

November XX, 2017

Dear American Ginseng Federal - State - Tribe Working Group Member,

As part of our work for the Outreach Working Group, we are conducting an inventory of existing ginseng outreach materials. Please add to this list of materials so that we can review and assess what materials already exist to support ginseng stakeholders. To demonstrate the type of information we are collecting, we have added items produced by the U.S. Fish and Wildlife Service - International Affairs Program and the American Herbal Products Association to the list as examples. Types of outreach tools include brochures, webpages, posters, pamphlets, factsheets, webinars, wallet cards, videos, podcasts, public service announcements, PowerPoint presentations, etc.

To add items to the inventory, open the "Inventory" tab below, and add information by row. After making your additions, please save the spreadsheet and return it by email to keri_parker@fws.gov by December 3, 2017.

Thank you for your time and consideration. Sincerely,

The Federal - State - Tribe American Ginseng Outreach Working Group

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Contributor	What State or Tribe does this material cover? If the material covers all ginseng stakeholder States and Tribes, write "All States and Tribes."	Outreach Tool Name	Type*	
PLEASE ADD GINSENG OUTREACH ITEMS THAT YOU KNOW ABOUT TO THIS LIST.			*See Definitions Tab	
	Keri Parker, USFWS	All States and Tribes	American Ginseng (species page)	Webpage
	Keri Parker, USFWS	All States and Tribes	American Ginseng (permits page)	Webpage
	Keri Parker, USFWS	All States and Tribes	Wild American Ginseng: Information for Dealers and Exporters	Pamphlet
	Keri Parker, USFWS	All States and Tribes	List of States and Tribes with Approved Export Programs for Furbearers, Alligators, and Ginseng	Online PDF
	Keri Parker, USFWS	All States and Tribes	How to Determine the Age of Ginseng Plants	Webpage
	Keri Parker, USFWS	All States and Tribes	How to Determine the Age of Ginseng Plants (Spanish Language Version)	Webpage

Keri Parker, USFWS	AL, AR, GA, IA, IL, IN, KY, MD, MN, MO, NC, NY, OH, PA, TN, VA, VT, WI, WV	Good Stewardship Harvesting of Wild American Ginseng	Brochures
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Keri Parker, USFWS	All States and Tribes	What are the requirements to export wild American ginseng.	Brochure
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Developed By

Target Audience*

***See Definitions Tab**

U.S. Fish and Wildlife Service -
International Affairs Program

Harvesters, Dealers,
CITES Exporters,
General Public, Media

U.S. Fish and Wildlife Service -
International Affairs Program

CITES Exporters

U.S. Fish and Wildlife Service -
International Affairs Program

Dealers, CITES
Exporters, Harvesters

U.S. Fish and Wildlife Service -
International Affairs Program

CITES Exporters

U.S. Fish and Wildlife Service -
International Affairs Program

Harvesters, Dealers,
CITES Exporters

U.S. Fish and Wildlife Service -
International Affairs Program

Harvesters, Dealers,
CITES Exporters

American Herbal Products
Association

Harvesters

American Herbal Products
Association

Exporters

Description

General information on ginseng and relevant laws and regulations

Guidance on applying for permits to export American ginseng.

10 page pamphlet with information for dealers and exporters on how to be a good steward and how to apply for export permits under CITES.

Table showing a list of States and Tribes with approved export programs for furbearers, alligators, and ginseng.

Instructions and diagrams on determining the age of ginseng plants by counting the number of leaves and the number of stem scars on the rhizome.

Instructions and diagrams on determining the age of ginseng plants by counting the number of leaves and the number of stem scars on the rhizome.

AHPA has produced a State level brochure for AL, AR, GA, IA, IL, IN, KY, MD, MN, MO, NC, NY, OH, PA, TN, VA, VT, WI, and WV. The brochures are available online for free download from an interactive webpage.

A two page, three panel brochure with guidance on stewardship harvesting, a diagram of the ginseng life cycle, guidance on export requirements.

Publication Date

Last updated July 2015

Last updated July 2015

Last updated July 2015

Last updated July 2015

Unk

Unk

July 2006

September 2006

Location

Point-of-Contact

<https://www.fws.gov/international/plants/american-ginseng.html> Keri Parker@fws.gov

<https://www.fws.gov/international/Permits/by-species/american-ginseng.html>

Keri_Parker@fws.gov

<https://www.fws.gov/international/pdf/factsheet-american-ginseng-harvesters-dealers-exporters.pdf>

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<https://www.fws.gov/international/pdf/table-list-of-states-and-tribes-with-approved-export-programs-for-furbearers-alligators-and-ginseng.pdf>

Keri_Parker@fws.gov

<https://www.fws.gov/international/plants/how-to-determine-the-age-of-ginseng-plants-spanish.html> Keri Parker@fws.gov

<https://www.fws.gov/international/plants/how-to-determine-the-age-of-ginseng-plants-spanish.html>

Keri_Parker@fws.gov

<http://www.ahpa.org/Resources/Regulations/Federal/WildAmericanGinsengGoodStewardship.aspx>

Please contact
AHPA's Merle
Zimmermann at
301-588-1171, ext
106 or
email: ginseng@ahpa.org.

<http://www.ahpa.org/Portals/0/Documents/ExportRules.pdf>

Please contact
AHPA's Merle
Zimmermann at
301-588-1171, ext
106 or
email: ginseng@ahpa.org.

Notes

Notes

Accessed 10/26/2017

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Accessed from
<https://www.fws.gov/international/plants/american-ginseng.html>

Hard copies in packs of 50 are available for purchase for \$10.00 from <https://www.fws.gov/external-affairs/marketing-communications/printing-and-publishing/>

Accessed from
<https://www.fws.gov/international/plants/american-ginseng.html>

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<https://www.fws.gov/international/plants/how-to-determine-the-age-of-ginseng-plants.html>

Accessed 10/26/2017

Accessed 10/26/2017

Accessed from
<http://www.ahpa.org/Resources/Regulations/Federal/WildAmericanGinsengGoodStewardship.aspx> Accessed 10/26/2017

Type: Types of outreach materials include but are not limited to the following.

- brochure
- extension publication
- factsheet
- flyer
- pamphlet
- podcast
- poster
- PowerPoint presentation
- press release
- public service announcement
- video
- wallet card
- webinar
- webpage
- other (please describe)

Target Audiences What audience is this outreach tool designed for? Audiences include but are not limited to:

- dealer (a person who buys ginseng for the purpose of resale or export)
- decision makers
- exporter (state exporter = a person who sells ginseng outside of their state, within the United States)
- general public
- growers
- harvesters, collectors, diggers
- Judiciary
- local law enforcement (such as Sheriffs, city cops, State police, peace officers, constables, trooper)
- media
- policy makers
- property owners, landowners
- other (please describe)

d to the following:

tes; a CITES exporter is a person who sells ginseng outside of the United States)

s, game wardens, park rangers)