use of herbs, medicinal plants, teas, phytomedicines, essential oils, and other plant-derived ingredients. ABC provides educational materials to consumers, healthcare professionals, researchers, industry professionals, and the media. ABC publishes the acclaimed journal *HerbalGram* and other science-oriented educational publications on the traditional use of herbs and medicinal plants and their modern, evidence-based properties.

***ABC’s Vision: The public makes educated, responsible choices about herbal medicine as an accepted part of healthcare.***

***ABC’s Mission: To provide education using science-based and traditional information to promote responsible use of herbal medicine — serving the public, researchers, educators, healthcare professionals, industry, and media.***

ABC is a global leader in providing educational, science-based information regarding the responsible use of herbs, phytomedicines and related plant-based materials. ABC was incorporated in November 1988 as a nonprofit, tax-exempt 501(c)(3) research and education organization. As an independent information clearinghouse on the topic of herbal medicine, ABC’s mission is to provide education using science-based and traditional information to promote responsible use of herbal medicine to consumers, healthcare professionals, governmental agencies, the herbal products industry, and the media.

ABC produces and distributes a wide range of publications, and conducts educational programs and projects intended to further the professional education of healthcare practitioners. ABC projects and concerns span the globe. ABC’s vision is for a public that makes educated, responsible choices about herbal medicine as an accepted part of selfcare and healthcare.

ABC is headquartered in a renovated historic homestead on the east side of Austin, Texas, which was built in the 1850s by one of Texas’ first millers. The 2.5-acre site is landscaped with medicinal demonstration gardens and features a greenhouse, a rainwater collection system and incorporates organic agriculture and environmentally sustainable “green” practices in the buildings and

grounds. The “Annex” or Herbal Education and Research Center houses the library, an archive of resources and historical documents, plus a conference room used for classes and events.

ABC is presented to Federal employees around the world in the Combined Federal Campaign and in state campaigns in Texas, New York and California under the name Herbal Medicine Institute. This name is presented in the alphabetic listings and accompanies the ABC name as well. ABC is audited annually by an independent auditor. Based on the 2009 audit reports and accepted calculations, the portion of ABC income devoted to administration and fundraising is 20% of the total revenue.

## **PROGRAMS & SERVICES**

During the fiscal year ending October 31, 2009, ABC enhanced its current programs to better meet the needs of its core audience (including the public, researchers, educators, healthcare professionals, consumers, industry and media) while staying focused on fulfilling its mission to promote the responsible use of herbal medicine and related plant-based ingredients. ABC’s primary publications include the following: the quarterly journal *HerbalGram*, the review service HerbClip™, the monthly electronic newsletter HerbalEGram, and the numerous online educational resources, which include several highly-rated reference books in searchable databases, as well as other unique databases. Other programs include internship rotations for pharmacy and dietitian students, continuing education for healthcare professionals, and training for retail employees through ABC’s Herbal Information Course.

***HerbalGram*: In 2009, ABC’s acclaimed journal covered articles designed to meet** consumers’ increasing interest in herbal remedies and the broad reach of herbal medicine around the world. Some of those articles included: Supplements for Pets; Ginseng and Alzheimer’s; Climate Change Impacting medicinal Plants?; Turmeric and Pancreatic Cancer; the 250<sup>th</sup> anniversary of Kew Gardens, reviving Graeco-Arabic medicine and the use of Cordyceps Medicinal Fungus in Tibet.

**HerbClip™**: The review service has grown and now offers 15, summaries and critical reviews twice monthly of clinical trials and other publications related to medicinal plants, and the HerbClip Online database reached 4,000 searchable summaries and reviews on September 15, 2009.

In addition, ABC transitioned to a ‘green’ version of HerbClip E-Service, a benefit to members which provides not only ABC’s HerbClip summaries and reviews of articles, but also links to the original publications whenever possible. Making the benefit fully-electronic has nearly eliminated printing and mailing printed copies of HerbClip Service, greatly reducing paper costs and carbon footprint.

**Online Educational Resources at [www.herbalgram.org](http://www.herbalgram.org)**: ABC’s website contains password-protected sections available only to Members. Selected information is available free to the public. During the past year, ABC expanded the content on the website and added a new program – Adopt-An-Herb enabling individuals or companies to adopt an herb in the HerbMedPro database.

**Media Relations**: Throughout the year, ABC continued to receive dozens of inquires per month from members of the media seeking either expert interviews and/or reliable background information for articles on herbs and related plant-based dietary supplement ingredients,

complementary and alternative medicine, market trends and statistics, summaries of recent clinical research, insights and explanation of federal regulations, and more.

**Internship Program:** ABC offers year-round internship rotations for pharmacy doctoral students and dietitian students in their final year of study, helping them understand the vital role that herbs and medicinal plants play in selfcare and healthcare and how they can incorporate them into their future professional practice. ABC now accepts students from outside the State of Texas, through a Scholarship Fund, which allows ABC to reimburse students for travel expenses.

### **Volunteers**

In 2009, 36 volunteers provided ABC with 643 hours of service. These volunteers are in addition to ABC's 9 volunteer board members, the 86 of volunteers on ABC's Advisory Board, and 41 volunteers on the Director's Circle.

### **“Pharmacy from the Rainforest”, Peruvian Amazon Ethnobotany Ecotours for Health**

**Professionals:** Each year since 1994 ABC has cosponsored ecotours for health professionals. In 2009 ABC cosponsored its annual tour with the Amazon Center for Environmental Education and Research (ACEER), one of the leading organizations devoted to education and conservation of the Amazon rainforest. ACEER has close ties with the National Geographic Society, of which two of its executive sit on the ACEER board of trustees. (ABC Founder and Executive Director has been on the ACEER board for about 11 years.)

**Outreach:** ABC worked closely with and cooperated with four other herbal organizations to launch HerbDay, an annual international grassroots campaign designed to raise public awareness about the significance of herbs in our lives and the many ways herbs can be used safely and creatively for health, beauty care, and culinary enjoyment.

## **FINANCES**

American Botanical Council generated revenues of \$1,549,726 versus expenses of \$1,731,674 for the fiscal year ending October 31, 2009, resulting in a net operating loss of \$181,948.

Membership and donations accounted for \$1,381,675 in revenue (89% of total revenues); salaries and benefits expense totaled \$823,082 (53% of revenue. 80% of expenses are program related, 20% operating and fundraising. [Audit link](#)

## **SUMMARY**

ABC was not immune to the economic challenges of 2009. In response to that situation, ABC continues to carefully steward its funds and has implemented a conservative budget for 2010 and will continually monitor its progress towards a balanced budget.

In the beginning months of Fiscal Year 2010, ABC has seen an increase in funding and an increase in membership both signs of a successful year. ABC will continue to refine its programs and services and implement effective cost savings where warranted while staying focused on meeting ABC's nonprofit educational mission.

## ABC Board of Trustees

**Michael J. Balick, Ph.D.**

Director and Philecology Curator  
Institute of Economic Botany  
The New York Botanical Garden  
Bronx, New York

**Neil Blomquist**

President  
Sustainable Solutions Consulting  
Services  
Sebastopol, CA

**Peggy Brevoort**

ABC Board President  
President, Brevoort, LLC  
Seattle, Washington

**James A. Duke, Ph.D.**

ABC Board Member Emeritus  
Economic Botanist (USDA, ret.)  
Author,  
Fulton, Maryland

**Norman R. Farnsworth, Ph.D.**

Research Professor of Pharmacognosy  
Program for Collaborative Research  
in the Pharmaceutical Sciences  
University of Illinois at Chicago

**Steven Foster**

ABC Board Vice President  
President, Steven Foster Group, Inc.  
Fayetteville, Arkansas

**Fredi Kronenberg, Ph.D.**

ABC Board Secretary  
Director, Rosenthal Center for  
Complementary & Alternative Medicine  
Department of Rehabilitation Medicine  
Columbia University College of  
Physicians & Surgeons  
New York, New York

**Bernadette M. Marriott, PhD**

Principal Associate, Nutrition & Health  
Research  
Abt Associates, Inc.  
Durham, NC 27703

**Roberta Anne Lee, MD**

Medical Director, Internal Medicine, Botanical  
Medicine  
Beth Israel Medical Center  
New York, NY

**Morris Shriftman**

ABC Board Treasurer  
Senior Vice President of Marketing  
Avalon Organic Products  
Petaluma, California

**Margaret Wittenberg**

Global Vice-President of Quality Standards  
Whole Foods Market Inc.  
Austin, Texas

**Mark Blumenthal**

ABC Board Member Ex-Officio  
Founder and Executive Director  
American Botanical Council



# American Botanical Council

## HISTORY & HIGHLIGHTS

1983	<ul style="list-style-type: none"> <li>• <i>HerbalGram</i> launched.</li> </ul>
1988	<ul style="list-style-type: none"> <li>• ABC incorporated.</li> </ul>
1992	<ul style="list-style-type: none"> <li>• HerbClip™ launched.</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiated the Pharmacy Continuing Education Program.</li> </ul>
1993	<ul style="list-style-type: none"> <li>• Ginseng Evaluation Program initiated to review North American ginseng products in order to increase consumer confidence by determining if product contents meet label claims.</li> </ul>
	<ul style="list-style-type: none"> <li>• Undertook the translation and publication of the German Commission E monographs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Created an extensive mail-order catalog offering a large assembly of scientifically-based and difficult-to-find medicinal plant books, videos, audiotapes, CD-ROMs, databases and more.</li> </ul>
	<ul style="list-style-type: none"> <li>• Offered first on-site Pharmacy Continuing Education Program courses on herbal medicine.</li> <li>• Began cosponsoring ethnobotanical tours for continuing education credit.</li> </ul>
1995	<ul style="list-style-type: none"> <li>• Published the first in a series of Herbs &amp; Health pamphlets.</li> </ul>
	<ul style="list-style-type: none"> <li>• Offered first Pharmacy Continuing Education Program home study courses.</li> </ul>
1996	<ul style="list-style-type: none"> <li>• Launched Capital Campaign to purchase Case Mill Homestead and create ABC's Herbal Education and Research Center.</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiated Traditional Medicine Research Project to document regulation and approval of herbal medicines in six industrialized nations. The Executive Summary was presented before the President's Commission on Dietary Supplement Labeling.</li> </ul>
	<ul style="list-style-type: none"> <li>• Contracted to produce proceedings of the National Institute of Health's Office of Alternative Medicines, 1994 "Botanicals: A Role in U.S. Healthcare?" Conference.</li> </ul>
	<ul style="list-style-type: none"> <li>• Produced Pharmacy Continuing Education teleconference modules commissioned for Wal-Mart pharmacists nationwide.</li> </ul>
1997	<ul style="list-style-type: none"> <li>• Purchased the 140-year old Case Mill Homestead in Austin, Texas.</li> </ul>
	<ul style="list-style-type: none"> <li>• Received national attention through the media by addressing two major stories on adulterants in herbal products including plantain and a product labeled kava which contained no kava.</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC website launched.</li> </ul>
1998	<ul style="list-style-type: none"> <li>• Moved ABC headquarters to the Case Mill Homestead</li> </ul>

	<ul style="list-style-type: none"> <li>• Hosted 450 people at industry and local community inaugural events of ABC's new Herbal Education and Research Center.</li> </ul>
	<ul style="list-style-type: none"> <li>• Published <i>The Complete German Commission E Monographs</i></li> </ul>
<b>1999</b>	<ul style="list-style-type: none"> <li>• <i>The Complete German Commission E Monographs</i> ranked #2 by Doody Publishing, the leading reviewer of medical titles. Chosen from more than 3500 published during 1998; the first alternative medicine book to qualify for this award.</li> </ul>
	<ul style="list-style-type: none"> <li>• Published HerbClip-on-CD 1996–1998</li> </ul>
	<ul style="list-style-type: none"> <li>• Hosted 600 people from Austin at a city-wide Rainwater Harvesting System demonstration</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiated <i>The ABC Clinical Guide to Herbs</i>, a continuing education module.</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiated <i>Herbal Medicine: Expanded Commission E</i>.</li> </ul>
	<ul style="list-style-type: none"> <li>• Established herbal workshop series for local community.</li> </ul>
<b>2000</b>	<ul style="list-style-type: none"> <li>• Published <i>Herbal Medicine: Expanded Commission E Monographs</i></li> </ul>
	<ul style="list-style-type: none"> <li>• HerbClip-on-CD 1996-1999 is published using greatly expanded search engine.</li> </ul>
	<ul style="list-style-type: none"> <li>• Established Herb-Ed-Web™ Content Licensing Program, to enable others to use ABC materials on their web sites.</li> </ul>
	<ul style="list-style-type: none"> <li>• Doody Publishing gives <i>Herbal Medicine: Expanded Commission E Monographs</i> a four star rating.</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC publishes its 50th issue of <i>HerbalGram</i>.</li> </ul>
	<ul style="list-style-type: none"> <li>• Initiated manufacturer display advertising in <i>HerbalGram</i>.</li> </ul>
<b>2001</b>	<ul style="list-style-type: none"> <li>• New website launched</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC becomes a member-based organization with new Charter Membership Program.</li> </ul>
	<ul style="list-style-type: none"> <li>• Media Education Campaign launched. ABC distributes 3 North American Precis Syndicate (NAPS) releases for ginkgo, saw palmetto and St. John's wort.</li> </ul>
	<ul style="list-style-type: none"> <li>• Mark Blumenthal is inducted into the Natural Health Hall of Fame with 30 international leaders.</li> </ul>
	<ul style="list-style-type: none"> <li>• Mark Blumenthal is listed among the top 10 innovators by Nutraceuticals World</li> </ul>
<b>2002</b>	<ul style="list-style-type: none"> <li>• ABC Launches HerbClip Online and <i>HerbalGram</i> Online</li> </ul>
	<ul style="list-style-type: none"> <li>• Thieme Medical publishers selected as the exclusive international distributor of <i>The ABC Clinical Guide to Herbs</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Media Education Campaign continues with major press releases on kava kava and St. John's wort</li> </ul>
	<ul style="list-style-type: none"> <li>• Added HerbMedPro™ to Herb-Ed-Web™ content licensing program and as benefit of membership.</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC receives North American Precis Syndicate certificate of excellence for superior achievement in media relations.</li> </ul>
<b>2003</b>	<ul style="list-style-type: none"> <li>• <i>The ABC Clinical Guide to Herbs</i> is published</li> </ul>
	<ul style="list-style-type: none"> <li>• Entered advertising-printing agreement with Rector-Duncan &amp; Associates for <i>HerbalGram</i></li> </ul>
	<ul style="list-style-type: none"> <li>• First Annual Medicinal Herb Fest held</li> </ul>
	<ul style="list-style-type: none"> <li>• Donated the American Botanical Council Heber Youngken Sr. Medicinal Plant Herbarium to Botanical Research Institute of Texas (BRIT)</li> </ul>

	<ul style="list-style-type: none"> <li>• First herb products bearing labels in ABC's Safety Labeling Program (based on ABC's Safety Information Sheets) reach the consumer</li> </ul>
	<ul style="list-style-type: none"> <li>• Media Education Campaign generates 90 million impressions in national media coverage.</li> </ul>
	<ul style="list-style-type: none"> <li>• Aveda sponsors fundraiser to launch <i>The ABC Clinical Guide to Herbs</i></li> </ul>
	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>2004</b>	<ul style="list-style-type: none"> <li>• Launched the ABC Herbal Information Course online with the collaboration of Virgo Publishing</li> </ul>
	<ul style="list-style-type: none"> <li>• Launched HerbalEGram, ABC's electronic newsletter for members.</li> </ul>
	<ul style="list-style-type: none"> <li>• In 2004, the Safety Assessment Program (SAP) was expanded to offer companies marketing herbal dietary supplements the use of ABC's peer-reviewed Safety Assessment Reports</li> </ul>
	<ul style="list-style-type: none"> <li>• The average number visitors per month at <a href="http://www.herbalgram.org">www.herbalgram.org</a> through direct access and our licensees exceeds 85,000, an increase of 59% over 2003</li> </ul>
	<ul style="list-style-type: none"> <li>• Herbal Body Care dataset added to website</li> </ul>
<b>2005</b>	<ul style="list-style-type: none"> <li>• HerbClip™ launches FasTrak articles to deliver more timely studies and articles from the literature to recipients</li> <li>• HerbClip™ launches HerbClip News.</li> </ul>
	<ul style="list-style-type: none"> <li>• The average number visitors per month at <a href="http://www.herbalgram.org">www.herbalgram.org</a> through direct access and our licensees exceeds 165,000.</li> </ul>
	<ul style="list-style-type: none"> <li>• Introduced Healthy Ingredients online database</li> </ul>
	<ul style="list-style-type: none"> <li>• Launched ABC Herbal Information Course 2</li> </ul>
	<ul style="list-style-type: none"> <li>• Virtual Garden Tour completed and posted on website</li> </ul>
<b>2006</b>	<ul style="list-style-type: none"> <li>• ABC announces and implements HerbDay 2006, to be held in October 2006. ABC is part of a coalition of 5 non-profit herbal organizations planning grass root activities nationwide</li> </ul>
	<ul style="list-style-type: none"> <li>• First annual American Botanical Celebration, a banquet held at a national convention, thanking Sponsor Members and recognizing excellence in botanical research through the Norman R. Farnsworth Award and excellence in literature through the James A. Duke award.</li> </ul>
	<ul style="list-style-type: none"> <li>• New Board of Trustee Member elected: Neil Blomquist</li> </ul>
	<ul style="list-style-type: none"> <li>• Published new book with the Missouri Botanical Gardens, <i>The Identification of Medicinal Plants: A Handbook of the Morphology of Botanicals in Commerce</i></li> </ul>
	<ul style="list-style-type: none"> <li>• Embarked on a strategic planning process and long range plan</li> </ul>
<b>2007</b>	<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> annual ABCelebration and award ceremony in Anaheim, CA.</li> </ul>
	<ul style="list-style-type: none"> <li>• New Board of Trustee Member elected: John Weeks</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC becomes administrator of powerful database, HerbMedPro</li> </ul>
<b>2008</b>	<ul style="list-style-type: none"> <li>• Initiates first Varro E. Tyler Commercial Investment in Botanical Research Award</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC Founder and Executive Director Mark Blumenthal was named a "Natural Legacy" by Natural Foods Merchandiser, the largest of the natural product industry's trade publications, in a widely-circulated six-page article</li> </ul>
	<ul style="list-style-type: none"> <li>• ABC revamps and improves website</li> </ul>
	<ul style="list-style-type: none"> <li>• New Board of Trustee Members elected: Dr. Roberta Lee and Dr. Bernadette Marriott</li> </ul>

	<ul style="list-style-type: none"> <li>• ABC Celebrates 20<sup>th</sup> Anniversary</li> </ul>
<b>2009</b>	<ul style="list-style-type: none"> <li>• ABC published its 4,000th HerbClip™, a summary or critical review of seminal articles covering research, regulation, marketing and responsible use of medicinal plants</li> </ul>
	<ul style="list-style-type: none"> <li>• New Board of Trustee Member elected: Margaret Wittenberg</li> </ul>
	<ul style="list-style-type: none"> <li>• HerbClip Service goes 'green' nearly eliminating all printing and mailing of HerbClips</li> </ul>