

Value addition of Thai herbs, herbal extracts and herbal products

Kornkanok Ingkaninan

Center of Excellence in Cannabis Research, Faculty of Pharmaceutical Sciences and Center of Excellence for Innovation in Chemistry, Naresuan University, Phitsanulok, THAILAND

Large diversity of Thai herbs has been known to provide several health benefits. The Thai government has a policy to promote Thai herbs for stimulating the economy. Thai herbs not only can be used in healthy food and beverage business but also can be excellent ingredients in drugs, cosmeceuticals, and dietary supplements which have been categorized as “herbal products” by “Herbal Product Act B.E. 2562 (2019)”. To achieve the goal, the herbal product value chains, the transactions and processing of a product until it reaches its end market, have to be considered. Research plays roles in many parts of the value chain. However, the demand of end-users and marketing research have to be taken in account at the very beginning of the research and development (R&D) projects of herbal products. In addition, the supply chain especially the availability, cost, and quality of the herbal raw materials, herbal extracts and other ingredients as well as feasibility of production process need to be studied. In this lecture, examples of cases of herbal products and herbal extracts that can be delivered successfully to the end-users such as Brahmi (*Bacopa monnieri* Wettst.) and Cannabis (*Cannabis sativa* L.) will be shown. More importantly, the challenges that we found along the way of R&D process of herbal products will be discussed.

Keywords: *Bacopa monnieri* Cannabis, herbal extract, herbal products, value chain