

CONTACT:

Christie Rae National Sales Director christie@wishgardenherbs.com

FOR IMMEDIATE RELEASE:

WishGarden Herbs Awarded NBJ's Annual Supply Chain Integrity Honor

Louisville, CO – December 5, 2023 – WishGarden Herbs Inc., a leading herbal supplement brand is thrilled to announce that *Nutrition Business Journal* selected WishGarden Herbs as 2023's winner of its prestigious Supply Chain Integrity Award.

Intentional sourcing has been a WishGarden value since inception in 1979. Their founder Catherine Hunziker, was a thought leader in the budding industry around ethical wild-crafting practices and has worked with Rocky Mountain plant field experts in conserving osha root, a critically at-risk species. Her efforts have sparked important conversations around industry practices and herb sustainability. Forty years later, WishGarden has stayed true to this intention.

"A lot of companies might talk about wanting to buy sustainable, but when it comes to actually paying for sustainability, that's where it falls short," says Catherine Hunziker, WishGarden's founder and chief formulator. "At WishGarden, we are willing to invest in a more sustainable supply chain. Our investment helps foster strong supplier relationships and retention. The triple bottom line is not all about profit. It's about sustainability," she says. "But all of that is profitable. There are more and more studies that show the more you care about that, the more profitable you are."

The suppliers and farmers WishGarden work with see that value in action every day. Pacific Botanicals sales manager Nate Brennan says every order from WishGarden is more like a conversation than a transaction. "They're looking for organic materials, but they love to hear the stories about the farm, the practices that we're using on the farm," he explains, and that shows him how committed to the supply chain a company can be. (Rick Polito, New Hope Network, 2023)

As WishGarden moves into 2024, they are prioritizing shifting a substantial number of raw materials to domestically sourced and certified organic. They are also working towards a B-Corp certification. WishGarden's commitment to people and planet will remain a brand pillar, and continue to serve as a guiding principle in all future business and innovations.

SOURCE:

Rick Polito. New Hope Network (2023, July 13) https://www.newhope.com/vitamins-and-supplements/nbj-award-supply-chain-integrity

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

About WishGarden Herbs

Woman-owned and family-run since 1979, WishGarden aims to restore Herbalism's rightful place in healthcare through effective herbal remedies that meet the real needs of modern life. They craft their formulas using extensive scientific research as well as drawing upon thousands of years of traditional use. WishGarden prioritizes sourcing organic, sustainable herbs from fair trade, family-owned farms, and qualified suppliers. Join their community @wishgardenherbs.

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