

## Sabinsa announces 10 year reforestation commitment to *Pterocarpus marsupium* cultivation



From Left: Mr. Ravi Srivastava, MD, MP Forest Development Corporation and PCCF, Madhya Pradesh, Mr. VG Nair, CEO, Sami Labs, Dr Arvind Saklani, VP, Agri Biotechnology, Sami Labs, Mr. B.P.S. Parihar, Regional Chief General Manager, Mr. Atul Jain, Additional PCCF and AMD, Mr. Bharat Sharma, Regional Chief General Manager, MP Forest Development Corporation.

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As stewards of traditional Indian herbs, the Sami-Sabinsa Group has added reforestation to the company's programme of good agricultural practices

Sami-Sabinsa has entered into an ambitious plan in funding cultivation of *Pterocarpus marsupium* in 250 acres in the Seoni and Balaghat regions in Madhya Pradesh, India, for the next 10 years.

The cultivation will be managed by the reforestation organisation Madhya Pradesh Rajya Van Vikas Nigam Limited.

Sami-Sabinsa has long had a programme of cultivation partnership with farmers under the company's contract farming fair trade programme, so reforestation is a logical extension of Sami-Sabinsa's sustainability commitment.

With a view to ex situ conservation of the highly valued but neglected tree species *Pterocarpus marsupium* (vijaysar), this project sponsorship will ensure the plantation of more than 166,600 trees on 250 acres of forest land during the next 10 years.

This is the first attempt to conserve this high value threatened tree species in India.

Under this initiative, the land will be provided by the forest department of the state of Madhya Pradesh with the Madhya Pradesh Rajya Van Vikas Nigam performing the cultivation and maintaining the plants for a minimum period of 5 years. After 5 years the trees are self-sustaining.

*Pterocarpus marsupium* extracts from the Indian Kino tree have been used for control of blood sugar in Ayurveda for centuries.

The traditional Ayurvedic method of controlling diabetes involved drinking a water extract of *Pterocarpus* obtained either by soaking pieces of the wood in water overnight or utilising a tumbler carved from that wood filled with water.

"As our research on *Pterocarpus marsupium* extract confirmed traditional usage and we began to anticipate future demand for the extract, we became concerned that demand could quickly decimate available supplies," said Shaheen Majeed, Sabinsa's worldwide president.

"The cultivation will not only help us have a sustainable supply, but will preserve this traditional plant in India."

Sabinsa's proprietary ingredient extracts obtained from *Pterocarpus marsupium* are sold under the brand names of Silbinol and pTeroSol.

<https://bit.ly/2GmUzs4>

## 22/03/2018 - BioVoice



## Sami-Sabinsa announces 10 year reforestation commitment to *Pterocarpus marsupium* cultivation

With a view to ex situ conservation of the highly valued but neglected tree species *Pterocarpus marsupium* (vijaysar) this project sponsorship will ensure plantation of over 166,600 trees on 250 acres of forest land over the next ten years

By BioVoice Correspondent - March 22, 2018



From Left: Mr. Ravi Srivastava, MD, MP Forest Development Corporation and PCCF, Madhya Pradesh, Mr. VG Nair, CEO, Sami Labs, Dr Arvind Saklani, VP, Agri Biotechnology, Sami Labs, Mr. B.P.S. Parihar, Regional Chief General Manager, Mr. Atul Jain, Additional PCCF and AMD, Mr. Bharat Sharma, Regional Chief General Manager, MP Forest Development Corporation.

**Bengaluru:** The Sami-Sabinsa Group has now added reforestation to the company's program of good agricultural practices. It has entered into an ambitious plan in funding cultivation of *Pterocarpus Marsupium* in 250 acres in the Seoni and Balaghat regions in Madhya Pradesh, India, for the next ten years. The cultivation will be managed by the reforestation organization, Madhya Pradesh Rajya Van Vikas Nigam Limited.

Sami-Sabinsa says it has long had a program of cultivation partnership with farmers under the company's contract farming fair trade program, so reforestation is a logical extension of its sustainability commitment.

With a view to ex situ conservation of the highly valued but neglected tree species *Pterocarpus marsupium* (vijaysar) this project sponsorship will ensure plantation of over 166,600 trees on 250 acres of forest land over the next ten years. This is the first attempt to conserve this high value threatened tree species in India.

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"As our research on *Pterocarpus marsupium* extract confirmed traditional usage and we began to anticipate future demand for the extract, we became concerned that demand could quickly decimate available supplies," said Shaheen Majeed, Sabinsa's worldwide president. "The cultivation will not only help us have a sustainable supply, but will preserve this traditional plant in India."

Sami-Sabinsa's proprietary ingredient extracts obtained from *Pterocarpus marsupium* are sold under the brand names, Silbinol and pTeroSol.

<https://bit.ly/2DQ7lu9>

# Nutritional OUTLOOK

## Sabinsa Announces Reforestation Project to Ensure Supply of Indian Kino Tree



By Jennifer Prince - March 23, 2018

Sabinsa Corp. (East Windsor, NJ) announced that it is funding cultivation of the Indian Kino tree (*Pterocarpus marsupium*) across 250 acres of the Seoni and Balaghat regions of Madhya Pradesh, India. The company said that this reforestation project, which will ensure that more than 166,600 Indian Kino trees, whose extract is traditionally used to help maintain healthy blood sugar levels, are planted over the next 10 years. It noted that this reforestation effort is “the first attempt to conserve this high-value threatened tree species in India.”

*Pterocarpus marsupium* extracts from the Indian Kino tree have been used for centuries in the Ayurvedic healing tradition as a method for controlling blood sugar levels. However, as consumer demand for traditional, herbal ingredients like *Pterocarpus marsupium* extract continues to grow, there is also a growing risk that industries will deplete the natural sources of these ingredients.

In a press statement from the company, Shaheen Majeed, president, Sabinsa Worldwide, explained why Sabinsa's initiative comes at the right time: “As our research on *Pterocarpus marsupium* extract confirmed traditional usage and we began to anticipate future demand for the extract, we became concerned that demand could quickly decimate available supplies. The cultivation will not only help us have a sustainable supply, but will preserve this traditional plant in India.”

The company has long been committed to notable sustainability efforts, such as its existing contract farming program through which the company seeks to establish fair trade practices with local farmers. Through this program, Sabinsa not only provides the farmers with seeds and teaches them how to farm crops using new technologies and methods, it also guarantees that farmers are paid a set price for a growing season, regardless of the output. Now, the company says that the reforestation project is the logical next step in its sustainability efforts.

The reforestation organization Madhya Pradesh Rajya Van Vikas Nigam Ltd. will perform the cultivation and maintenance of the plants for a minimum of five years, after which time the Kino trees should be self-sustaining. The land will be provided by the forest department of the state of Madhya Pradesh.

Sabinsa currently offers two ingredient extracts obtained from *Pterocarpus marsupium*, Silbinol and pTeroSol, both of which the company says support blood sugar management.

<https://bit.ly/2pFRSI2>