

## How Will You Package Your Herbs ?

Packages are important for protecting herbs and maintaining their freshness. Packaging can also add value. Dried herbs can be packaged as tea bags, herb blends, simmer sacks, potpourris, and carpet fresheners. Herbs planted in ornate containers may be more attractive to some homeowners than herbs sold in plastic pots.

## Can You Maintain Quality?

If you are producing market-fresh culinary herbs for restaurants or super-

markets, your buyers will want a year-round supply. Can you produce a quality product year round? Do you have access to water and can you use irrigation? Will herbs fit into your production schedule as you need them?

A successful herb producer must do a great deal of research before starting production. If you are serious about growing herbs, join herb associations, subscribe to newsletters and talk to others in the business. Identify your markets, select your herbs and then begin production. Good luck!



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**For more information**, call your county Extension office. Look in your telephone directory under your county's name to find the number.

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## Horticulture Notes

# Herb Marketing

Many serious herb gardeners are looking for ways to expand their herb hobby into a full-or part-time business. This may make good business sense. The demand by homeowners for both fresh and dried herbs is on the increase. Of course, you must have knowledge of herb production and propagation to create a successful business. Before you produce any herbs for sale, you must know your market. If you have satisfactory answers to the following questions, you may be able to make your avocation your vocation.

## Who Will Buy Your Herbs?

You must identify buyers or potential buyers before you grow any herbs. You may be interested in selling herbs to homeowners, garden stores, farmer's markets, roadside markets, restaurants, supermarkets, or wholesalers. Each of these potential buyers has different needs. You may prefer to market products made from herbs such as wreaths, sachets, potpourris, herbal vinegars, or pestos. These products could be sold to individuals, specialty stores, and novelty shops.

## When Will They Buy?

Does your market require the product year round, as in the case with supermarkets, or is your market seasonal? Does the peak market time coincide with your peak production time? Will peak production times fit in with the other activities in your life? Can you do what needs to be done when it needs to be done? Do you have a greenhouse or other production equipment or facilities that would help you meet demand?

## How Much Will Your Customers Buy?

If you expect homeowners to purchase a few plants once a year, then you must have a convenient location. If your supply exceeds the demand for an herb, you will lose money. But, if your customers want more than you can produce, they may buy from another supplier.

## How Much Will Your Customers Pay?

To make money, you must sell your herbs for more than what it costs you to produce. Can you sell enough herbs at a marketable price to make it worth your while?

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