



*Bent Creek*  
INSTITUTE

**American Herbal Pharmacopoeia®**

FOR IMMEDIATE RELEASE (5/7/12)

### **AHP and Bent Creek Form Botanical Reference Materials Supply Partnership**

(Asheville, NC) – The American Herbal Pharmacopoeia (AHP), Bent Creek Institute, Inc., and Bent Creek Germplasm Repository at The North Carolina Arboretum have formed a unique botanical reference material supply partnership. In the United States, botanical supply chain stakeholders—from commercial growers to natural products brands in foods, supplements, and body care products—must authenticate the correct botanical identity of their raw ingredients. This need has become increasingly urgent as regulatory and market pressures to comply with federal Good Manufacturing Practices (GMPs) have combined. Under 21 CFR 111, dietary supplement manufacturers must perform botanical identity testing on inbound raw material lots 100% of the time.

The new supply partnership between AHP and Bent Creek is designed to establish the Gold Standard in botanical reference materials (BRMs) and promote their use throughout the natural products industry. This partnership will assure that GMP-compliant stakeholders have access to a wide variety of BRMs backed by the combined medicinal plant and botanical expertise of AHP and Bent Creek, and by traceable and reproducible botanical vouchers at Bent Creek Germplasm Repository. “AHP and Bent Creek will work jointly to promote the AHP-Verified™ standard for broad use in industry and to create the highest possible level of confidence for regulatory compliance,” stated Roy Upton, Executive Director of AHP.

AHP and Bent Creek’s organizational leadership by founding partners Dr. Joe-Ann McCoy, Roy Upton, and Greg Cumberford are committed to providing sustainably-sourced, voucher-backed BRMs to discerning stakeholders under the AHP Verified™ seal. Mr. Cumberford observed, “The functional foods and dietary ingredients markets, to say nothing of botanicals used in clinical trials, require that all supply chain stakeholders strive to base their identity confirmations on solid botanical science. There is not a more solid, verifiable, nor authoritative resource for physical reference materials than the BRM service that the AHP-Bent Creek partnership creates. We are honored and excited to build this new industry resource to reinforce integrity and consumer trust in herbal commerce.”

The new AHP-Bent Creek BRM supply service will begin July 1<sup>st</sup>, 2012 and will be managed by the Bent Creek Germplasm Repository in affiliation with Bent Creek Institute and supervised by Dr. McCoy. BRMs bearing the “AHP-Verified” seal will be used in botanical identity testing services offered through the newly formed US

Botanical Safety Laboratory (USBSL), providing USBSL clients the authoritative imprimatur of AHP on their Certificates of Analysis.

Dr. Joe-Ann McCoy is a respected medicinal plant physiologist and microscopy researcher who is an Advisory Board member to the American Botanical Council in Austin, TX, botany advisor to the American Herbal Pharmacopoeia (AHP) since 2008, and chair of the Medicinal and Aromatic Plants USDA-NPGS-PGOC . The Bent Creek Germplasm Repository houses a national collection of Black Cohosh (*Actaea racemosa*), as well as over 1,500 vouchered medicinal plant accessions, associated BRMs, and a screening reference extract library.

Roy Upton, RH, DAyu, has been working and practicing professionally as an herbalist since 1981. Trained in Ayurvedic, Chinese, and Western herbal medicine traditions, Roy is the founder, executive director, and editor of the American Herbal Pharmacopoeia and a co-author of the award-winning *Botanical Pharmacognosy: Microscopic Characterization of Medicinal Botanicals*. Mr. Upton also serves on the botanical expert advisory committees of AOAC International, the American Botanical Council, and NSF International.

Bent Creek Institute's President, Mr. Greg Cumberland, is a 20-year natural products industry veteran with experience in herbal products manufacturing, regulatory compliance, quality control, and quality assurance. He serves on working committees of the American Herbal Products Association and on the NSF Joint Committee on Dietary Supplements. Bent Creek Institute is an analytical laboratory endorser of the ABC-AHP-NCNPR Botanical Adulterants Program and a member of the American Herbal Pharmacopoeia, the Council for Responsible Nutrition, the United Natural Products Alliance, the American Botanical Council, and the American Herbal Products Association.

For more information, please visit: [www.herbal-ahp.org](http://www.herbal-ahp.org) , [www.usbsl.org](http://www.usbsl.org) or [www.ncarboretum.org](http://www.ncarboretum.org)

For Greg Cumberland:	(828) 665-5178 x.208	<a href="mailto:gwc@bentcreekinstitute.org">gwc@bentcreekinstitute.org</a>
For Dr. Joe-Ann McCoy:	(828) 665-5178 x.268	<a href="mailto:jmccoy@ncarboretum.org">jmccoy@ncarboretum.org</a>
For Roy Upton:	(831) 461-6317	<a href="mailto:herbal@got.net">herbal@got.net</a>