

PHASE 1: GLOBAL MASTER CROP CATALOGUE

Medicinal • Nutraceutical • Skin Care • Hair Care • Therapeutic & Massage Products

Purpose of This Phase

- Provide a **clear global menu of viable plant-based raw materials**
- Help members **identify crops of interest** before checking climate suitability
- Align farming choices with **WEMPOWER GLOBAL manufacturing demand**
- Serve as a **public-facing reference document** for the community

A. MEDICINAL & FUNCTIONAL HERBS (Leaves & Aerial Parts)

Used primarily for **extracts, powders, teas, oils, and infusions.**

- Aloe vera
- Moringa
- Neem
- Tulsi (Holy Basil)
- Peppermint
- Spearmint
- Lemongrass
- Rosemary
- Thyme
- Sage
- Oregano
- Chamomile
- Calendula

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- Lavender
- Lemon balm
- Echinacea
- Artemisia
- Gotu kola
- Stevia
- Dandelion leaf
- Nettle leaf

Primary product use:

Alternative medicine, immune support, digestion, detox, skin healing, anti-inflammatory products, herbal teas, cosmetic extracts.

B. ROOTS, RHIZOMES & TUBERS

High-value category for **medicinal potency and concentrates**.

- Ginger
- Turmeric
- Ginseng (Asian & American)
- Ashwagandha
- Maca
- Licorice root
- Valerian root
- Burdock root
- Dandelion root
- Yarrow root
- Kava
- Arrowroot

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- Cassava (functional starch & supplements)

Primary product use:

Adaptogens, energy boosters, hormonal balance, pain relief, digestion, anti-inflammatory supplements, massage balms.

C. BARKS, RESINS & GUMS

Typically **high-potency, low-volume, high-value inputs**.

- Cinnamon bark
- Slippery elm bark
- White willow bark
- Cinchona bark
- Frankincense resin
- Myrrh resin
- Gum arabic

Primary product use:

Pain relief, circulation, oral care, skin repair, therapeutic balms, stabilizers in cosmetics and supplements.

D. MEDICINAL & NUTRACEUTICAL FRUITS

Used fresh, dried, powdered, or oil-extracted.

- Baobab fruit
- Amla (Indian gooseberry)
- Pomegranate
- Papaya
- Pineapple
- Avocado
- Coconut

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- Lemon
- Orange
- Mango
- Guava
- Noni
- Sea buckthorn berries
- Goji berries
- Elderberries

Primary product use:

Antioxidants, vitamins, collagen support, skin rejuvenation, immune boosters, oils for skin and hair.

E. MEDICINAL VEGETABLES & LEAFY GREENS

Dual-purpose: **food + supplement raw material.**

- Spinach
- Kale
- Amaranth
- Swiss chard
- Beetroot
- Garlic
- Onion
- Broccoli
- Cabbage
- Carrot
- Pumpkin

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Primary product use:

Mineral supplements, detox blends, anti-aging nutrition, blood health, general wellness powders.

F. SEEDS & NUTS (OILS, POWDERS & PROTEINS)

Critical for **skin care, hair care, massage oils, and capsules.**

- Sesame seeds
- Sunflower seeds
- Pumpkin seeds
- Flaxseed
- Chia seeds
- Castor seeds
- Black seed (Nigella sativa)
- Shea nuts
- Cocoa beans
- Coffee beans
- Almonds
- Macadamia nuts

Primary product use:

Hair growth oils, scalp treatments, massage oils, skin nourishment, anti-aging formulations.

G. FLOWERS (COSMETIC & THERAPEUTIC VALUE)

High relevance to **skin care and aromatherapy.**

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- Rose
- Jasmine
- Hibiscus
- Ylang-ylang
- Chamomile
- Lavender
- Calendula
- Saffron

Primary product use:

Perfumes, creams, serums, hair conditioners, aromatherapy oils, skin tonics.

H. MEDICINAL FUNGI & ALGAE

Emerging **high-demand global nutraceutical segment.**

- Reishi mushroom
- Lion's Mane mushroom
- Cordyceps
- Chaga mushroom
- Spirulina
- Chlorella

Primary product use:

Immune boosters, brain health, endurance supplements, detox products, protein powders.

I. SPECIALTY & MULTI-PURPOSE CROPS

Used across **multiple product lines.**

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- Tea (green, black, herbal blends)
 - Coffee (oil, extracts, exfoliants)
 - Sugarcane (fermentation, extracts)
 - Vanilla
 - Cocoa
 - Bamboo (silica supplements & cosmetics)
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HOW MEMBERS SHOULD USE THIS PHASE

- Identify **3–5 crops of interest**
- Consider:
 - Land size
 - Time to harvest
 - Interest in food vs cosmetic vs medicinal markets
- Proceed to **Phase 2 (Climate & Regional Suitability)** before making final decisions

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