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**Director, New Use Agriculture and Natural Plant Products Program**  
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### 1. Education:

1979-1984	Ph.D.	University of Massachusetts Environmental Stress Physiology, Dept. Plant & Soil Sciences
1975-1977	M.S.	Oregon State University Major: Plant Nutrition/Management, Dept. Horticulture Minor: Plant Pathology
1972-1974	B.S.	Empire State College Major: Agriculture

### 2. Professional Experience/Employment History:

2008-current	Associate Director, Sustainable Development, Global Institute for BioExploration
2004-current	Member, Graduate Faculty, Medicinal Chemistry, School of Pharmacy, Rutgers
2000-current	Member, Graduate Faculty in Plant Biology, SEBS, Rutgers
2000-current	Director, New Use Agriculture & Natural Plant Products Program, SEBS, Rutgers
2000-current	Professor, Dept. Plant Biology and Plant Pathology, Rutgers University
1994-2000	Professor, Horticulture & Landscape Architecture Dept., Purdue University, IN
1988-1994	Associate Professor, Horticulture Department, Purdue University, IN
1983-1988	Assistant Professor, Horticulture Department, Purdue University, IN
1980-1983	Graduate Research Assistant, University of Massachusetts, Amherst, MA
1979-1980	Graduate Teaching Assistant, University of Massachusetts, Amherst, MA
1978-1979	Assistant Researcher, Ministry of Agriculture, Head of Aromatic & Mountainous Spice Plants Program, R & D Project, ARO, Israel

**3. Major Areas of Expertise:** Introduction and commercialization of new crops and development of new plant products, herbs, spices, medicinal and aromatic plants, ethnic and indigenous world crops and botanicals, genetic diversity, breeding for health and nutrition, natural plant products chemistry, new applications of plants for foods, flavors, fragrances, health and nutrition, dietary supplements, natural plant products chemistry, quality assurance and quality control, botanical standardization.

### 4. A Short BioSketch of Prof. Simon's Research and Development Activities

Simon serves as Director of the New Use Agriculture and Natural Plant Products Program (NUANPP), Rutgers University, which seeks to identify new crop opportunities, new applications of bioactive and nutritious plant compounds and new products from fruits, vegetables, herbs and most recently from marine organisms. Simon has co-lead botanical cores of two NIH/NCCAM programs, (i) Purdue University and University of Alabama National Botanical Center on Age Related Diseases (2000-2011); and (ii) NIH Center of Excellence for Research on Complementary and Alternative Medicine for Alzheimer's disease on the protective roles provided by grape derived polyphenolic compounds led by Mt. Sinai Medical School (2007-2012). Simon is currently the PI on the USDA/SCRI funded *Strategies for Improving the U.S. Responses to Fusarium, Downy Mildew and Chilling Injury in Production of Sweet Basil (Ocimum basilicum L.)*; serves as co-PI on the USDA/SCRI funded *Locally*

*Grown Ethnic Greens and Herbs: Demand Assessments and Production Opportunities for East Coast Farmers on Ethnic Greens and Herbs for the East Coast*, which also uses our market-first science driven models to explore new crop opportunities here in New Jersey and the East Coast, and leads and/or participants in several other national and international research initiatives (see our NUNAPP website).

Since 1994, Simon has also been conducting collaborative research in sub-Saharan Africa and in 2000 was a cofounder ASNAPP (Agri-Business in Sustainable Natural African Plant Products, [www.asnapp.org](http://www.asnapp.org)) which continues to grow today with NGOs in Ghana, Senegal, South Africa and Zambia; and programs in Liberia, Malawi and Rwanda. Simon also served as PI for Partnerships in Food Industry Development for Natural Products ([www.pfidnp.org](http://www.pfidnp.org)), a US university-led USAID funded program which has facilitated the commercialization of natural products and horticultural crops for small African farmers in sub-Saharan Africa using a market-driven and scientific model of development for which ASNAPP serves as the coordinating and implementing partner in Africa. Simon was an original author for the WHO Guidelines on Good Agricultural and Collection Practices (GACP) for Medicinal Plants and has experience and programs in international research in sub-Saharan Africa (Cameroon, Ghana, Liberia, Kenya, Madagascar, Malawi, Namibia Rwanda, Senegal, South Africa, Tanzania, and Zambia) and Israel. Simon is nationally and internationally recognized as one of the leading horticultural and medicinal and aromatic plant authorities with specialization in natural products and quality control.

## **5. Awards & Honors:**

- 2012 Recipient of the 2012 Award for Scientific Excellence by a researcher in a USAID Collaborative Support Research Program. The Board for International Food and Agricultural Development (BIFAD), USAID.
- 2012 Recipient of the 2012 Burton Kallman Scientific Award, Natural Products Association. This award recognizes individuals who have made outstanding scientific contributions that have benefited the natural products industry.
- 2011 Team Excellence Award. School of Environmental and Biological Sciences. Rutgers, The State University of New Jersey, Simon served as Team Member for the 2011 SEBS Team Excellence award for: The Great Tomato Tasting Event at Snyder Farm (outreach/extension program)
- 2009 Team Research Award. School of Environmental and Biological Sciences. Rutgers, The State University of New Jersey, Simon served as lead PI for 2009 SEBS Team award for our work, "Partnership for Sustainable Economic Growth in Africa through Natural Products Development."
- 2008 Invited, Associate Director-Sustainable Development, Global Institute for BioExploration
- 2007 Mpuntu teas and spices listed by Food & Wine Magazine (January, 2007) as one of the best flavors to taste in 2007. The Mpuntu branded products reflect our branded African line of teas and spices as supported by our PFID/NP program, led and implemented by our ASNAPP network in support of the producing communities.
- 2006 Appointed Professor Extraordinaire, Dept. Agronomy, Stellenbosch University, South Africa.
- 2005. First Prize Award for Sustainability: ASNAPP-South Africa ASNAPP from the South African National Science and Technology Forum (NSTF) Award for 2004 in the Category: "A Not for Profit Organization over the last three years".
- 2004 Honorary Scientist, Rural Development Administration, South Korea (equivalent to our USDA). Reappointed from a 2001 appointment.
- 2003 Invited Original Co-author for the WHO Guidelines on Good Agricultural and Collection Practices (GACP) for Medicinal Plants. WHO, Geneva, 2003. 72 pp. (Fong, Simon, Regalado).

- 2003-2010. Invited, Member of the External Advisory Board of the National Botanical Center “Iowa Center for Research on Dietary Botanical Supplements” led by Iowa State University & Univ. of Iowa.
2003. Fancy Food Show. New York City. July 5-8. Our rooibos tea from South Africa, within our ASNAPP exhibition was recognized as a Pick-of-the Aisle by Gourmet Retailer for its high quality.
2001. Juliani H.R. and JE Simon. Antioxidant Activity of Basil (*Ocimum* spp.) awarded best student including post-doc non-industrial poster at the 5th Annual New Crops and New Uses Symposium in Atlanta Georgia, November 2001. (For Juliani’s leading work).
2001. Recipient of the All American Selection Award for plant variety release of cv. ‘Magical Michael’ basil. Fast Track Selection. Co-developed with Mario Morales.
2001. Journal Page Cover in Plant Physiology for Research Paper: Gang et al. An Investigation of the storage and biosynthesis of phenylpropanes in sweet basil. *Plant Phys.* 125: 1-17.
2000. Journal Page Cover in J. of Heredity for Research Paper: Phippen & Simon. Anthocyanin Inheritance and Instability in Purple Basil (*Ocimum basilicum* L.). *J. Heredity* 91:289-296.
2000. Recipient of the Helen De Conway Little Medal of Honor from the Herb Society of America, Inc. for Exceptional Contributions.
- 1998 Recipient of the All-American Selection Award for the new plant variety release of cv. 'Sweet Dani' Lemon basil. Fast Track Selection. Co-developed with Mario Morales.
- 1997 Recipient of the Otto Richter Memorial Lecturer. A national award given by the International Herb Association for life-long contributions of an individual to the herb and botanical industry.
- 1997 Member, Extension Team Award for Contributions to the Purdue-Carrot Road Shows in 1996 to strengthen links with state commodity groups ((outreach/extension program).
- 1997 Epsilon Sigma Phi. National Honorary Extension Fraternity In. International Service Award.
- 1996 Superior Paper Award from Amer. Soc. Agric.Engineers: Benady et al. 1995. Fruit Ripeness Determination by Electronic Sensing of Aromatic Volatiles. *Trans. the ASAE* 38(1):251-257.
- 1996 Invited to join the Scientific Advisory Board for HerbalGram.
1995. NewCROP (Simon was co-founder) was awarded and recognized as one of the best Web sites by Yahoo (<http://www.hort.purdue.edu/newcrop/>).
- 1993 Recipient of a Master Agreement License from the National Cancer Institute, NIH, for the Large-Scale Production of Biomass for the Isolation of Agents from Natural Sources (Plant Projects). Sole NCI recipient of this competitive license.
- 1992 Co-Founder of the Purdue Center for New Crops (<http://www.hort.purdue.edu/newcrop/>)
- 1991 Recipient of the First Outstanding Service Award presented by the International Herb Growers and Marketers Association to honor the educational and extension activities serving the herb, spice and medicinal plant industries.
- 1987 The International Authors and Writers Who’s Who. Cambridge, England.
- 1987 Recipient of the Creative Programming Award from the National University Continuing Education Association for the First National Herb Growing and Marketing Conferenc held July, 1986, West Lafayette, IN.
- 1986 Contemporary Authors. Gale Research Company, Detriot, MI. Vol. 118.
- 1985 Recipient of the Oberly Award for Bibliographic Excellence in Agriculture & Related Sciences by the American Library Association, the Associates of the National Agric. Library & Council on Botanical & Horticultural Libraries for scientific reference work Herbs: An Indexed Bibliography, 1971-1980, The Scientific Literature on Selected Herbs, and Aromatic and Medicinal Plants of the Temperate Zone. Simon et al. 1984. Archon Books.770 pp.
- 1983 Recipient of the Norman F.Childers graduate Student Presentation Award, Northeast Regional Amer. Soc. Hort. Sci.

## **6. National scholarly and academic activities including university/SEBS service:**

- 2009 Chair, Rutgers University Committee on Strengthening University Linkages with the University of Liberia. This is a Presidential lead initiative to forge sustainable ties between RU and UL. Since Fall, 2009, accomplishments already include a signed MOU between RU and UL; university-wide initiatives being developed, new MOU with Cuttington University (Agriculture in Liberia) and a newly awarded 5- year strengthening grant to support excellence in higher education in Liberia.
- 2008-2012: Serving on the Executive Committee for the NIH Center for Excellence in Research on Alzheimers Disease. Protective Roles of grape-derived polyphenols in Alzheimer's disease (with Mt. Sinai Medical, Albert Einstein Medical, Purdue, Noble Foundation).
- 2008-current: Invited, Member of the Scientific Advisory Committee for the Bent Creek Institute, North Carolina Arboretum and North Carolina State University, Asheville, NC
- 2007-current: Serving on an Executive Committee of Agr-Business in Sustainable African Natural Plant Products (ASNAPP).
- 2000-2011: Serving on the Executive Committee for the NIH sponsored Purdue University and University of Alabama National Botanical Center on Age-Related Diseases.
- 2008 BARD Technical Panel Reviewer
- 2006-2008: Members, SEBS, Rutgers A & Promotion Committee (3years term period)
- 2003-2010: Invited to serve as Member of the External Advisory Board for the NIH sponsored National Botanical Center "Iowa Center for Research on dietary Botanical Supplements" led by Iowa State University and University of Iowa. Echinacea and St. Johns Wort as Anti-Virals and Immunomodulators.
- 2000-present Co-Founder, Agri-Business in Sustainable African Natural Plant Products Program (ASNAPP).
- 1996 Invited USA contributing Editor for the Newsletter of Medicinal and Aromatic Plants. Sponsored by the Food and Agriculture Organization of the United Nations.
- 1996 Invited to join the Scientific Advisory Board for HerbalGram, the industries leading medicinal plant trade journal.
- 1995 Invited Member to NIH Steering Committee on Botanicals and their Role in American Health Care, NIH Office of Alternative Medicine.

## **7. Research Papers:**

### **7.1. Referred Papers (asterisks indicate \*undergraduate student and \*\*graduate student):**

2012. Govindasamy, R., V. Puduri, K.M. Kelley, and J.E. Simon Ethnic respondents increased purchases of locally grown ethnic greens and herbs because of concerns about food miles: Logit model frame work. **Journal of Food Distribution Research** (in press).

2012. Wang, J., M.G. Ferruzzi, L. Ho, J. Blount, E.M Janle, B. Gong, Y. Pan, D. Rafferty, I. Arrieta-Cruz, V. Sharma, B. Cooper, J. Lobo, **J.E. Simon**, C. Zhang, A. Cheng, X. Qian, K. Ono, D.B. Teplow, C. Pavlides, R.A. Dixon and G.M. Pasinetti. Brain-targeted proanthocyanidin metabolites for Alzheimer's disease treatment. **J. Neuroscience** 32(15): 5144-5150.

2012. Xu<sup>G</sup>, Y., **J.E. Simon**, M.G. Ferruzzi, L. Ho, G.M. Passinetti and Q.L.Wu. Quantification of anthocyanidins in the grapes and grape juice products with acid assisted hydrolysis using LC/MS. **Journal of Functional Food** (in press, published online: <http://dx.doi.org/10.1016/j.jff.2012.04.010>).

2011. Nahm<sup>G</sup>, H.S., H.R. Juliani and **J.E. Simon**. Effect of selected synthetic and natural Antioxidants on the oxidative stability of shea butter (*Vitellaria paradoxa* subsp. *paradoxa*). **J. Medicinally Active Plants** 1(2):69-75.
2011. Xu<sup>G</sup>, Y., **J.E. Simon**, C. Welch<sup>G</sup>, J.D. Wightman, M. Feruzzi, L. Ho, G.M. Pasinetti and Q.L. Wu. Survey of polyphenol constituents in grapes and grape derived products. **J. Agricultural and Food Chemistry**: 59(19):10586–10593.
2011. Shen<sup>G</sup>, D., Q.L. Wu, W.J. Sciarappa and **J.E. Simon**. Chromatographic fingerprints and quantitative analysis of isoflavones in Tofu-type soybeans. **J. Food Chemistry** 130(4):1003-1009.
2011. Wu, Q.L., Y.H. Yang and **J.E. Simon**. Chemical profiling and quantification of isoflavones in kudzu by LC/UV/MS. **American J. Analytical Chemistry**: 2(6): 665-674.
2011. Shen<sup>G</sup>, D., M.H. Pan, Q.L. Wu, C.H. Park, H.R. Juliani, C.T. Ho and **J.E. Simon**. A rapid LC/MS/MS method for the analysis of non-volatile anti-inflammatory agents from *Mentha* spp. **J. Food Science**: 76(6): 900-908.
2011. Malatova, K., N. Hitimana, T. Niyibizi, H.R. Juliani and **J.E. Simon**. Optimization of harvest regime and post-harvest handling in geranium production to maximize essential oil yield in Rwanda. **Journal of Industrial Crops and Products**: 34(2): 1348-1352.
2011. Govindasamy, R., V. S. Puduri and **J. E. Simon**. Willingness to Buy New Ethnic Produce Items: A Study of Latino Consumers from Mexico and Puerto Rico in the Eastern United States. **HortTechnology** 21: 202-207.
2011. Jedinak, A., S. Dudhgaonkar, Q.L. Wu, **J.E. Simon** and D. Sliva. Anti-inflammatory activity of edible oyster mushroom is mediated through the inhibition of NF-kB and AP-1 signaling. **BMC Nutrition Journal** 10:52-61.
2010. Govindasamy, R., V. S. Puduri and **J.E. Simon**. Hispanic Consumers' Perceptions towards Organically grown Ethnic Produce: A Logistic Analysis. **African Journal of Agricultural Research** 5(24): 3464-3469.
2010. Wyenandt, C.A., **J.E. Simon**, M.T. McGrath, and D.L. Ward. Susceptibility of Basil Cultivars and Breeding Lines to Downy Mildew (*Peronospora belbahrii*). **HortTech** 45: 1416 - 1419.
2010. Shen<sup>G</sup>, D., M.H. Pan, Q.L. Wu, C.H. Park, H.R. Juliani, C.R. Welch<sup>G</sup> and **J.E. Simon**. Identification of the anti-inflammatory bioactive compounds in oregano (*Origanum* spp.) and their simultaneous quantitation by LC/MS. **J. Agric. Food Chemistry** 58(12):7119-7125.
2010. Vingtdeux, V., L. Giliberto, H. Zhao, P. Chandakkar, Q.L. Wu, **J.E. Simon**, E.M. Janle, J. Lobo, M.G. Ferruzzi, P. Davies and P. Marambaud. AMP-activated protein kinase signaling activation by resveratrol modulates amyloid- $\beta$  peptide metabolism. **Journal Biological Chemistry** 285(12):9100-9113.
2010. Park, S.H., S.N. Ryu, Y. Bu, H. Kim, **J.E. Simon** and K.S. Kim. Antioxidant Components as Potential Neuroprotective Agents in Sesame (*Sesamum indicum* L.). **Food Reviews International** 26:103-121.

2010. Mun<sup>G</sup>, J.G., M.D. Grannan, P.J. Lachcik, R.B. Rogers, G.G. Yousef, M.H. Grace, E.M. Janle, Q.L. Wu, **J.E. Simon**, C.M. Weaver and M.A. Lila. Tracking Deposition of a <sup>14</sup>C-Radiolabeled Kudzu (*Pueraria* spp.) Hairy Root-Derived Isoflavone-Rich Fraction into Bone. **Exp Biol Med** 235(10):1224-35.
2010. Weaver, C.M., S. Barnes, J.M. Wyss, H. Kim, D.M. Morre, D.J. Morre, **J.E. Simon**, M.A. Lila, E.M. Janle and M.G. Ferruzzi. Research highlights from the Purdue-UAB Botanicals Research Center for Age-Related Diseases. **NPHB Pharmaceutical Biology** 47:768-773.
2010. Govindasamy, R., R. VanVranken, W. Sciarappa, A. Ayeni, V. S. Puduri, K. Pappas, **J.E. Simon**, F. Mangan, M. Lamberts and G. McAvoy. Ethnic Crop Opportunities for Growers on the East Coast: A Demand Assessment. **Journal of Extension** 48(6): 9 pages [Article Number 6RIB2]. [http://www.joe.org/joe/2010december/pdf/JOE\\_v48\\_6rb2.pdf](http://www.joe.org/joe/2010december/pdf/JOE_v48_6rb2.pdf)
2010. Govindasamy, R., R. VanVranken, W. Sciarappa, A. Ayeni, V. S. Puduri, K. Pappas, **J.E. Simon**, F. Mangan, M. Lamberts and G. McAvoy. Consumers' Shopping Patterns and Expenditures on Ethnic Produce: A Case Study from the Eastern Coastal U.S.A, **Journal of the American Society of Farm Managers and Rural Appraisers** 73:36-49.
2010. Koroch, A.R., H.R. Juliani, C. Sims<sup>G</sup> and **J.E. Simon**. 2010. Antioxidant activity, total phenolics and rosmarinic acid content in different basil (*Ocimum* spp.). **Israel J. Plant Science** 58:191–195.
2010. Koroch, A.R., W. Wang, P.T. Michael, N. Dudai, **J.E. Simon** and F.C. Belanger. 2010. Estimation of nuclear DNA content of cultivated *Ocimum* species by using flow cytometry. **Israel J. Plant Science** 58:183-189.
2009. Ferruzzi, M.G., J. K. Lobo, E. Janle, B. Cooper, **J.E. Simon**, Q.L. Wu, C. Welch<sup>G</sup>, L. Ho, C. Weaver and G.M. Pasinetti. Bioavailability of gallic acid and catechins from grape seed polyphenol extract is improved by repeated dosing in rats: implications for treatment in Alzheimer's disease. **Journal of Alzheimer Disease**: 18(1):113-124.
2009. Juliani, H.R., C.R. Welch<sup>G</sup>, Q.L. Wu, B. Diouf, D. Malainy and **J.E. Simon**. Chemistry and quality of hibiscus (*Hibiscus sabdariffa*) for developing the natural product industry in Senegal. **Journal of Food Science**: 74(2):S113-S121.
2009. Wang<sup>G</sup>Y., H.R. Juliani, **J.E. Simon** and C.T. Ho. 2009. Amino acid-dependent formation pathways of 2-acetylfuran and 2,5-dimethyl-4-hydroxy-3[2H]-furanone in the Maillard reaction. **Food Chemistry**: 115(1): 233-237.
2008. Kim, H.R., R. Rajaiah, Q.L. Wu, S.R. Satpute, M.T. Tan, **J.E. Simon**, B.M. Berman and K.D. Moudgil. Modulation of autoimmune arthritis by polyphenols of green tea (*Camellia sinensis*) involves the suppression of pro-inflammatory IL-17 and the induction of immunoregulatory IL-10 cytokine response. **Journal of Nutrition** 138: 2111-2116.
2008. Lee, S.W., G.S. Kim, C.H. Park, **J.E. Simon** and K-S. Kim. Difference in ginsenoside contents in roots cultivated under blue and red polyethylene shading net in *Panax ginseng* C.A. Meyer. **Korean J. Crop Sci.** 53(S):103-107.

2008. Weaver, C., S. Barnes, J.M. Wyss, H. Kim, D.M. Morre, D.J. Morre, **J.E. Simon**, M.A. Lila, E.M. Janle and M.G. Ferruzzi. Botanicals for age related diseases: from field to practice. **American Journal of Clinical Nutrition** 87:493-497.
2008. Welch<sup>G</sup>, C, Q.L. Wu and **J.E. Simon**. Recent advances in anthocyanin analysis and characterization. **Current Analytical Chemistry** 4:75-101.
2008. Juliani, H.R., **J.E. Simon**, C. Quansah, E. Asare, R. Akromah, D. Acquaye, J. Asante-Dartey, M.L.K. Mensah, T.C. Fleischer, R. Dickson, K. Annan and A.Y. Mensah. Chemical diversity of *Lippia multiflora* from West Africa. **J. Essential Oil Research** 20(1):49-55.
2007. Koroch, A., C. Park, J. Kapteyn<sup>G</sup>, H. Juliani and **J. Simon**. In vitro shoot multiplication of *Echinacea purpurea*. **J. Herbs, Spices and Medicinal Plants**:13(4): 105-110.
- 2007 Cheng<sup>G</sup>, K.W., Q.L. Wu, Z. Zheng, X.F. Peng, **J.E. Simon**, F. Chen and M. Wang. Inhibitory effect of fruit extracts on the formation of heterocyclic amines. **Journal of Agricultural and Food Chemistry** 55: 10359-10365.
2007. Wu, Q.L., Y.H. Yang and **J.E. Simon**. Determination of Proanthocyanidins in Areca Nuts by High-performance Liquid Chromatography Combined with Mass Spectrometry, **Chemistry and Biodiversity** 4: 2817-2826.
2007. Davidovich-Rikanati, R., Y. Sitrit, Y. Tadmor, Y. Iijima, N. Bilenko, E. Bar, B. Carmona, E. Fallik, N. Dudai, **J.E. Simon**, E. Pichersky and E. Lewinsohn. Enrichment of tomato aroma and taste by diversion of the early plastidial terpenoid pathway. **Nature Biotechnology** 25(8):899-901.
2007. Ekanem, A.P., M. Wang, **J.E. Simon** and D.A. Moreno. Antiobesity properties of two African plants (*Afromomum meleguetta* and *Spilanthes acmella*) by pancreatic lipase inhibition. **Phytotherapy Research** 21(12):1253-1255.
2007. Wang, M., K.W. Cheng, Q.L. Wu and **J.E. Simon**. Quantification of nepetalactones in catnip (*Nepeta cataria* L.) by HPLC coupled with ultraviolet and mass spectrometric detection. **Phytochemical Analysis** 18(2): 157-160.
2007. Govindasamy, R., B. Onyango, V. Puduri, J. Simon, H.R. Juliani, J. Asante-Dartey, H. Arthur, B. Diawuo, D. Acquaye. Impediments to Marketing African Natural Products from Ghana: Preliminary Results. **The ICFAI Journal of Agricultural Economics** 4:24-35.
2006. Deschamps<sup>G</sup>, C. and J.E. Simon. Terpenoid essential oil metabolism in basil (*Ocimum basilicum* L.) following elicitation. **J. Essential Oil Res.** 18:618-621.
2006. Koroch, A.R., M.S. Torres, H.R. Juliani, J.E. Simon and J.F. White. Host nutrient adaptation in two symbiotic fungi: *Balansia henningsiana* and *Hypocrella phyllogena* (Clavicipitaceae; Ascomycetes). **Symbiosis** 42:39-44.
2006. Juliani, H.J., A. Koroch, J.E. Simon, N. Hitimana, A. Daka, L. Ranarivelo and P. Langenhoven. Quality of Geranium oils (*Pelargonium* Species): Case Studies in Southern and Eastern Africa. **J. Essent. Oil Res.**, 18: 116-121.

2006. Shen<sup>G</sup>, D.D., Q.L Wu, M. Wang, Y-H. Yang, E. Lavoie and J.E. Simon. Quantification of the predominant catechins in leaves of *Acacia catechu* by LC/ESI-MS. **J. Agric. and Food Chem:** 54: 3219-3224.
2006. Deschamps<sup>G</sup>, C., D. Gang, N. Dudareva, and J.E. Simon. 2006. Developmental regulation of phenylpropanoid biosynthesis in leaves and glandular trichomes of basil (*Ocimum basilicum* L.). **Int. J. Plant Science** 167(3):447-454.
2006. Domínguez<sup>G</sup>, F., X. Lozoya and J.E. Simon. Tissue culture regeneration of a medicinal plant from Mexico: *Piper auritum* Kunth. **HortScience** 41(1): 207-209.
2006. Juliani H.R., J. Kapteyn<sup>G</sup>, D. Jones, A. R. Koroch, O. Behra, L. Ranarivelo, A. Y. Mensah, C. Quansah, D. Acquaye, D. Charles, M. Wang, H. Moharram and J.E. Simon. Applications Using Near Infrared Spectroscopy in Quality Control and Adulteration of African essential oils. **Phytochemical Analysis:** 17:121-128.
2006. Vieira<sup>G</sup>, R.F. and J.E. Simon. Chemical characterization of basil (*Ocimum* spp.) based on aromatic volatiles. **Flavor and Fragrance Journal:** 21:214-221.
2005. Wang, M., C.H. Park, Q.L. Wu, and J.E. Simon. Analysis of artemisinin in *Artemisia annua* L. by LC-MS with selected ion monitoring. **Journal Agric. Food Chem.** 53: 7010-7013.
2005. Wu, Q.L., M. Wang and J.E. Simon. Determination of proanthocyanidins in fresh grapes and grape products using liquid chromatography with mass spectrometric detection. **Rapid Communications in Mass Spectrometry** 19: 2062-2068.
2005. Park, C.H., W.B. Phippen<sup>G</sup>, J.E. Simon, S.B. Namkoong and N.S. Seong. Enhancement of in vitro regeneration of several *Ocimum* species and varieties. **Korean. J. Plant Research** 8(3): 275-280.
2004. Grayer, R.J., Vieira<sup>G</sup>, R.F., Proce, A.M., Kite, G.C., Simon, J.E. and Paton, A.J. Characterisation of cultivars within species of *Ocimum* by exudates flavonoid profiles. **Biochemical Systematics and Ecology** 32: 901-913.
2004. Wu, Q.L., M. Wang and J.E. Simon. Analytical methods to determine phytoestrogenic compounds. **Journal of chromatography B** 812: 325-355.
2004. Wu, Q.L., M. Wang, B. Sciarappa and J.E. Simon. LC/UV/ESI-MS Analysis of Isoflavones in Edamame and Tofu Soybeans, **Journal of Agriculture and Food Chemistry** 52:2763-2769.
2004. Liang<sup>G</sup>, C.P., M.Wang, J.E. Simon and C.T. Ho. Antioxidant activity of plant extracts on the inhibition of citral off-odor formation. **Molecular Nutrition & Food Research:** 48, 308-317.
2004. Ekanem, A.P., M. Wang, J.E. Simon, A.I. Obiekezie and F. Morah. In vivo and in vitro activities of the seed extract of *Piper guineense* Schum. and Thonn. against skin and gill monogenean parasites of goldfish (*Carassius auratus auratus*). **Phytotherapy Research** 18: 793-797.
2004. Koroch, A., H. Juliani, J. Bischoff, E. Lewis, G. Bills, J.E. Simon and J. White, Jr. Examination of Plant Biotrophy in the scale insect parasitizing fungus *Dussiella tuberiformis* **Symbiosis:** 37(1-3):267-280.

2004. Juliani, H.R., J.A. Zygadlo, R. Scrivanti, E.de L Sota and J.E. Simon. The essential oil of *Anemia tomentosa* (Savigny) Sw. var. *anthriscifolia* (Schrad.) Mickel. **Flavor and Fragrance Journal** 19:541-543.
2003. Wang, M., Y. Tadmor, Q.L. Wu, C.K. Chin, S.A. Garrison and J.E. Simon. Quantification of protodioscin and rutin in asparagus shoots by LC/MS and HPLC methods. **J. Agric. and Food Chemistry**: 51: 6132-6136.
2003. Wu, Q.L., M. Wang and J.E. Simon. Determination of Isoflavones in Red Clover and Related Species by High-Performance Liquid Chromatography Combined with Ultraviolet and Mass Spectrometric Detection. **J. Chromatography A**: 1016:195-209.
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## **8. Books (Authored and edited):**

### **8.1 Books:**

Simon, J.E., H.R. Juliani and Lyle E. Craker (Editors). **African Natural Plant Products: From Forests and Fields to the Marketplace**. **Taylor and Francis**. (in preparation).

Juliani, H.R., J.E. Simon and C.T. Ho (Editors). African Natural Plant Products. **Volume II: New Discoveries in Natural Products Chemistry, Health and Nutrition and Challenges in Botanical Standardization and Quality**. **American Chemical Society** (in preparation).

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1984. Simon, J.E., A. Chadwick, and L.E. Craker. **Herbs: An Indexed Bibliography, 1971-1980, The Scientific Literature on Selected Herbs, and Aromatic and Medicinal Plants of the Temperate Zone**. Archon Books. 770 pp. *This reference book received the 1985 National Oberly Award* and was listed as a Selection, Choice Magazine, 1984-85. Outstanding Academic Books and Nonprint materials, American College Libraries.

## **8.2 Book Chapters (<sup>UG</sup>undergraduate students; <sup>G</sup>graduate students):**

2012. Villani<sup>G</sup>, T., H.R. Juliani, Q.L. Wu and J.E. Simon. *Hibiscus sabdariffa*: Phytochemistry, Quality Control and Health Properties. In 2012, Juliani H.R., J.E. Simon and C.T. Ho (eds). **African Natural Plant Products. Vol. II**. American Chemical Society ACS Symposium Series, ACS Press, Washington, D.C. USA (accepted).

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2009. Ariyawardana, A., R. Govindasamy and J.E. Simon. The Natural Products Industry: A Global Perspective, pp.7-28. In: Juliani, H.R., J.E. Simon and C.T. Ho (eds). **African Natural Plant Products: Discoveries and Challenges in Quality Control**. American Chemical Society Symposium Series 1021. American Chemical Society, Washington, D.C. USA.
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2009. Koroch A.R., H.R. Juliani, D. Kulakowski<sup>UG</sup>, H. Arthur, J. Asante-Dartey and J.E. Simon. *Voacanga africana*: Chemistry, Quality and pharmacological activity, pp. 363-380. In: Juliani, H.R., J.E. Simon and C.T. Ho (eds). **African Natural Plant Products: Discoveries and Challenges in Quality Control**. American Chemical Society Symposium Series 1021. American Chemical Society, Washington, D.C. USA.
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2009. Ranarivelo, L., P. Ramanoelina, H. R. Juliani, and J.E. Simon. Characterization of essential oils from *Cinnamomum camphora* T. Nees & Eberm and *Ravensara aromatica* Sonnerat from Madagascar, pp. 391-400. In: Juliani, H.R., J.E. Simon and C.T. Ho (eds). **African Natural Plant Products: Discoveries and Challenges in Quality Control**. American Chemical Society Symposium Series 1021. American Chemical Society, Washington, D.C. USA.
2009. Juliani H. R., Y. Koelliker<sup>UG</sup>, M. Bucuk<sup>UG</sup>, C. Welch<sup>G</sup>, B. J. Tepper, E. Jefthas and J.E. Simon. Quality, and consumer studies in the USA of African herbal teas for the natural products industry development in subSahara Africa, pp. 403-420. In: Juliani, H.R., J.E. Simon and C.T. Ho (eds). **African Natural Plant Products: Discoveries and Challenges in Quality Control**. American Chemical Society Symposium Series 1021. American Chemical Society, Washington, D.C. USA.
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2008. Juliani, H.R., C. Welch<sup>G</sup>, J. Asante-Dartey, D. Acquaye, M. Wang and J.E. Simon. Chemistry, quality and functional properties of Grains of Paradise (*Aframomum melegueta*), a rediscovered spice, pp. 100-113. In: C.T., Y. Shao and J.E. Simon (eds). *Dietary Supplements. American Chemical Society Symposium Series 925.* American Chemical Society, Washington, D.C. USA.

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2003. Wang, M., Q.L. Wu, Y. Tadmor, J.E. Simon, S. Sang and C.T. Ho. *Schisandra chinensis*: Chemistry and Analysis, pp. 234-246. In: C.T. Ho, J.K. Lin and Q.Y. Zheng (eds). **Oriental Foods and Herbs: Chemistry and Health Effects. American Chemical Society Symposium Series Books Series 859**. Div. of Agric. and Food Chem: Oriental Herbs. Oxford Univ. Press.

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### **8.3 Industry Journals/Trade Magazines:**

2010. McGrath, M.T., A. Wyenandt and J Simon. Downy Mildew Wars: A monitoring program can help growers determine if the basil downy mildew pathogen is present in their area. **American Vegetable Grower**. February 2010:10.

2006. Kim, M., X. Meng, A. Kim, M. Wang and J.E. Simon. Developing a long-lasting tyrosinase inhibitor from *Morus alba* L. **Cosmetic and Toiletries**. 121(3): 91-102.

2005. H.R. Juliani, O. Behra, H. Moharram, L. Ranarivelo, B. Ralijerson, M. Andriantsiferana, N. Ranjatoson, J. Rasoarahona, P. Ramanoelina, M. Wang and J.E. Simon. Searching for the real Ravensara (*Ravensara aromatic* Sonn.). A case study for "NATIORA"-the Malagasy natural product label. **Perfumer and Flavorist** vol 30: Jan/Feb, 2005: 60-65.

2005. Benge, M., G. Cragg, J. Duke, J. Ferreira, J. Hopper, W.J. Kress, J.E. Simon, A. Weil, M.L. Wilcox. Responding to: Malaria Fight: Gates Foundation funds development of malaria drug artemisinin and January 3, 2005, **BOOTSTRAPPING VIA PHILANTHROPY: A Californian start-up chooses a zero-profit project: helping to develop a malaria drug. Chemical Engineering News**, March 01, 2005. This letter to the editor requests studies on standardized plant extracts of *A. annua* for the treatment of malaria.

2000. Charles, D.J and J. E. Simon. 2000. Lavender: Is it Real or Synthetic? **AromaTherapy News**.

### **8.4 Rutgers Cooperative Extension Fact Sheets & N. J. Agricultural Experiment Station Bulletins**

2010. Ayeni, A., R. VanVranken, W. Sciarappa, R. Govindasamy, V. S. Puduri, K. Pappas, J. E. Simon, F. Mangan, M. Lamberts, and G. McAvoy. "Smooth luffa (*Luffa cylindrica* (L.) M. Roemer., or *L. aegyptiaca* Mill.), **Rutgers Cooperative Extension Fact Sheet**, 2 pp.
2010. Ayeni, A., R. VanVranken, W. Sciarappa, R. Govindasamy, V. S. Puduri, K. Pappas, J. E. Simon, F. Mangan, M. Lamberts, and G. McAvoy. Chiles (Ethnic peppers): Anaheim or New Mexico pepper (*Capsicum annuum* L.), Aji Dulce (*C. chinense* Jacq.), and Jalapeno Chile (*C. annuum* L.), **Rutgers Cooperative Extension Fact Sheet**, 2 pp.
2010. Ayeni, A., R. VanVranken, W. Sciarappa, R. Govindasamy, V. S. Puduri, K. Pappas, J. E. Simon, F. Mangan, M. Lamberts, and G. McAvoy. Bok choys (Chinese cabbages): Bok Choy/Choi, Shanghai Bok Choy/Choi & Baby Bok Choy/Choi (Choy/Choi tops) (*Brassica rapa* subsp. *chinensis*), **Rutgers Cooperative Extension Fact Sheet**, 2 pp.
2007. Govindasamy, R., R. VanVranken, W. Sciarappa, A. Ayeni, V.S. Puduri, K. Pappas, J.E. Simon, F. Mangan, M. Lamberts and G. McAvoy. Survey methods and identification of ethnic crops for the east coast in the USA: A Procedural Synopsis. CSREES/USDA, NRI/USDA and Rutgers University. **New Jersey Agricultural Experiment Station, P-02903-1-07**, May, 2007, 37pp.
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2006. Govindasamy, R., B. Onyango, V. Puduri, J. Simon, H. Juliani, J. Asante-Dartey, H. Arthur, B. Diawuo and D. Acquaye. An Overview of Marketing of Ghana Natural Products, New Jersey Agricultural Experiment Station, P-15009-1-06, November 2006, 24 pp.
2006. Govindasamy, R., J. Simon, V. Puduri, H. Juliani, J. Asante-Dartey, H. Arthur, B. Diawuo, D. Acquaye and N. Hitimana. A Comparison of Wholesaler/Retailer Business Characteristics of Natural Products between Ghana and Rwanda, **New Jersey Agricultural Experiment Station, P-15009-2-06**, November 2006, 30 pp.
2006. Govindasamy, R., A. Nemana, V. Puduri, K. Pappas, B. Schilling, J. E. Simon, R. VanVranken, and L. Brown. Demographics and the Marketing of Asian Ethnic Produce in the Mid-Atlantic States, **New Jersey Agricultural Experiment Station, P-02903-1-06**, May 2006, 95 pp.

### **8.5 Purdue University Cooperative Extension Fact Sheets & Agricultural Experiment Station Bulletins**

8.5.1 Contributor and a former co-editor of the annual **Midwest Commercial Vegetable Production Guide**, 1984-1998.

8.5.2 Founder and Lead-editor of the annual **Midwestern Vegetable Variety Trial Report**-co-sponsored by eight Midwestern states. Published annually as a Purdue Univ. Agric. Exp. Sta. Bulletin based upon research conducted each year, 1990-2000.

8.5.3 Proceedings of the USA National Herb Conferences that brought together researchers and those in the industry:

Simon, J.E. and L. Grant (eds). 1987. Proc. First National Herb Growing & Marketing Conference.

July 19-22, 1986. West Lafayette, IN. Purdue Univ. Agr. Exp. Sta. Bull. No. 518, 333 pp.

Simon, J.E. and L. Grant (eds). 1987. Proc. Second National Herb Growing & Marketing Conference.

- July 19-22, 1987. Indianapolis, IN. Purdue Univ. Agr. Exp. Sta. Bull. No. 530, 342 pp.
- Simon, J.E. and L.Z. Clavio (eds). 1989. Proc. Third National Herb Growing & Marketing Conference. July 24-27, 1988. Louisville, KY. Purdue Univ. Agr. Exp. Sta. Bull. 552, 333 pp.
- Simon, J.E., A. Kestner and M. Buehrle (eds). 1989. Herbs'89. Proc. Fourth National Herb Growing & Marketing Conference. July 22-25, 1989. San Jose, CA. Int. Herb Growers & Marketers Assoc., Silver Springs, PA. 466 pp.
- Simon, J.E., A. Kestner, and M.R. Buehrle (eds). 1990. Herbs'90. Proc. Fifth National Herb Growing & Marketing Conference. June 30-July 3, 1990. Baltimore, MD. Int. Herb Growers & Marketers Assoc. Silver Springs, PA. 228 pp.
- Simon, J.E. and A. Kestner (eds). 1991. Herbs'91. Proc. Sixth National Herb Growing & Marketing Conference. July 19-22, 1991. Minneapolis, MN. Int. Herb Growers & Marketers Association, Mundelein, Ill. 214 pp.
- Simon, J.E. and A. Kestner (eds). 1992. Herbs'92. Proc. Seventh National Herb Growing & Marketing Conference. July, 1992. Ft. Worth, TX. Int. Herb Growers and Marketers Association, Mundelein, Ill.
- Kestner, A. and J.E. Simon (eds.). 1993. Herbs'93. Proc. Eighth National Herb Growing & Marketing Conference. July 8-11, 1993. Bellevue, WA. Int. Herb Growers & Marketers Assoc., Mundelein, Ill. 183 pp.
- Kestner, A., J.E. Simon, and A.O. Tucker (eds.). 1994. Herbs'94. Proc. Ninth National Herb Growing & Marketing Conference. July 7-10, 1994. Raleigh, NC. Int. Herb Growers and Marketers Association, Mundelein, Ill.

## **9. Patent and PVP Applications**

### **New Plant Varieties, PVP's, Patents and Licensing Agreements and Trademarks:**

2012. Simon, J.E., T. Villani and A. Koroch. **Replacement of Chloral hydrate as a clearing agent and mounting medium for microscopy.** Provisional patent application 070439.00686. RU 2012-146. 27 pages. Provisional patent filed April, 2012.
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**10. Teaching at Rutgers University:** *see Simon's NUANPP website*

**11. Outreach at Rutgers University:** *see Simon's NUANPP website*