



**Southern Oregon Regional  
Economic Development, Inc.**  
*Wildly Serious About Business*

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

Date: September 13, 2023  
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**SOREDI Announces Herb Pharm Expansion to Central Point  
Ribbon Cutting and Grand Opening, Wednesday, September 20**

**Medford, Oregon** – SOREDI is pleased to announce that Herb Pharm, headquartered in Williams, Oregon, is expanding with additional operations located at 5448 Bierson Way. An educational open house is planned for Wednesday, September 20 from noon – 2:30, with an official ribbon cutting ceremony around 1 pm. The company will have products to sample, a Regenerative Organic Certified (ROC) educational center, and hiring information available. Herbal mocktails and giveaways are planned, and the event is kid friendly.

Herb Pharm was founded in 1979 by herbalists Ed Smith and Sara Katz and today employs over 200 in the region. The expansion to Jackson County is being driven by the growing popularity of Herb Pharm's over 500 high quality and organic supplements and a new distribution agreement in Europe.

As a B Corp, Herb Pharm is a mission-based company, featuring the first Regenerative Organic Certified herb farm in the world. At the upcoming event, CEO, Daniel Marple will share more about the company's mission, "to take care of plants, so they can take of people" and how this will help support sustainable employment in Southern Oregon. Daniel, a resident of Ashland, shares "we are thrilled to be in the greater Medford area to be near critical infrastructure, such as the Rogue Valley International Airport, interstate, and additional workforce". More information about Herb Pharm can be found at its website: [www.herb-pharm.com](http://www.herb-pharm.com)

Herb Pharm is expanding with bottling and distribution within approximately 24,000 s/f of space. The company is an authorized enterprise zone applicant within the Medford Urban Enterprise Zone and will receive property tax abatement incentives on new capital investments and new job creation. Over 20 new jobs will be created.



“SOREDI is honored to serve another local company in their growth plans within Southern Oregon by helping them access incentives through the Medford Urban Enterprise Zone and make the necessary connections with various partners they need to prosper. The region benefits from new capital investments that support the property tax base, new jobs, and many downstream economic impacts throughout Southern Oregon,” states Colleen Padilla, Executive Director of SOREDI.

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**About SOREDI:** SOREDI is a private, membership-funded, non-profit organization, governed by a board of directors. Its 5-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <https://www.soredi.org>.