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Herbal Shop

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The cultivation of medicinal plants will be a priority under the Young Farmer measure and the Rural Development Programme 2014–2020.

In March 2015, information meetings were held at six locations in Plovdiv Region, where farmers, herbal gatherers and all those interested in developing livelihoods based on medicinal plants received information and individual consultation.

Part of the overall initiative for promoting the sustainable use of herbs in Bulgaria is the establishment of a Herbal Centre in the Vratsa Balkan. At an altitude of 1,300 metres, herbs will be collected, dried and distributed within the nature park. The location has been chosen in view of the rich diversity of herbs and the presence of tourists, who still lack the necessary information on which species are protected and which are prohibited for use under Bulgarian and European

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legislation. The lack of basic knowledge about medicinal plants leads to reduced benefits from their use and to the destruction of existing habitats.

This is the first Bulgarian project to be co-financed under the “Information and Communication” component of the LIFE+ Programme of the European Commission. The planned implementation period is from October 2013 to March 2016. The project is being implemented by the “Information and Nature Conservation” Foundation, the Bulgarian National Radio and “Ecological Consultations”.

Some of the best experts in the country will acquaint the general public with the collection and processing needed to obtain high-quality herbs; the types of technologies and planting material for the cultivation of medicinal plants, as well as the measures for financial support of agricultural producers under the Rural Development Programme 2014–2020.