

People & Places

Herbal interest grows into full-time business

By CAROL RYAN DUMAS
Capital Press

BUHL, Idaho — Just like a puzzle, all the pieces in Mickey Young’s life fit with him becoming an equine and canine herbalist. But also just like a puzzle, it was hard to see the big picture until the pieces interlocked.

Today, that picture is a successful business promoting the health of horses and dogs through herbal nutrition.

But the story started even before Young was born.

His father, LaVern, grew up in Utah, picking up tips on doctoring animals with medicinal herbs from the Navajos who lived in the area. He later had a career with Bureau of Land Management as a range rider and wild horse and burro specialist, learning more about the plants those animals chose to graze.

Young’s mother, Ruth, was a successful naturopath at a time when naturopathy was little known.

“I learned some from each of them,” Young said.

And as a professional cowboy, champion bare-back rider and stock contractor for the National Finals Rodeo, Young knew horses and the dogs that are inevitably a cowboy’s companion.

His parents moved to Idaho, where Young had settled during his rodeo days and opened a health store. His mother helped people with herbs and when they asked for help with their horses or dogs, she’d send them to Young.

“It grew from there, but it didn’t happen overnight,” Young said.

After selling his rodeo stock company, he was looking for something he could do to make a living.

“I had done the herb thing for many years, but I didn’t know there was a living in it,” he said.

A chance meeting with Heather Mack, a veterinarian who practices holistic horse health, would change his way of thinking.

Mack was impressed with the health of Young’s horses and started referring clients to him for his herbal mixtures. That gave Young the confidence to start telling people about the benefits of herbs.

Later, Mack started carrying his mixtures and was his first large, consistent client.



Silver Lining Herbs

Mickey and Lori Young, owners of Silver Lining Herbs, on their ranch in Buhl, Idaho.



Carol Ryan Dumas/Capital Press

Chance Schuknecht, sales and marketing manager at Silver Lining Herbs, talks about the numerous herbs used in the company’s nutritional formulas at its processing facility in Buhl, Idaho.

Word spread quickly due to the quality of the herbs and the effectiveness of Young’s formulas. Everything from wounds and digestive issues to kidney and liver ailments seemed to benefit from the herbs, Young said.

He and his wife, Lori, officially started Silver Lining Herbs 20 years ago.

Back then, “people weren’t that accepting of herbs for horses. It was a hard sale, but Mick started educating people,” Lori said.

The business went from mixing herbs in his mother’s shop to outgrowing a basement, then a garage and then a large shop to building a commercial facility.

It kind of started by accident but grew little by little into a full-grown business, Lori said.

Silver Lining Herbs produces about 30 herbal combinations for horses and 20 for dogs, ranging from daily health maintenance and early wormer to joint and lymphatic support. The company uses 80 to 100 different ingredients, sourced from five main suppliers in North America, Chance Schuknecht, the company’s sales and marketing manager, said.

The company has strict quality-control practices and is audited by the National Animal Supplement Council, which has awarded the business its Quality Seal.

The formulas are meant to provide the variety of healthful vegetation horses and dogs had when they could range freely to improve their quality of life, he said.

Young said his goal is



Western Innovator

MICKEY AND LORI YOUNG

Occupation: Owners, Silver Lining Herbs

Location: Buhl, Idaho

Business: Equine and canine herbal health products

Facility: Production, packaging and distribution

Employees: 15

Sales: \$1.5 million annually

Marketing: About 500 locations, including major distributors and 25 other retailers, and online

Member: National Animal Supplement Council

to help as many horses and dogs as possible.

“There’re a lot out there that need it, and owners don’t know it,” he said.

He knows of cases where a horse or dog was euthanized because the practitioner or the owner didn’t think a problem could be fixed. In many cases, herbs are the answer, he said.

“I have seen what people would call miracles (using herbs) many years now,” he said.

And he hears it all the time from his customers — animals in advanced stages of illness completely recovering with herbs, he said.

“It’s pretty cool when you see it happen, and it happens a lot,” he said.

Silver Lining Herbs has hundreds of testimonials, but is unable to print them or advertise with them under Food and Drug Administration regulations, he said.

“I’ll always be an advocate for what it does. We’re all pretty passionate about this at Silver Lining,” he said.

Unfortunately, people have lost a lot of the knowledge they had before modern medicine, but it’s pretty hard to improve on nature, he said.

“God put everything we needed here; all we have to do is access it,” he said.



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to set the record straight.

CALENDAR

SATURDAY, FEB. 2

Pesticide Collection Event:
8 a.m.-3 p.m., Valley Agronomics, 986 N. Holladay St., Cornelius, Ore. For questions, contact Mike Mason of Clean Harbor Environmental Services at (503) 742-7105 or mason.michaelr@cleanharbors.com.

SUNDAY, FEB. 3

North American Strawberry Growers Association Conference: Wyndam Orlando Resort, 8001 International Drive, Orlando, Fla. http://www.nasga.org.

MONDAY, FEB. 4

Oregon Blueberry Conference: 7:55 a.m.-6 p.m., Salem Convention Center, 200 Commercial St., Salem. A season recap and market projections, export markets, trade show and industry reception are among the many topics and events scheduled for this year’s conference. http://oregonblueberry.com.

North American Strawberry Growers Association Conference: Wyndam Orlando Resort, 8001 International Drive, Orlando, Fla. http://www.nasga.org.

TUESDAY, FEB. 5

Spokane Ag Expo and Pacific Northwest Farm Forum: 9 a.m.-5 p.m., Spokane Convention Center, 334 W Spokane Falls Blvd., Spokane. Spokane Ag Expo provides a showcase for agricultural equipment and related products. Pacific Northwest Farm Forum spotlights major speaker events and seminars ranging across a wide spectrum of current topics. http://AgShow.org.

North American Strawberry Growers Association Conference: Wyndam Orlando Resort, 8001 International Drive, Orlando, Fla. http://www.nasga.org.

WEDNESDAY, FEB. 6

Soil Health Workshop: 9 a.m. Best Western Burley Inn, 800 N. Overland Ave, Burley, Idaho. Jay Fuhrer, a soil health specialist with the Natural Resources Conservation Service in Bismarck, N.D., will talk about regenerative agriculture. Also featured is a presentation on carbonics by Keith Burns, a no-till farming and seed expert in Bladen, Neb. ewcswcd@gmail.com, 208-572-3369.

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THURSDAY, FEB. 7

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TUESDAY, FEB. 12

Produce Safety Rule Course: 8 a.m.-5 p.m., Clarion Inn Ontario, 1249 Tapadera Ave., Ontario, Ore. The course will cover identifying microbial risks, reducing risks, and how to best start using recommended produce-safety prac-

tices on the farm. Instructors will discuss a safety plan’s parts and how to start writing one. They will detail the rule’s requirements and how to meet them. \$35. https://bit.ly/2CDMr2L.

Walla Walla Food Producers Workshop: 9 a.m.-3 p.m., Walla Walla County Fairgrounds Community Center, 363 Orchard St., Walla Walla, Wash. The meeting with food producers will include a discussion on the feasibility of a Walla Walla food hub, covering a 400-square-mile distribution area. Jeff Mathias, jeffm@bma-cww.org, 509-524-5218. https://slcceep.wufoo.com/forms/walla-walla-food-producers-workshop-registration/.

WEDNESDAY, FEB. 13

Changing Hands Workshop on Farm/Ranch Transfer and Access: 8 a.m.-3:45 p.m., Geiser Grand Hotel, 1996 Main St., Baker City, Ore. Join Rogue Farm Corps for “Changing Hands: A Workshop on Farm Transfer and Access to Land.” This workshop will bring together retiring and aspiring farmers for a full day of training on land access and succession planning. If you are a retiring farmer, come learn from experts about how to pass on your business to the next generation and assess its profitability. If you are an aspiring farmer, come learn about creative ways to start your farm business with topics on finding and leasing agricultural land, business planning and accessing financing. Ashley Rood, ashley@roguefarmcorps.org, (971) 409-6806.\$20. https://bit.ly/2MexZIW.

THURSDAY, FEB. 14

Organicology 2019: Hilton Portland and Executive Tower, 921 SW Sixth Ave., Portland. Organicology seeks to bring all of the stakeholder groups to the table to not only develop skills in

their own areas of activity but to gain exposure to the challenges and accomplishments of those in other areas of the trade and movement. http://www.organicology.org/welcome/.

PNW Pollinator Summit and Conference: 8:30 a.m.-5 p.m., CH2M Hill Alumni Center, Oregon State University, 725 SW 26th St., Corvallis. A two-day conference and an additional day of workshops designed to “connect-the-dots” between research, extension and application. This meeting is for extension agents, natural resource professionals, land managers, educators, as well as pollinator enthusiasts who want to develop or enhance the pollinator programming in their area. Conference talks will be mixed with discussion sessions, allowing participants to network and identify local knowledge and education gaps. https://www.oregonbee-project.org/pnwpollinators2019.

FRIDAY, FEB. 15

Organicology 2019: Hilton Portland and Executive Tower, 921 SW Sixth Ave., Portland. http://www.organicology.org/welcome/

PNW Pollinator Summit and Conference: 8:30 a.m.-5 p.m., CH2M Hill Alumni Center, Oregon State University, 725 SW 26th St., Corvallis. https://www.oregonbee-project.org/pnwpollinators2019.

Harvest and Hearth Farm and Heritage Workshops: 8:30 a.m.-4:30 p.m., College of Idaho, 2112 Cleveland Blvd., Caldwell. The Ada Soil & Water Conservation District is hosting the first Harvest and Hearth Farm and Heritage Workshops for local farmers and small acreage owners. This all-day workshop features four tracks: livestock, farmstead management, crop production, and enterprise diversification.

Special guest speakers are the Muller family from Full Belly Farm in Guinda, Calif. They will deliver the morning keynote speech and join local farmers on several of the panels. http://www.adaswcd.org.

SATURDAY, FEB. 16

Organicology 2019: Hilton Portland and Executive Tower, 921 SW Sixth Ave., Portland. http://www.organicology.org/welcome/.

PNW Pollinator Summit and Conference: 8:30 a.m.-5 p.m., CH2M Hill Alumni Center, Oregon State University, 725 SW 26th St., Corvallis. https://www.oregonbee-project.org/pnwpollinators2019.

2019 Organic Agriculture Research Forum: 9 a.m.-7 p.m., Hilton Portland and Executive Tower, 921 SW Sixth Ave., Portland. The forum will feature innovative presentations from researchers across all disciplines related to organic farming and food systems. https://bit.ly/2ChDV9w

Farm Transition Play and Workshop: 4-8 p.m., Jessie Mays Community Hall, 30975 NW Hillcrest St., North Plains, Ore. Join the Tualatin Soil and Water Conservation District, Rogue Farm Corps, and instructors from Oregon and Iowa to learn how to plan for the future of your farm. Free dinner included. Agenda includes an performance of “Map of My Kingdom,” a play about the issue of land transition. It will be followed by a discussion and a presentation and Q&A with attorney Maria Schmidtkofer of Schwabe, Williamson & Wyatt. Charlotte Trowbridge, charlotte.trowbridge@tualatinswcd.org, 503-277-3709. https://www.swcd.net/event/farm-transition-workshop/.