



We are St. Francis Herb Farm

We are herbalists. But not your average herbalists. We are *multigenerational herbal artisans* who have spent 30+ years researching and cultivating our knowledge and trade. We are *obsessed* with herbs and the wisdom they unlock in our bodies to heal and nourish naturally. We believe that the whole plant is special and that there is a unique way of getting the best out of it. That is why we created our Holistic Herb™ Approach which customizes our method to each plant.

We are also farmers. Proudly Canadian organic farmers who believe in a wholesome back-to-basics way of living. We would NEVER give you something we would not give our own family. The farm is where we work and where we live, it is our way of life.

And we are family people who love our community and believe in an enriching way of life that supports both.

We all have a purpose in life, a reason for being that gets us up out of bed. For the past 30+ years, for our family, cultivating and extracting the best out of herbs has been what drives us so that you can feel the difference of well made plant medicine.

Welcome to our Farm.



Our Brand Personality

- Down-to-earth
- Wholesome
- Wise
- Human
- · Approachable and Friendly
- Passionate
- Positive
- Wants to make a difference to people







Our Core Values

- The way herbal medicine is made matters Science shows us that herbs have the power to heal. As multigenerational herbalists our experience and respect for tradition has shown us that in order to get the best out of the plant, you must use the whole herb and that each plant has a unique way of getting the best out of it.
- Grounded in nature. Good stewardship of nature through organic farming. Closeness with nature brings health and wellbeing.
- Simplicity To offer Simple medicine and a simple, healthy diet and lifestyle are the foundations for a long, fruitful life.
 Tinctures, our specialty, used to be called "simples". Herbal medicine and good health has always meant to be simple and uncomplicated.
- Community We employ 40 people in Combermere, Ontario helping support the local economy and community













Customized to get the best out of the plant



Organic Farming

Craft

Science







Craft

Decades of wisdom have taught us what to do with those herb

Some herbs extract better brought in fresh from the field, some herbs extract better when dried. There are many variables that are part of our processes and we accommodate for each one including temperature control, length of maceration, and methods of extraction to name a few. When it is time for a herb to be extracted, we set up our entire operation to best suit the needs of that herb. We have perfected this craft through ongoing reference to traditional herbal texts and decades of experience



Science

Science is used to optimize the process

Analytical testing allows us to take our farming practices and craft and validate that they are in fact coming together as we intend to give you the best herbal product. We have an ongoing partnership with the Biopharmaceutical Department of the University of Ottawa to assess these variables and ensure processes that result in an optimal extract.









Words we want to own

- · Holistic-Herb Approach
- Customized processed
- Herb Obsessed
- Plant Medicine
- Herb Huggers

