

What is Wild-Simulated Ginseng?

Our ginseng seeds are sown in suitable wild locations and left to grow on their own. The land is not tilled and no fertilizers, herbicides, or fungicides are used. Our Wild-simulated Ginseng has nearly the same quality and value as wild-harvested plants

Commercial, field-grown Ginseng is cultivated unsustainably and is of inferior quality

American ginseng is listed in Appendix II of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), an international treaty signed by the United States (CITES Secretariat n.d.). CITES Appendix II regulates trade of species that may become endangered as a result of commerce. The FWS administers CITES in the United States (50 CFR § 23 United States Fish and Wildlife Service Department of the Interior 2007). Because wild and wild-simulated ginsengs are often indistinguishable, the FWS regulates them both as wild ginseng.

Why American Wild-Simulated Ginseng?

American Ginseng (*Panax quinquefolius*) and Reishi (Ling Zhi or *Ganoderma lucidum*) have been used for centuries in traditional Chinese medicine (TCM).

For more than twenty five years extracts of these species have been used in cancer research and hundreds of articles have been published in the bio-medical literature on their efficacy in different aspects of cancer treatment and other effects.

Some of the observed outcomes include:

- slow brain-cell loss and boost the immune system
- possess compounds help protect from radiation
- anti-tumor activity
- growth inhibition in different human cancer cell lines
- treatment of specific conditions including colorectal cancer
- improvement in cancer-related fatigue

Ginseng is the most revered medicinal plant in traditional Chinese medicine and is quickly becoming one of the most popular herbs in Western markets. In the United States, where the market for medicinal botanicals is US\$ 3 billion and growing. Ginseng is the top selling herb among first-time herbal users and ranks third, surpassed only by Echinacea and garlic, in sales of herbs in the US health food stores.

Presently there are dozens of over-the-counter herbal remedies, available in local drug stores, which contain ginseng or ginseng extract. We are devoted to becoming the leader of ginseng herbal supplement industry. The global herbal supplements and remedies market is forecast to reach \$107 billion by the year 2017, spurred by a growing aging population and increasing consumer awareness about general health and well being, according to a new report from Global Industry Analysts. Additionally, the fact that herbal supplements and remedies cause little or no side effects and provide great efficacy is also proving to be a major factor aiding market growth.

The Difference Between Wild Simulated Ginseng with Cultivated Ginseng

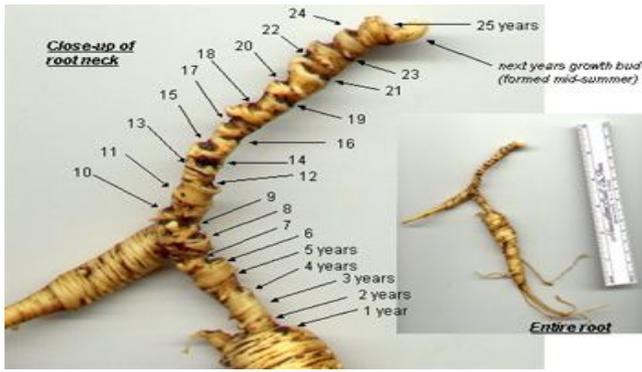
In the wild simulated technique, ginseng is grown in a forest environment to utilize the natural shade provided by the forest canopy. This method is done almost exclusively with seeds, which are planted ½ to 1 inch deep in untilled

soils to mimic the stressful soil conditions that produce the extremely valuable gnarled roots of truly wild ginseng. The land is not tilled and no fertilizers, herbicides or fungicides are used, our wild-simulated ginseng has nearly the same quality and value as wild harvested plants.

Anyone who knows ginseng can easily tell the difference between wild and cultivated roots. The wild roots are dark tan in color, gnarled in appearance and show many concentric growth rings. Wild roots are generally small in size and light in weight. The cultivated roots are cream colored, smooth and fat, and exhibit few concentric growth rings. Cultivated roots are often large and heavy.



Wild simulated ginseng growing under natural canopy shade in untilled soils, usually in scattered plantings. Photo by B. Beyfuss



Numbers 1-25 indicate annual growth bud scale scars used to age plants



Very old wild ginseng with long neck

Field Cultivated Ginseng

In the field cultivated technique, ginseng is grown under artificial shade provided by polypropylene shade cloth or wooden lathe. Seeds are planted in four to six foot wide raised beds of cultivated fields. Rotations lengths of three to four years are typical and yield a high volume of lower quality roots that resemble carrots. With recent prices for field cultivated ginseng on the global market, the cost of production is approaching expectable revenues and necessitates high density plantings with short crop rotations. Aggressive pest and pathogen management is essential with field cultivated



Field cultivated ginseng under artificial shade cloth with deep soil tillage and raised planting beds. Photo by B. Beyfuss



Cultivated ginseng roots are cream colored, are often large exhibit few concentric growth rings

The Difference Between American Wild Simulated Ginseng with Chinese Ginseng

The difference between Asian and American ginseng is chemical rather than physical. They look very similar when growing but differ in the proportion of active compounds. Asian ginseng is known as a “hot” herb, which can boost energy; American ginseng is a “mild warming” herb that reduces stress, treat insomnia, fatigue and heart problem, recent studies suggest American ginseng may slow brain-cell loss and boost the immune system. Researchers are studying the plant for treatments of diabetes, Parkinson’s and other conditions. Laboratory studies in animals have found that American Ginseng is effective in boosting the immune system, and as an antioxidant. Other studies show that American ginseng might have therapeutic potential for inflammatory disease.