



International Society for  
Ethnopharmacology

BOOK OF ABSTRACTS

# 13th Congress of the International Society for Ethnopharmacology

in collaboration with the

**Society for Medicinal Plant and  
Natural Product Research**

and

**Eurasia-Pacific Uninet**

**Graz, Austria  
September 2 - 6, 2012**



Das Land  
Steiermark

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## Medicinal plant use in the North-eastern Portuguese region: old practices and novel approaches within several rural contexts

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For a long time, people from the most northeastern Portuguese region, known as Nordeste Transmontano, have been living in particular ecological and socioeconomic conditions and relying on interactions between natural environment and traditional farming systems, which enabled an adaptative resource management, enhanced local knowledge on plant-use, allowing the survival of a rich and interesting folk medicine.

Ethnobotanical surveys were carried out with informants' permission and cooperation, using fieldwork and ethnographic methodologies in order to document local knowledge and medicinal plant-use. Moreover, applied phytochemical research was set out on the most used medicinal plants that have special cultural significance (more frequently cited, i.e. frequency of citation > 50%).

Over 175 species represent the heritage of the local folk pharmacopoeia. Quite interesting species and uses were recorded, such as *Tuberaria lignosa*, a potent anti-inflammatory, and *Pterospartum tridentatum* against colds and other infections of the respiratory tract. Experimental data point to phytochemical composition and bioactive properties which confirm the importance of the empirical use of the studied species and their contribution to a good health condition. Alongside with traditional medicinal species the use of some modern plants was also reported, such as *Lycium barbarum* and *Aloe vera*, reflecting the dynamics of local knowledge in rural contexts that are undergoing social, cultural and economic changes.

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## Herbal medicines - from traditional knowledge to global commodities

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"The commodity situation of social life of any "thing" is defined as the situation in which its exchangeability (past, present, or future) for some other things is its socially relevant feature". (Appadurai, 1986, *social life of things*, pp-13). When we considering the topic in India's context, "Herbal medicines - from traditional knowledge to global commodities", we have to consider lots of things in mind. What is happening to Indian indigenous medicines when it becomes commodities in the market place? What are the mechanisms that led to the commoditisation of indigenous medicines? And how is the commodification of this medicines is representing?. The traditional medicines are reworking in to commodities for the market and in this way it representing the advertising media. It is necessary to trace the 'social lives' of traditional medicine by analysing their 'roles' in different 'spaces' such as home, regulatory policies, the modern factory and laboratory, in popular and professional marketing, the construction of an Indian identity and the representation of Traditional Medicinal Knowledge in advertisements and marketing rhetoric. The marketing and the construction of a consumer identity is limiting all of these representations. How the large manufacturing companies are combining these different 'faces' of Indian indigenous medicinal products with the aim of making their goods attractive in the eyes of consumers?. These products are using for commerce and these industrially produced goods are part of a mass market where substances are designed, produced, distributed, sold and consumed can use the term 'global market'

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**Assunto:** ISE 13 - accepted for poster presentation

**De:** ISE13 <ise13@uni-graz.at>

**Data:** 25-05-2012 14:28

**Para:** anacarv@ipb.pt



Graz, May 25, 2012

Dear Ana Maria Carvalho,

thank you very much for your interest to attend the 13<sup>th</sup> International Congress of the Society for Ethnopharmacology which will take place from 2 - 6 September, 2012 at the University of Graz, Austria, and for your abstract submission.

The Scientific Committee has reviewed your abstract and we are happy to inform you, that your submission "**Medicinal plant use in the North-eastern Portuguese region: old practices and novel approaches within several rural contexts**" has been accepted for **poster presentation**. Detailed instructions about your presentation will follow.

To take part in the scientific program, you will need to complete your registration process before the **31st of May, 2012**. Failure to do this will result in withdrawal from the scientific program. (Please do not take this notice into consideration if you have already registered).

You can register at <http://ise13.uni-graz.at>

Please also find all further information on travelling, accommodation, etc. at our congress web-site. Early hotel booking is recommended since there is limited capacity.

We are looking forward seeing you at ISE13 in Graz.

Best regards,

For The Organizing Committee  
of ISE13 Graz

Univ.-Prof. Dr. Rudolf Bauer  
Chairman ISE13



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